

# Phone Call Script

Good morning/afternoon/evening **[DONOR NAME]**,

This is **[NAME]** with the North Penn YMCA. I am reaching out today because we are in the last few weeks of our Annual Campaign, raising money to support our charitable services to our community. In the past, you have generously helped us to reach our goal.

North Penn YMCA charitable services help hundreds of community members by providing financial assistance to those in need. Many young children benefit from the financial assistance that they receive to be able to participate in youth sports, day camp, afterschool and many other programs. Would you be willing to renew your pledge to the Y this year?

[Many will ask what they gave last year – you will have that information on your donor pledge card. Reach out to Cassie if you need a copy of this.]

## If they say 'YES'

Thank you so much! Your support is so meaningful to the families we serve and we are so grateful. Would you like for the Y to send you a pledge reminder with details about how you can fulfill your pledge?

Many will say 'Yes' and wrap up the conversation. Please make sure to record their response and gift amount on the donor pledge form. If they request a pledge reminder to be sent in a particular month or quarter of the year, please include that information as well.

Checks can be made out to 'North Penn YMCA' and sent to:

**2506 N Broad St.  
Colmar, PA 18915**

If they prefer to give now, the online giving website is:

**[NorthPennYMCA.org/GIVE](http://NorthPennYMCA.org/GIVE)**

## If they say 'NO'

I understand. Thank you so much for your consideration and for your support in the past! I hope you have a great day!