

THE SECRET SAUCE

Adapted from Marcy Heim's Making an Artful Ask



Asking someone to support the YMCA can be scary. We know. Marcy Heim has taken the scary part out of the ask and reduced it down to three thoughtful sentences. Take a moment to review and practice the below.

Write (and speak) the ask. Use these three sentences, no longer than 17 words.

- Bestow sincere honor/praise of their role with the YMCA
- Special connection to this campaign and/or pride in the YMCA
- Be considerate; ask for consideration
- State specific amount
- State specific purpose—consider Case for Support
- Be quiet

_____,
(name of prospective giver)

1. YOU HAVE (compliment on connection, service, past giving, status in the community)
2. YOU UNDERSTAND (special connection to/appreciation of the impact of the gift you are asking for)
3. WOULD YOU consider a gift of \$ _____ for (specific use/impact) in the Annual Giving Campaign.

Then be quiet.

