



Personalize your calls by referencing the donor's last gift if possible. This is a general outline that we use for making follow up calls for any fundraising campaign.

1. Begin by introducing yourself and building rapport.

Imagine your donor is your grandmother, a beloved aunt or neighbor.

“Hi, it’s [First Name] from ORG. 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. Give thanks and highlight what your donor’s gift made possible.

There’s always an opportunity to show genuine appreciation. Get into a gratitude mindset before making your calls.

“The past few years have been so tough on those we serve. But you’ve been one of our best supporters and we wanted to find a way to thank you for support of our work.”

3. Have they received your invitation?

“I’m calling today to see if you’ve received our letter?”

4. Let them know that their support matters and you hope that we can count on them again.

Whether they have or have not received the invitation:

“You’ve been a beacon of light for children and families in our communities. We don’t know what 2023 will bring. But we know that our services will be needed more than ever. I



Basics & More™

hope that we can count on your support again.”

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

Points

- Overriding purpose of this call is to let them know their support matters and to thank them.
- If they tell you they haven't received a letter, ask them for their name and mailing address.

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 if you received our letter in the mail? Your support means a lot to ORG and I do hope that you we can count on you again. If you have any questions at all, 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.”