

Attitude of Gratitude

PPYMCA strives to be the best nonprofit in the region when it comes to stewardship and engagement, making us the charity of choice in donor relations.

As a volunteer campaign team member, we appreciate your willingness to ask your neighbors and contacts to join our cause. In addition, we lean on you to help us show our gratitude for their support.

- **Gratitude when asking:** When asking someone to give to the Annual Support Campaign, show up to the meeting thankful that the prospective donor was willing to join you and make that gratitude known right from the start: "Thank you for talking with me today. This cause is near and dear to my heart and I appreciate the opportunity to share this with you."
- **Gratitude when receiving:** When a donor confirms their gift, say thank you. Tell them how much you admire their commitment to making our community stronger: "Thank you for your support today and your commitment to our cause. Your gift is going to make an impact in the life of someone else right here in our community."
- **Gratitude when declined:** If a donor is not able to give to the campaign, let them know you appreciate their time and remain hopeful. Ask them if they would consider assisting you in speaking kindly in the community about the Y and its cause. Follow up by asking them to consider a gift in the future: "I understand your position and I hope you know how much I appreciate your time and consideration. I hope you will join me by sharing the cause of the Y when you talk to others in the community and that you can consider giving to the campaign in the future."
- **Gratitude when following up:** While the PPYMCA staff will send thank you notes, cards and pledge reminders as well as tax letters/ documents, we also want to engage our volunteers in the follow up gratitude process. Feel free to drop your donors a note and thank them personally. When you see them in town, let them know what has been happening at the Y and maybe invite them to an upcoming event or activity. Look for ways to engage with your contacts in meaningful ways. Personal touches are the perfect way to maintain an attitude of gratitude throughout the year – not just at campaign time.

What other ways can you think of to have an attitude of gratitude?