



SADDLE UP FOR STRONG KIDS

2010 Strong Kids Campaign Leadership Training

Where do I begin?

1. Make your own gift first.
2. Develop your story.
 - Understand the mission of the YMCA
 - Understand how the campaign supports the mission
 - Speak to the needs of your community and how the YMCA fulfills those needs
 - Understand how contributions are used
 - Utilize stories to explain the mission
3. Identify your prospects.
 - Who do you know?
 - How do you know them?
 - What do you know about them?
4. Develop strategies for your prospects.
 - Who is the best person to ask?
 - When is the best time to ask?
 - Where is the best place to ask?
 - How should the ask be made?
 - What can they not say no to?
 - What can they give?
5. Make the ask.
6. Follow-up.