Donors (default):

Sample text- I recommend rewriting with your voice, but you can also copy and paste:
Hi *insert name here*! This is Katie from the Young Life Committee in Greater Ashburn. I hope you are doing well! I first wanted to say thank you for your financial donation in years past to Young Life. You have helped us continue ministry and reach more kids here in Ashburn! This year we are hoping to raise $20k to help us continue our ministry in 2026. So far we have raised _____ *check thermometer on site* Would you consider making a financial gift to YL in Greater Ashburn for our year-end campaign? All details are on our website or on the pamphlet you should have received in the mail, and I'd be happy to chat if you have any questions! Thanks again for being a faithful supporter of this work. Here's the link to all other details: https://va219.younglife.events/yearend-2025

Or if you know the person, it can be this casual…
Hi Alison! It's Katie Hiemstra with YL in Greater Ashburn. Hope you're doing well! You were on my list to call for year-end giving but, if you're like me, you're likely to not answer and see a VM and feel stressed. I can totally call you if you want though. Anyway, we're in the middle of our year-end campaign for YL in Greater Ashburn so far we have raised *check thermometer on site*! Would you and August consider giving to our goal of $20k? Happy to answer any questions of what's going on in the area, too! Here's our site for giving:
https://va219.younglife.events/yearend-2025
Let me know if you want to talk through anything!

Camp Parents:
Hi (parent name)! This is Laurie Kushin from the Young Life Committee in Greater Ashburn. We're so grateful that your student has gotten to be a part of Young Life this year! I'm reaching out as part of our year-end campaign to invite you to partner with us in reaching more students just like yours in Greater Ashburn. Young Life is fully funded by adults in the local community, and no national funds subsidize our staff salaries, leader training, or program expenses. As we round out the year, our goal is to raise $20K to spearhead us into 2026. Would you consider making a year-end donation to support the work of Young Life in Greater Ashburn? All details are on our website, and I'd be happy to chat if you have any questions! Thanks, and have a very merry Christmas! https://va219.younglife.events/yearend-2025

Attended the Auction:
Hi Katie! This is Tom and Lindsay Rockwood from the Young Life Committee in Greater Ashburn. We hope you are doing well! We wanted to say thank you for joining us at the Young Life Auction this year. We personally had a great night and hope you did too. This year we are hoping to raise $20k to help us continue our ministry in 2026. Would you consider making a financial gift to Young Life in Greater Ashburn for our year-end campaign? All details are on

our website or on the pamphlet you should have received in the mail. Either of us would be happy to chat if you have any questions! Thanks again for being a faithful supporter of Young Life for so many years! Here's the link to all other details:https://va219.younglife.events/yearend-2025

Doug's Scripts:
https://docs.google.com/document/d/1LpXsNWA8KJFcpJH9esODKEHSW_GUDKAyYmR_EUCw-A4/edit?usp=sharing

Sample email:
Dear _____-

Thank you so much for your generous and faithful support of Young Life in Greater Ashburn in previous year-end campaigns. Not only did you help us continue ministry and camping in our area- but you also helped us not have to worry as much throughout the year about raising funds, freeing us up to spend more time with high school and middle school kids- which is the most important work! I am so encouraged by your faithfulness in helping middle and high school kids continue to hear about the life they were designed to live. Thank you for your commitment to the gospel!

This year- we are raising 20k to help us continue our ministry in 2026. Would you consider making a gift to YL in Greater Ashburn for our year-end campaign? All details are on our website or on the pamphlet you should have been mailed! Please let me know if you have any questions on that.
https://va219.younglife.events/yearend-2025

Let me know if you would like to set up a time to chat through YL in our area or our fundraising efforts- happy to talk about any and everything!

I am so grateful for your encouragement- thank you for considering!
Katie

Sample call:

If you get voicemail - 90% of the time

Hi (Donor Name), this is (Caller name) calling on behalf of Young Life Greater Ashburn. Just want to thank you for your past support of our efforts to reach the teens in Ashburn with the love of Christ.

We are in the middle of our year end campaign to raise $20,000 by the end of this year, and we hope you will prayerfully consider helping us reach this goal.

(You can find more information on our website at greaterashburn.younglife.org.)

I hope you and your family have a wonderful New Year

If a donor picks up, ENGAGE IN CONVERSATION: the "script" below is just meant to be a guide...be yourself, tell your story, LISTEN TO THEIR STORY (many will tell you WHY they support YL)

Hi (donor name),

I'm (caller name), calling on behalf of Young Life Greater Ashburn. Is this a good time to reach you?

If yes

First, I just want to thank you for all you are doing to help us reach kids here in Ashburn. Your support is eternally changing lives- particularly during this tough year.

(Pause here. And donor will likely say something)

Well (donor name) I was calling to follow up about our year-end campaign. I hope you got our mailing a few weeks ago. I would love to answer any questions on that- Our goal is to raise $20,000 by the end of the year to continue the work in 2026. Can we count on you to help us reach our goal by contributing a one-time gift?

Yes: thank you so much! We couldn't do this without you! Please take a moment before the year ends to either send in your tax detectable gift by mail, or you can always go to our website and make your gift online at greaterashburn.younglife.org. The year-end giving link is at the top of our home page! The address to send is also on our website.

No: No worries! We certainly understand that there are many worthy causes asking for support this time of year. Thanks for your consideration!

(Donor is gonna say something here...need to react to what they say)

(Donor name), we're so grateful for your support, and we ask you to keep our efforts in your prayers.