

## On the Phone, or Face-to-Face

The biggest mistake a first-time campaigner makes is to ask for a donation too quickly. People don't give because they got a flyer in the mail, or because just *anybody* called. You need to get them to share their experience at Camp, and hear your commitment. THEN when you ask, they'll give because of you.

You'll want to use your own words as you go along, but you'll find it much easier and more successful to follow this script for your first few calls:

Hi, is \_\_\_\_\_ at home tonight?

This is (\_\_\_\_\_) and I'm a **volunteer** calling from YMCA Camp \_\_\_\_\_'s phone-a-thon for annual support.  
**I understand you or your family has had a history with Camp \_\_\_\_\_.... when were you last there?**

YMCA Camp means a lot to me, that's why I'm volunteering here tonight. I hope you've had a chance to look at the flyer we sent out last week that describes our volunteer fundraising effort.

Our goal is \$\_\_\_\_\_ this year. And most of that goes directly toward camperships for underprivileged children, so that they get the life-changing experiences of summer camp.

We're also raising money for the building materials to be used by our volunteers during work weekends this spring in fixing up the camp.

**Would you consider a gift in the range of \$100 ?**

(**wait** for them to reply...)

That's great! Thank you from all of us here tonight! Can I just make sure your address is correct...

Thanks for your time this evening!

Try to get them to pledge a specific amount. If they insist on "thinking about it," thank them and do this:

Where it says *Amount Pledged* write "?"

Then put a big circle around the \$\_\_\_ on the pledge card.

Add a handwritten note, something like "hope you'll join me in helping our kids!" and sign your name as usual. We'll send them another "Strong Kids" brochure, too. Put it in your "done" pile.