

## Donor Renewal Phone Call Talking Points

Below are some talking points to convey when calling a previous donor, attempting to get them to renew their gift for this year.

- Introduce yourself as a volunteer for the YMCA (use specific center name)
  - Ex. Hi, this is Dennis and I am a volunteer with the Green Hills Family YMCA
  
- Thank them for their previous donation
  - Ex. I'd like to thank you for your 2022 donation to our YMCA of \$100. Your gift, along with others provided access to health and wellness, youth programming and other impactful programs in our community.
  
- Ask them to give again
  - Ex. I am calling to ask you to consider supporting the Y again, by making a donation this year. Would you join me in supporting the Y again?
  
- If they say yes...
  - Ex. Thank you so much for your ongoing support. As you know the need in our community has only continued to grow. Would you be able to increase your gift this year?
    - If yes...
      - Ex. That's terrific, THANK YOU! You have several different ways to make payment. You can go online to [ymcamidtn.org/give](https://ymcamidtn.org/give) and click the give button, fill out your information, make sure you select our YMCA for designation. You can also send a check to your local YMCA or bring in payment next time you're in. Could I get your correct email address to ensure our staff can follow up with you on your gift?
    - If no...
      - No problem. Thank you for your renewal gift. It'll be incredibly impactful. You have several different ways to make payment. You can go online to [ymcamidtn.org/give](https://ymcamidtn.org/give) and click the give button, fill out your information, make sure you select our YMCA for designation. You can also send a check to your local YMCA or bring in payment next time you're in. Could I get your correct email address to ensure our staff can follow up with you on your gift?

- If they say no...
  - Thank them for their previous gift and ask them if there's a better time for us to follow up with them.
  
- Send all information collected to your center/program staff