

Annex 6: Role Playing Exercise for YAYA training.

After reviewing YAYA's Fundraising Guide, use this exercise to encourage participants to practice and to get comfortable asking for financial donations. (1 hour)

Directions:

1. Announce that the group will do a role-playing exercise so that everyone can practice and get comfortable with asking for financial donations.

2. Divide participants into pairs.

3. Assign each person two hypothetical donor roles. For example:

- Family member
- Business owner
- Professor
- Co-worker
- Members of a church or organization

You can assign the roles randomly or choose roles from the actual lists that YAYAs create and will use to fundraise.

4. Ask participants to think about a real life person who embodies the roles that they were assigned.

5. Explain that each person will role play, asking their potential donors for a donation. The first category will be for financial donations and the second for in-kind donations (water for a rally, gardening tools for a farm worker community garden, toys for a Christmas drive, etc.)

6. Hang a poster with the main steps that each YAYA member will complete during their interaction with their potential donor:

- Introduce yourself and introduce the organization.
- Stress the need.
- Describe the solution that you support.
- Create a sense of urgency.
- Call to action: Ask for a donation.
- Show appreciation.

Remind YAYA's to keep in mind the interests of the potential donors. Focus on shared values, past history, and their relationship with YAYA. For more info, see page ____

7. Demonstrate what a good pitch could sound like. Prepare this beforehand.

8. Explain that each person will have 5 minutes to practice each role with their partner. Signal with a whistle when they should switch and when the exercise is over.

Each person should explain to their partner what character they will be roleplaying and some details about that character (past history with YAYA, accomplishments, family, etc.).

9. After 20 minutes, when everyone is done roleplaying, each pair does a 3 minute role play exercise (the one they think went best) in front of the whole group. The moderator and the other participants will offer feedback when they are done.