

# 10 STEP PLAN FOR A SUCCESSFUL ASK

## 1. INTRODUCE YOURSELF AND THE PURPOSE OF CALL

State that you are a volunteer doing this out of your own personal belief in the Y's mission, and that you feel strongly about its importance to the community. Share your feelings and share why the Y is important to you.

## 2. ASK QUESTIONS THAT ESTABLISH THE PROSPECT'S UNDERSTANDING OF THE YMCA.

**Examples:** What has been your overall experience with the Y? Do you, your children, or friends use the facility and/or enjoy the programs? What do you believe are the important roles that the YMCA serves in our community? Do you know someone who has personally benefited from the Y?

## 3. SHARE YOUR PERSONAL CONVICTIONS ABOUT THE Y AND ITS IMPORTANCE IN THE COMMUNITY

Make it a two-way conversation by sharing your story, then pausing so that the prospect can contribute too. Example: tell why you think the Y is important and share what your involvement has been.

## 4. STATE THIS YEAR'S CASE FOR GIVING

Become familiar with the Y's current case statement and use it to explain how the community will be better because of this valuable community asset

## 5. ASK ABOUT THE PROSPECT'S AREA OF INTEREST

What aspect of the Y do they feel most strongly about and why?

## 6. ASK FOR THE GIFT

Refer to your own gift, and ask them to join you in giving. Use information from the prospect's area of interest to ask for specific amount or range. Talk about program purpose, not just dollars. After asking, be silent and wait for the prospect to respond to your request.

## 7. GUIDE THEM TO OUR P2P PAGE

<https://p2p.onecause.com/mvymca2024>

## 8. THANK THE DONOR FOR THEIR GENEROSITY

You've done it!