

California YMCA Youth & Government
HELPFUL CAMPAIGNING HINTS

The following are some guidelines for you to consider as you embark on the great experience of being an Annual Support Campaigner for YMCA Youth & Government:

- **Your enthusiasm is key in generating financial gifts to Youth & Government.**
- **Make your own generous pledge first. Your personal donation strengthens your commitment and enables you to ask for a commitment from others.**
- **Become familiar with Youth & Government's case for support. Utilize the information that is enclosed with this packet to help you articulate the need for people to support this important endeavor.**
- **Try to meet one on one with individuals to discuss securing their personal support. Make the pitch over the phone or by email only if you are sure this is the best approach.**
- **Success is a confidence builder. Call first on prospects you feel will most likely donate.**
- **Ask for a specific amount. Decide on how much to ask for before you begin. Don't be concerned that you might be asking for too high a figure. If that happens, you most likely have flattered your prospect.**
- **Remember, you are not asking for yourself. You are a volunteer asking others to support the important work of Youth & Government project. It feels good to give. Don't feel apologetic.**
- **Explain the commemorative gift levels and encourage payment options. This will make it easier to give a larger contribution. The State Y&G office will send monthly, quarterly, or semi-annual invoices based on a total gift amount (*minimum \$10 per invoice*). Payments may be made by cash, check, or credit card. Please complete all credit card information if charging the donation.**
- **Be sure to close the ask. The first time you meet with a prospect is the most likely time that he/she will say yes.**
- **Always use a pledge card and fill it in completely. If there is a turndown on a pre-assigned prospect card, please return that card noting the reason for the turndown.**
- **Don't forget the tax advantages of giving – totally tax deductible. YMCA Youth & Government is a 501(c)(3) tax exempt non-profit organization.**
- **Thank them, THANK THEM, THANK THEM!**
- **Don't procrastinate. Calendar a portion of several different days to work on the campaign. Turn in your results by the deadline dates as provided on the Campaign Calendar.**
- **Thank you, THANK YOU, THANK YOU!**