**DONATION REMINDER CALL**

**SCRIPT IDEAS**

*Please note, these scripts are ideas for you to jump off and make your own. Whatever works in your own voice and feels natural to you will be better than reading this script verbatim!*

**If you leave a message**

Hi, this is [your name] calling for [donor name]. I’m on the board of [your organization]. A couple days ago you should have received a letter from us about our fall fundraising campaign. Our fall fund drive is crucial to our mission of connecting people with birds and the natural world. If you still have the letter, I would encourage you to please fill it out and return it. Or, feel free to visit [website] to donate online.

Thank you for your past support! If you have any questions, please feel free to call the [organization] office at [phone number]. Thanks so much.

**If you reach a donor**

Hi, this is [your name] on the board of [organization]. I’m calling for [donor name]!

\* pause for donor to speak \*

Hi [donor name]. A couple days ago you should have received a letter from us about our fall fundraising campaign. Tonight I and other board members are calling past donors like yourself to make sure you saw the letter and hopefully didn’t let it slip through the cracks.

\* pause for donor to speak \*

***If the donor has kept the letter:***

Well, I’m glad to hear you have it! That’s great news. Please look it over—there are some good stories in there and news about [program]. We’d love to have your support again this year!

***If the donor doesn’t have the letter:***

Don’t worry about it. We can accept donations online at our website or I can accept a donation over the phone if you prefer as well.

***If the donor wants to give online:***

Excellent. Our address is [website] You can set up a one time or monthly gift there.

Thank you for your support!

***If the donor wants to give over the phone:***

That’s excellent. I can get that set up for you? Do you know how much you would like to give to the campaign?

***If the donor wants to know how much they previous gave, their most recent gift is on the call sheet.***

***No matter how much the donors says they would like to give, say thank you:***

Thank you! That’s so appreciated. I’m glad the [organization] can count on your support.

***Processing the gift***

Over the phone, I can take any major credit card.

[note: plan in advance what information you need here. Board members might have the donation form on the website open on a laptop to keep card numbers safe.]

Go ahead when you’re ready.

***After they have given out the card number, expiration date, and security code, please confirm it by reading it back to them.***

***If the donor is not able to give this year***

I absolutely understand. Thank you for your consideration of it this year.

I love hearing how people came to find the [organization]. I’m curious, do you remember your first experience with birding or exploring nature? Do you have a favorite memory of [organization]? Does anything jump to mind?

***It’s a good idea to share a story you have here, whether or not the donor has a memory or story.***

***That said, if the donor seems itchy to get off the phone, thank them again for their consideration and let them end the call gracefully.***