

Phonathon Call Script

INTRODUCTION

Hi! This is (your full name), calling from (name of organization).

May I please speak with (contact name)? Hi Mr./Mrs./Ms./Dr. (their full name). I'm a (student/scholarship recipient) and we're reaching out to supporters of (organization) to thank you for your support and tell your our story. Do you have a few minutes?

BUILDING RAPPORT

Tell your story ...

- Where you're from
- Where you go to school
- Your family background
- Why you've chosen the path your on
- What the scholarship support means to you

TRANSITION

As you may know, scholarship support is dependent on the annual contributions of loyal donors like you.

I want to personally thank you for this supporting and for helping to make my dreams come to life.

(organization) is currently raising dollars for next year's scholarship awards.

ASK (First Ask)

Can we count on your support towards reaching our goal with a gift of \$(ask amount)?

FOR YES:

Great! Thank you so much! Which credit card would you like to put that on? We accept Visa, MasterCard, Discover or American Express? (If they do not want to pay by credit card, we will send out a pledge form along with a return envelope in the mail within a week). Would it be okay to be sure that we have your current contact information? Are you still at (their address)?

FOR NO (Second Ask):

Ok - I understand. Would you be more comfortable with continuing your support at the \$(same as last year) level?
(FOR YES - see above)

FOR NO (Final Ask):

Well, ok, is there a level of support that would work for you this year? (FOR YES - see above)

ENDING

Thank you once again for your support. Have a wonderful day!

Find more free resources at productivfundraising.com

