



INTRODUCTION:

Hello, Mr./ Mrs./Ms. _____?

Hi, _____. My name is _____, and I'm calling on behalf of the Archdiocese of Washington.

I hope you are doing well this (afternoon/evening). **Listen and respond.**

BUILD RAPPORT:

To be inserted by PCM/Caller.

- _____
- _____
- _____

_____ **Paraphrase what prospect shared.** Thank you for sharing that with me!

IF ORAL STATE DISCLOSURE IS REQUIRED: REFERENCE ORAL DISCLOSURE DOCUMENT FOR REQUIRED LANGUAGE.

TRANSITION/THANK YOU:

DONOR: Thank you for your previous giving to the Annual Appeal. Your gift supported more than 60 ministries serving thousands in need throughout our Archdiocese. We hope you will be able to help out again this year!

NON-DONOR: I'm calling (today/tonight) to talk to you about how you can support your local Church through the Annual Appeal. No gift is too small and will support more than 60 missions and ministries in need.

REFUSALS: Thank you for speaking with us earlier this year. We're hoping now is a better time to talk to you about supporting your local Church through the Annual Appeal.

WHEN POSSIBLE SHARE PERSONALIZED STORIES AND TALK ABOUT THE AREA YOU CARE ABOUT MOST.

PRIMARY ASK:

- The mission of the Church is important now more than ever and a gift to the Annual Appeal is the most effective way that you can help spread the Gospel in D.C. and surrounding Maryland counties.
- Your donation will support our seminarians and priests, our catechists and teachers, our chaplains in local prisons and hospitals, and many more throughout our Archdiocese programs.
- **Insert/Paraphrase a Reason to Give that applies or resonates with you.**

- **Will you support the 2020 Annual Appeal with a gift of \$__ ?**

If no: L.A.S.C.

VERIFY/CAPTURE INFORMATION: **Used throughout call whenever most relevant to conversation.**

ADDRESS: _____



PHONE: _____

EMAIL: _____

EMPLOYER/BUSINESS INFORMATION: _____

SECOND ASK:

- Your gift will support our more than 70 seminarians in formation.
- We are grateful that so many young men have answered the call to the priesthood, and we want to ensure they have all the training necessary to become holy and effective priests.
- Your donation will provide for their education, for their room and board, and for other expenses related to their formation.
- Many seminarians currently are serving in parishes and in other local ministries as part of their ongoing formation, so your impact is felt both now and well into the future!
- ***Insert/Paraphrase a Reason to Give that applies or resonates with you.***

- **Will you support the 2020 Annual Appeal with a gift of \$__ ?**

If no: L.A.S.C.

THIRD ASK:

- Through your Annual Appeal donation, many children have the opportunity to experience Catholic education—the integration of challenging academics with moral and faith formation.
- Catholic education puts students on the fast track to becoming virtuous and productive citizens, while also inspiring them to spread the Gospel through their word and example.
- ***Insert/Paraphrase a Reason to Give that applies or resonates with you.***

- **Will you support the 2020 Annual Appeal with a gift of \$__ ?**

If no: L.A.S.C.

FOURTH ASK:

- One hundred percent—every dollar—of your donation goes directly to support the mission and ministries of the church where it is most needed.
- ***Insert/Paraphrase a Reason to Give that applies or resonates with you.***

- **Will you support the 2020 Annual Appeal with a gift of \$__ ?**

CLOSE IF NO PLEDGE: Thank you for taking the time to speak with me about Archdiocese of Washington’s Annual Appeal (today/tonight). I really appreciate it. If you are able to make a gift in the future, you can always give online at appeal.adw.org. Have a good (afternoon/evening).