



**FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY**

Annual Impact Fund

Preparing For a Successful Ask

- 1) Make your own gift first.
- 2) Understand who you are going to be asking- what are they interested in or passionate about?
- 3) Connect donors and storytellers who have similar interests or who may be passionate about specific case for support (ie: Aquatics class may be very interested in raising money for safety around water).
- 4) Be cognizant of how the ask will take place (location, time of day, etc).
- 5) Practice, practice, practice

Steps For a Successful Ask

- 1) Make the conversation convenient for the prospective donor
- 2) Facilitate a conversation to establish a foundation for the ask
 - a. "How is your family? Is your daughter still on the TYDE Swim Team?"
 - b. "Do you like the new spin class?!"
- 3) Talk about the prospective donor's Y story and community interests
 - a. Ask about how this person first became involved in the Y?
 - b. What do they love about the Y?
- 4) Share your own Y story, if appropriate
 - a. How does the story about you and your family relate to the donor's story?
 - b. Are there common values and goals?
 - c. Make the connection clear, concise, and appealing
- 5) Ask the prospective donor to make a specific gift in support of a specific cause they are passionate about
 - a. Determine a specific amount
 - b. Payable over time – Monthly, quarterly, etc.
- 6) Let them consider the proposal
 - a. Silence is okay, let it happen
- 7) Did they say Yes?
 - a. Confirm with a signed commitment and express your sincere gratitude
- 8) Did they say No?
 - a. Understand (determine) if it is a definite NO, a NO to the amount or a NO not now but maybe later.
 - b. Whatever they give is appreciated
 - c. Remember, the chance to share a powerful Y story is a success in and of itself!
- 9) Have fun and be yourself. Your passion for the Y is the key to your success!

The YMCA of Northwest North Carolina

Our Mission: "Helping all people reach their God-given potential in spirit, mind and body."