

ANNUAL CAMPAIGN Script

FIRST TIME DONOR

OPEN THE CALL:	Hello my name is _____ and I am a volunteer for the ABC Nonprofit Over 75 people have volunteered to contact as many of the friends / members / participants as possible to help support our Annual Campaign. How familiar are you with our campaign?
IF NOT, DISCUSS PROGRAMS: teens,	Well along with the numerous programs that we enjoy as members, our Nonprofit also provides opportunities for the less advantaged children, adults, and seniors. These include after school child care, camp for children and families; and camps for teens; and skill development programs.
CLOSE: this	These programs are made possible through the funds contributed during annual campaign. Our goal is to raise \$50,000 this year. We are counting on the support of each of our friends to help continue the growth of these vital programs.
ASK FOR A SPECIFIC amount size!	I made a gift today. We're hoping for a gift of (\$150) from you. Repeat That's \$15 a month for 10 months. Can we count on you for a gift of that size!
HANDLING OBJECTIONS:	(If that is too high) Well, a gift of \$100 will guarantee a camp experience for one child this summer. Can we count on you for \$100? That's only \$10 per month. (Still too high) A \$75 gift will provide a senior with 6 months of membership. That's \$7.50 per month. A \$45 gift will pay for a youth mentoring session. (<i>Their name</i>), the Non-profit programs are very important to me and I would not be taking your time if I did not feel it was so important to our community and that you could make a difference. These programs need your help to continue to service the growing needs of the children in our community. How much do you feel you can contribute? (OK)
CLOSING THE CALL:	That's great, (<i>their name</i>). I really appreciate your support of these programs. You will receive an acknowledgment of your pledge of \$ _____ paid (quarterly, monthly or one installment) of \$ _____ shortly. May I confirm your address and the spelling of your name? If no...proceed to the thank you.
THANK THE DONOR:	Thank you again for your support or time. We can really feel proud of the opportunities we are providing for the less advantaged in our community.