CAMPAIGNER TIP SHEET

Make Your Gift First
Your gift demonstrates your commitment and belief in the Y. After making a personal gift, it is much easier to ask someone else to do the same.

Share Your Y Story
Do you have a personal story of how the Y has helped you? Share it! Stories are a powerful tool that people can relate too. Speak sincerely and people will listen.

Focus on Relationships
Having a relationship and knowing someone’s personal interests can help you to cater your ask to their passions. Think about who your asking for a donation and personalize your conversation to them.

Ask Best Prospects First
Start fundraising and build confidence by asking your best prospects first. This can be people you have strong relationships with or people with a Y experience themselves.

Focus on Impact
Remember fundraising for the Y is all about building community and making a difference in other peoples lives. Emphasize what a prospect’s donations can accomplish when asking for commitments.

Be Creative
Asking someone to donate to the Y isn’t the only way to gather donations. You can plan an event, sell homemade products, share a skill, and use social media.