



EOY Call Script

Give your year-end fundraising campaign an extra boost by bringing your board and staff members together to call donors.

Modify this script and create your own. Remember, practice makes perfect. Once you begin chatting with your donors, you'll develop a rhythm for these calls and actually 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. Give thanks and highlight what your donor's gift 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. Attempt to check your data and get feedback

“I was wondering if you’d received our letter/email?”

“I’d really like to get a feel for what some of our most important supporters think.”

4. Introduce the problem/Solution

Do you need to introduce new programming, have you lost federal funding, are you seeing increased need?

“The biggest problem we’re facing right now is...”

“But that all costs money, and that’s why I’m calling you today.”

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 if you received our letter? Your support means a lot to [Org] and I do hope that you can renew again for 2020. 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.”