

Sample Telephone Script for Requesting Support from Major Donors

Prior to the call, be prepared with information about the donor's past giving levels and/or projects that he/she have made possible or supported on a large level. Speaking to his/her specific donations will indicate that you know him/her and what he/she has done for your church.

Good morning/afternoon/evening,

Hello, this is (Msgr./Father) from _____ Church. How are you doing?

This will open the discussion a bit, it will be different with each phone call, be yourself (friendly, compassionate, kind)

Things you can ask: Do you have local family support? Are you in need of assistance?

(if yes, write it down so we can follow up-be specific)

Thank you for your extraordinary support of our parish. We could not operate without the support of parishioners like yourself. Your generosity has been so important to our community. We are so grateful for ... *(you can speak to any specific projects that past gifts might have impacted greatly).*

I am calling today to ask if you would be able to enhance your support in these times of crisis/uncertainty? With Masses being canceled and our offertory not being collected in a traditional manner, I am concerned that (parish name) will not be able to pay our bills including salaries, utilities and maintenance of our valued employees.

[Pause – see if they offer any conversation ...]

He/She may ask you what level of giving you are seeking. Make sure to have an idea of what you hope he/she will do:

Match or increase what they have done in the past:

Would you consider matching or increasing your donation of (amount) for this year?

Support for a specific project:

Could you help me with the (project) fund?

Can we count on your continued support during this uncertain time?

1. ***NO* listen to his/her reasons for not giving... I understand, and thank you for your time. I will pray for you and your family in this time of crisis and look forward to seeing you in church once we are able to gather together again.**

2. ***POSSIBLY: listen to his/her concerns... I understand your concerns and I am happy to answer any questions you may have.***
 - a. Conversation about concerns, then ask again if he/she is able to help ...
NO, see above; YES, see below
 - b. If you don't know an answer, tell him/her you will get back to them when you can get the correct information.

3. ***YES, they are ready to give... Thank you! On behalf of (parish name), I appreciate your gift. How do you want to make your donation?***

- a. **You can send a check directly to the parish:**

Mailing Address: _____

- b. **or I can direct you to our parish website where you can click on a donate button.**

Website: _____

Click on: *(provide details on the process to donate online)*

It has been very nice to speak with you today. I will include you and your family in my prayers. God bless you and I look forward to seeing at church again very soon.