



COVID-19 Call Script

The entire world is on edge right now. People are feeling isolated. You have the power to help ease that fear and uncertainty with a personal touch.

Call five donors today and every day to say hello and to find out how they're holding up. Let your donors know that you CARE. Tell them what you're doing with your team and remind them that their previous support allows you to meet needs in your community.

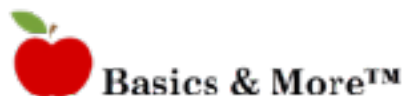
Modify this script, adapted by a training given for our Year-End Fundraising Program by Simon Scriver, and create your own. Remember, practice makes perfect. Once you begin chatting with your donors, you'll develop a rhythm for these calls and begin to enjoy them!

1. Begin by introducing yourself and building rapport.

Just like we create a persona when we're writing a fundraising appeal, imagine your donor is your grandmother, a beloved aunt or neighbor.

“Hi, it's [First Name] from [Organization]. Do you have a few minutes for a quick chat?”

“Is now a good time? You're not in the middle of something, are you?”



2. Find out how they're holding up. "We're all feeling a little isolated right now and I was calling to see how you're doing." Do they have any special challenges (childcare, aging parents, quarantine, etc.). Give thanks and highlight what their support made possible.

Remember, there's always an opportunity to show genuine appreciation. Get into a gratitude mindset before making your calls.

"Thank you for coming to our event last fall..."

"Thank you for your support last year. Because of your support, we were able to..."

"It's only because of support of people like you that we've come this far."

3. That's it! These calls are solely for gratitude.

Make notes of the discussion in your donor's record.

Find your own voice and your own structure. Remember that your donors are changing the world through you.

Voicemail

For the vast majority of your calls, you'll reach voicemail. Do leave a message.

"Hi there, this is [Your Name] calling. I'm the [Title] from [Org]. I'm calling today to thank you for... And also to find out how you're holding up in these tough times. If you have any questions at all or there's anything that we can do for you, you can reach me at 000-000-0000.

Thank you again for your past support. It's only because of support of people like you that we've come this far."

