

ANTICIPATE OBJECTIONS & KNOW HOW TO RESPOND:

Wait, I already pay Y membership dues.

- The Y is more than a gym and swim, it's a cause with a mission. Your dues don't pay for mission-driven programs such as seminars and health screenings for seniors, inclusion programs for children with special needs, Livestrong, support for youth in military families, etc.
- Your dues pay for operations, not for financial assistance or subsidies to allow those in need to participate in the same programs you're involved in (swim lessons, camp, etc.).

I don't really know much about the Y.

- I can send you some information.
- Let me tell you more about the Y...
- We are for Youth Development, Healthy Living and Social Responsibility.
- Check us out on Facebook, Instagram or on our website.

Why do you need my money?

- We don't need your money, kids and families in our community need your support to succeed.
- Because you'll help kids have amazing experiences they otherwise wouldn't have.
- We are a non-profit. Any surplus goes back to the community through Y programs.
- To make the Y available to everyone!
- To help us support our community and address community issues.
- It's the right thing to do.
- It's tax-deductible.

ANTICIPATE OBJECTIONS & KNOW HOW TO RESPOND: (CONTINUED)

I don't really have a lot to give/this isn't really a good time for me.

- Every dollar counts, so any gift size would be appreciated. Plus, you can spread it out over the entire year. What would be a meaningful sized gift that you *could* make this year?
- Did you know you could donate through a stock transfer? Add a monthly donation to your Y membership draft? Or double your impact through a company matching gift?

Can I feel confident about how my money will be used for kids and families?

- Every donation made to any YMCA branch in the San Diego County stays within the branch's community or service area. When you give to the Y, you're supporting your neighbors through worthwhile programs and wellness opportunities.
- Unfortunately, there are many kids and families in our area who would never be able to participate without a scholarship. Thousands of individuals are counting on these scholarship opportunities. In fact, there are even more applications coming in than years prior so you can absolutely be confident your gift will be put to good use.
- The Y's audited financial records score a top rating for financial responsibility and transparency on Charity Navigator.
- The only way the YMCA of San Diego County has been able to do all that they have been for over 90 years is because of community support.

REMEMBER TO FOLLOW UP!