

PROVEN SUCCESS STRATEGIES

The method of our YMCA campaign is the personal, face-to-face interview with each prospect. If each interview is assigned the proper importance in your mind, you will achieve maximum results with the most efficient use of your time.

MAKE YOUR OWN PLEDGE FIRST

This shows your commitment and sincerity. You can't ask someone else to make a commitment to the campaign until you have made your own.

KNOW WHAT YOU ARE DOING AND WHY

A positive, confident attitude is the first and most important step. Your job is to tell the value of the YMCA programs.

- *Did you learn how to swim at a YMCA?*
- *Did your child have his or her first overnight camp experience at a YMCA summer camp?*

By telling your YMCA story, you allow others a chance to see the power of the YMCA experience.

GO AFTER YOUR BEST PROSPECTS FIRST

This gets you off to a good start, helps build self-confidence and gives you a stronger position in subsequent calls.

KNOW YOUR PROSPECTIVE DONORS

Learn as much as you can about your prospective contributor's interest in the community, experience with the YMCA and the ability to give. You'll be better able to match the benefits of the YMCA programs with the interests of the prospective donor.

*****SEE YOUR PROSPECTS IN PERSON*****

A personal visit sends a strong message to a prospective donor that you believe supporting the YMCA campaign is important enough for you to see them in person. Campaigners who make it a point to use personal visits consistently secure larger gifts and produce more dollars relative to their investment time. They also find that the new affiliations may be of personal and professional benefit in the future.

TEAM-UP

A two-person visit adds clout to your presentation and the mutual support is encouraging.

TELL WHAT THE YMCA IS DOING

Giving is largely a matter of education. Your job is to communicate the value of the YMCA program relative to their interests, not just ask for a contribution. When you appeal to the self-interest of the donor, you are likely to secure a favorable response.

KNOW THE FACTS ABOUT THE YMCA

Be prepared with reasons why the prospect should support the YMCA. Each request should be thought out in advance.

BE PREPARED IN ADVANCE FOR QUESTIONS

Answer questions honestly and find out why an objecting prospect feels the way he/she does. Even if you don't get a contribution, make a friend for the YMCA.

AIM HIGH AND BE SPECIFIC

Have an idea of the prospect's giving capacity and ask for a specific dollar amount. Don't talk just of dollars, but of benefits – what those dollars will do for people. People are seldom offended because they are asked to consider more than they can contribute. Consider asking in the follow manner:

“BECAUSE WE FEEL YOU CARE AS MUCH AS WE DO, WE ARE ASKING YOU TO CONSIDER A GIFT OF \$_____. YOU MAY HAVE IN MIND TO GIVE MORE; YOU

MAY FEEL YOU CANNOT GIVE AS MUCH. WHATEVER YOU GIVE WILL BE DEEPLY APPRECIATED.”

ATTEND REPORT MEETINGS

Bring your cards and be proud of the effort you have made and the dollars you have raised.

PEOPLE GIVE TO PEOPLE RATHER THAN TO CAUSES.
SPEAK WITH SINCERITY AND CONVICTION.
IT'S HARD FOR SOMEONE TO TURN DOWN
A SINCERE SPOKESPERSON FOR THE YMCA.