

Sample Scripts

Email & Direct Mail Conversation Guide

Email & Direct Mail Guidelines

Not every outreach effort leads to a meeting or conversation — and that is completely normal. Many people are busy, hard to reach, or simply prefer a clear and thoughtful written invitation. Email and mailed letters are effective tools when used with intention, respect, and confidence.

These templates are designed to support authentic outreach. They are meant to guide your approach, not dictate your words. The most effective messages are personal, sincere, and rooted in impact.

Key reminders:

- Keep the message clear and respectful
- Lead with gratitude and past impact
- Avoid urgency or pressure-based language
- Frame giving as partnership, not obligation
- Invite engagement, not just a transaction

Email Templates

Email Template: Initial Outreach or Follow-Up (Requesting a Conversation)

Subject Line Options:

- A quick connection about the YMCA
- Continuing the conversation
- An invitation to connect
- Thank you — and a quick follow-up

Email Body:

Hello [Name],

I hope this message finds you well. I wanted to reach out to thank you for your connection to the YMCA and for the role you play in supporting our community.

I'm reaching out because I'd welcome the opportunity to connect and learn more about what matters most to you, and to share how the YMCA is continuing to show up for children, families, and neighbors across our region. This would simply be a conversation — no pressure — focused on learning, listening, and exploring where our shared values align.

If you're open to it, I'd be happy to meet at a time and place that's convenient for you, or connect briefly by phone or video.

Thank you for your time and consideration. I appreciate all the ways you support the YMCA and our mission.

Warm regards,
[Your Name]
[Your Role / Relationship to the Y]
YMCA of Greater Cincinnati
[Phone] | [Email]

Email Template: Making the Ask

Subject Line Options:

- An invitation to continue your impact at the YMCA
- Thank you for your impact — and a look ahead
- Continuing the work together
- Your support is making a difference

Email Body:

Hello [Name],

I hope you are doing well. I wanted to take a moment to thank you again for your generosity and your continued connection to the YMCA.

Last year, your gift of \$[Amount] helped [specific impact]. Because of you, more children, families, and neighbors were able to experience opportunity, connection, and belonging at the Y.

As we look ahead to this year's Annual Campaign, I wanted to personally invite you to continue your support. The YMCA remains a strong, trusted organization in our community, and philanthropy allows us to expand the impact of programs that change lives every day.

If you are open to it, would you consider renewing your support this year with a gift of \$[suggested amount or same level]? Your partnership would help ensure even more people can access the programs and experiences that matter most.

Thank you for considering this invitation and for the role you play in strengthening our community. I would be happy to connect if you have any questions or would like to talk further.

With gratitude,
[Your Name]
[Your Role / Relationship to the Y]
YMCA of Greater Cincinnati
[Phone] | [Email]

Direct Mail Letter Templates

Letter Template: Outreach or Follow-Up Invitation

[Date]
[Name]
[Address]

Dear [Name],

Thank you for your continued connection to the YMCA. Your support and engagement help ensure the Y remains a place where people of all ages can grow, connect, and belong.

I'm writing to invite you into a conversation — one rooted in learning and shared purpose. I would value the opportunity to hear more about what matters most to you and to share how the YMCA is creating meaningful, lasting impact across our community.

This is not a request for support, but an invitation to connect. The YMCA is a strong, sustainable organization, and partnerships like yours allow us to address the issues our community cares most deeply about — together.

If you're open to meeting, I would be glad to coordinate a time that works best for you. I look forward to the opportunity to connect.

With appreciation,
[Your Name]
[Your Role / Relationship to the Y]
YMCA of Greater Cincinnati
[Phone] | [Email]

Letter Template: Mailed Ask

[Date]
[Name]
[Address]

Dear [Name],

Thank you for your ongoing support of the YMCA and for the difference you make in our community.

Last year, your generous gift of \$[Amount] helped [specific impact]. Because of your generosity, individuals and families across our region were able to build confidence, strengthen relationships, and find a sense of belonging at the Y.

As we enter this year's Annual Campaign, I am writing to invite you to continue your partnership with the YMCA. The Y is a strong, sustainable organization, and philanthropy allows us to extend our reach and respond to the needs our community cares most deeply about.

Would you consider renewing your support this year with a gift of \$[amount or same level as last year]? Your generosity will help ensure more people can access the programs and support that make a lasting difference.

Thank you for your consideration and for the trust you place in the YMCA. Your partnership helps bring our mission to life every day.

With appreciation,
[Your Name]
[Your Role / Relationship to the Y]
YMCA of Greater Cincinnati
[Phone] | [Email]

Final Reminder

There is no single right way to reach out. Some people prefer conversation, others prefer clarity in writing. What matters most is leading with respect, confidence, and authenticity. Every thoughtful message helps strengthen the YMCA's relationship with the community.