

Sample Scripts

Phone & In-Person Conversation Guide

Phone Call Guidelines

Effective outreach starts before the call. Preparation builds confidence and leads to better conversations.

Before reaching out:

- Review what you know about the individual
- Write down a few questions you want to ask
- Decide on a simple framework to guide the conversation

Building your own style matters more than memorizing words. The goal is to feel comfortable in your flow — how you open, listen, and guide the conversation naturally.

These examples are meant to guide your approach, not dictate your words. The most effective conversations feel natural, respectful, and human.

Key reminders:

- The best conversations happen off script
- Be friendly, not afraid
- Be curious and consultative
- Be clear about your intention
- Always lead with relationships
- Silence is respectful — not awkward

Cold calls can feel intimidating at first. With preparation, practice, and a human-to-human mindset, outreach becomes easier and more meaningful over time.

Phone Call: Sample Language to Lean On

Use the language below as starting points, not scripts. Adapt them to sound like you.

Opening (Warm + Human)

“Hi, this is [Your Name] with the YMCA — how’s your day going so far?”

“Hi [Name], I’m calling from the YMCA. Is now still an okay time to connect?”

Purpose (Clear, Not Transactional)

“I’m calling to say thank you for your connection to the YMCA and to share a bit about how your support makes a difference.”

“I wanted to reach out personally and learn a little more about what keeps you connected to the Y.”

Curiosity & Listening

“If you don’t mind, I’d love to hear what originally drew you to support the YMCA.”

“What’s kept the Y meaningful to you over the years?”

Affirming What You Hear

“That makes a lot of sense.”

“I really appreciate you sharing that.”

“That’s helpful to hear — thank you.”

Optional: Share Your Y Story (If There’s Space)

“If you’re open to it, I’m happy to briefly share why the Y matters so much to me.”

(Keep it short, then pause.)

Inviting a Next Step (Not Pressure)

“I’ve really enjoyed this conversation and would love to continue it.”

“Would you be open to connecting in person or staying in touch as the campaign continues?”

Gracious Close (Even Without a Meeting)

“Thank you so much for taking the time to talk with me — I really appreciate the conversation.”

That is still a win.

Sample Call Scenarios

Cold Call / No Prior Relationship

Open warmly, thank them for their connection to the YMCA, invite them to share what drew them to support the Y, listen carefully, and invite a next step if it feels appropriate.

Warm Call / Prior Engagement

Acknowledge the relationship and express gratitude. Ask what has kept them connected to the YMCA, reflect what you hear, and suggest continuing the conversation.

Follow-Up After Introduction or Referral

Reference the mutual connection, clearly state your purpose, listen first, and invite a meeting or next step when the timing feels right.

In-Person Conversation Guide

In-person conversations follow the same principles as phone calls — with even greater emphasis on presence, body language, and emotional cues.

Opening

“Thank you so much for taking the time to meet today.”
“I really appreciate the opportunity to connect in person.”

Set the Tone

“I’d love to spend some time learning more about what matters most to you and sharing how the YMCA is showing up for our community.”

“This is really just a conversation — I’m glad we could connect.”

Invite Them to Share

“What originally drew you to the YMCA?”
“When you think about impact, what does that look like to you?”

Reading the Room

If they ask about impact, scale, or sustainability — or express strong alignment — you may have earned the right to go deeper. If not, focus on stewardship and relationship-building.

Inviting a Next Step

“I’ve really enjoyed this conversation and would love to continue it.”
“Would you be open to staying connected as we move through the campaign?”

Conversation Reminders

- You are inviting, not interrupting
- You are listening, not selling
- The goal is connection, not completion

Every respectful conversation builds trust and strengthens the YMCA's relationship with the community.