

Calling Script for Fan-Pledge
Old Line Performing Arts,

When you reach them “live”:

“Hi _____, this is _____.

“As you know I am involved in the Guard / Percussion of Old Line Performing Arts this year and having a great time!”

“Our Director has asked us to reach out to our biggest fans & supporters & I thought of you. We are doing a fundraiser to raise money to support our ensemble operations and replenish our Angel Donor Scholarship Fund. As a team, we are looking to raise \$15,000.”

“We have a fundraising website and I have my own profile page. I would love to add your name to my list of fans.”

“Would you be willing to make a donation to my band so that I can add your name to my list of “Fans”? I’d love for you to write a message of encouragement on my wall.”

IF “YES” -

“That is great! Thank you so much. Our pledge levels start at \$25 up to \$2,000 in increments of \$25. The average donation is \$100. How much would you like to donate? (they give you their donation amount)

***{verify their email address}**

“Thank you _____! Look for an email or text very soon with the instructions on how to make that donation and other details.”

IF “NO”

“I understand. I appreciate you for considering it. Have a wonderful day!”

IF YOU GET THEIR “VOICEMAIL”

“Hi (their name)! Do me a favor and give me a call right back, please!”