

PHONE-A-THON SCRIPT, LATE-CAMPAIGN

RESOURCE 2.50



Script

Verbal Call Script

(Note: As you make the calls, if you see we are missing email addresses or cell phone numbers, would you please ask the person with whom you are speaking to provide that for our records and use the call list to add that in clear printing to it in red so that we may update our records? Thank you)

- Hello, my name is *JOHN* and I am calling from CHRIST CHURCH. We are only 19 days away from the celebration of the stewardship pledge campaign on *DATE* at *PLACE*.
- We are reaching out to those who pledged last fall. Your pledge card for *YEAR* may be in the mail or on its way through an online pledge but just in case, I am calling to ask if you will confirm your pledge in the next few days before *DATE*, the last day of our stewardship campaign.
- Our hope is to reach our \$XXXX goal at our celebration, on *DATE* which means receiving all of the pledges by Wednesday so that we can end the campaign. We do not want to be pestering our congregation any longer than necessary.
- Would you please help us to reach our \$XXXX goal by making your pledge in the next 19 days so that we can celebrate the successful end of the campaign that night?
- I will send a follow up email just to provide you with a link to the online site for making this pledge, and I will also send a pledge card as an attachment.
- Any response you make by email can conform your new pledge and can be added to pledges as we seek to reach our goal next week.
- Please respond in the next few days so that we can celebrate on *DATE* with joy.
- Thank you for your investment in the mission of Christ Church. We are excited about this year's accomplishments and thrilled with the potential of next year's work.
- Please call me or return my email if you have any questions or if I can be of any further help in counting your pledge to our totals in the next seven days.

Email Follow-Up

(NOTE: Cut and paste email address from your list and then send a follow-up email before making next call. If you see no email address, write name on note card envelope to write a hand-written note before the next call.)

(After a live, connected conversation—ie: they answered their phone and you spoke to them)

Subject: We need your help in the next few days

It was very kind of you to speak with me today about this final week of pledging to the Christ Church stewardship campaign. Enclosed is a link to the pledge web site (<http://christchurch.org/Pledge>) and I have also attached the PDF of a pledge card in case you would simply like to print out a new pledge card for your use. Any response to this email with an amount you would like to pledge for *YEAR* will help us to reach our goal on *DATE*.

Warmly and with thanks for your help,

Your name

(please attach a PDF of the pledge card to the email)

—or—

(In the event you left a message)

Subject: We need your help in the next few days

I am sorry to miss you today. I left a message about this final week of pledging to the Saint John's Cathedral stewardship campaign. Enclosed is a link to the pledge web site (<http://christchurch.org/Pledge>) and I have also attached the PDF of a pledge card in case you would simply like to print out a new pledge card for your use. Any response to this email with an amount you would like to pledge for *YEAR* will help us to reach our goal on *DATE*.

Warmly and with thanks for your help,

Your name

(please attach a PDF of the pledge card to the email)



FEARLESS TIP: For other material on pledge campaign management, see *Fearless Church Fundraising*, Pages 132-147.