YMCA Thank-You Call Scripts

February 2017

**The Power of Saying Thank You:**

Cygnus has conducted testing that has shown that a simple phone call expressing thanks to a donor – particularly if it comes from a senior volunteer like a board member – can extend donor loyalty and increase subsequent gift values. In one study, gift values in the test group were 39% higher in the next solicitation and remained higher over six subsequent asks, even though only one brief (45-second) thank-you call was made and that call was the only differentiating factor between the phone-call group and the other donors. There was also no difference between thank-you calls where the callers spoke to the donor personally and thank-you calls that resulted only in leaving a message.

**Preparing for the Call:**

Callers should have some basic information before they pick up the phone:

* Donor’s gift allocation (if known)
* Brief summary of donor history (ie: long-time donor, first-time donor, donor who just gave significantly more than previous gifts)
* Donor’s YMCA membership status

The caller does not need to work this information into the call, but offering special thanks for a first-time gift or being able to end the call with, “Hope to see you on the treadmill next time I’m working out,” can provide a personal touch that resonates with the donor and makes the caller feel more confident and prepared going into the call.

**Sample Thank-You Message Script:**

This example is a message approximately 30 seconds long. Callers can cut that in half by ending after the word “support” in the third sentence. Offering up the contact information and invitation to see the program site enriches the message, but the first half of the script below will still have a significant impact on donors.

*Hi, I’m Diane Chambers, a volunteer on the board of the Boston YMCA. I’ve just learned that you have made a new gift to the Y to help us with our summer learning programs. I just wanted to call to say how much we appreciate your support and to let you know that if you have any questions about our summer programs, or if you’d like to arrange a time to visit one of our program sites, you can call our development coordinator, Norm Peterson, at 617-123-4567. Once again, thank you on behalf of the YMCA.*

**Sample Thank-You Call:**

In an actual conversation, callers can follow a script very similar to the script for the message. The key difference, of course, is allowing the donor the opportunity to ask questions and also allowing the caller the opportunity to include more information and/or personalization in the call. The script below includes that kind of personalization. Keep in mind, however, that most donors will want the call to be brief.

*Hi, I’m Randy Travis, a volunteer on the board of the Cincinnati YMCA. I’ve just learned that you have made a new gift to the Y to help us with our summer learning programs, so I wanted to call and say how much we appreciate your support.*

[Allow comment from donor]

*I won’t keep you long, but I did want to thank you for your most recent gift and also for your long-time support of the Y. You’ve been extremely generous over the years.*

*After being a donor and member for so long, you may feel like you know everything about the YMCA, but if you have any questions about our summer programs, or if you’d like to arrange a time to visit one of our program sites, we’d be happy to set that up. I donate to our afterschool program and I went to one of the sessions last month and it was a great experience. If you know you’re interested, I can have our development coordinator, Bailey Quarters, give you a call, but if not, just keep it in mind. It’s always an option.*

[Allow comment from donor]

*Thanks again for your generosity and for your time. I’m glad I was able to reach you. Have a great evening.*