

PHONE-A-THON SCRIPT, MID-CAMPAIGN

RESOURCE 2.49



Introductory Notes

Thank you for taking the time and making the effort to reach out to our church community through this Phone-a-Thon. What we know about financial development in churches is that relationships form the foundation of all giving. It is not a surprise that the number of people who pledge matches, almost exactly, the number of people who attend. People give because they have a real relationship with the church in a physical and human way, as well as a relationship with the people they consider friends within the church. And finally, they give out of an awareness and confidence in the mission and leadership.

Most calls will result in a message left, but this message is still very important. They will listen to it simply because it mentions the church and is a human voice. Please be clear that we are asking people who have yet to pledge, to please do so now.

What follows are scripts for the basic phone call, and then some bullets which might help as you face questions.

Thank you for making this time to make these calls. I cannot tell you how important these calls—and the hand-written notes we send in January—are to making this campaign a success. These two person-to-person contacts are simply essential to creating energy and maintaining connections. People give to people. You are those people.

Script

(NOTE: Before you dial their number, check to see if they have or have not yet pledged to the campaign. The answer to this vital question changes your introductory statement of thanks):

“Hello, my name is JOHN and I am calling to thank you....”

(CHOOSE ONE OF THESE TWO OPTIONS)

HAVE pledged

“...for having made your pledge to the mission of Christ Church.”

HAVE NOT yet pledged

“...for considering your pledge to the mission of Christ Church.”

“We are in the middle of the campaign and it is going very well. We hope to have all pledges in by *DATE*.”

“On *DATE*, we will celebrate the end of the pledge campaign with *EVENT*.”

“Thank you for sending in your pledge card or making your pledge online.”

Christ Church is a wonderful community of people doing great work in our city. Your pledge helps us to plan that ministry.

Tips

If you are interrupted with a person telling you that they have pledged (it is in the mail, etc.)

Thank them for their pledge, and for their time on the telephone, and invite them to the Campaign Celebration on DATE.

If you are told that they do not or will not pledge

Ask them if there is any concern they have which makes it difficult for them to make a pledge.

If they are upset about anything, tell them that you hear their concerns and will, with their permission, convey concerns to the clergy or to the appropriate person.

Never debate, never get defensive (even on behalf of the church or clergy).

If you are told they are unhappy with some aspect of life at the church

Listen, never interrupt, thank them for their willingness to tell you of their concerns, and ask if you may convey these concerns to the clergy. Never debate or object. Just listen and tell them they have been heard.

If you are told of a problem with a pledge or past gift

Thank them for telling you about the problem; apologize to them for any inconvenience and explain that you will be sure to tell the Rector that this was a problem so that it does not happen again. Then please make a note that gets to the Rector.

If you are told they cannot come to the celebration on DATE

Thank them for their pledge or for the consideration of one, tell them that they will be missed and that they can RSVP on line or by calling or emailing the church right up until the day before the event if they are able to change their mind or if their calendar changes.

If there is a pastoral issue mentioned which you feel requires a member of the clergy to address

Listen to their story. Thank them for telling you about their situation. Ask if you may pass this information along to the clergy and ask if there is clergy in particular they would like to call them back about the situation they have conveyed. Explain that the information they have told you will be held in strict confidence and that only the clergy will be informed of their situation/need if, in fact, that is their desire. Please do not inquire into details unclear to you and please refrain from offering advice or logistical help. Simply thank them and tell them that you are able and willing to pass this along to clergy.

If you are asked about planned giving or major gifts

Please tell them that you will ask *STEWARDSHIP CHAIR* to follow up to answer their questions.