

FUNDRAISER ENCOURAGEMENT

TELEPHONE ACTIVATION SCRIPT

Once a supporter has created a fundraising page, it is important to provide support and encouragement. You may wish to do this via the phone, adding a very personal touch to your communications. Below is an example script that can be used when contacting new fundraisers.

Objectives of telephone activation:

- a) Thank and acknowledge fundraisers
- b) Convert inactive fundraisers to active fundraisers
- c) Help fundraisers to reach their fundraising potential

Method:

Motivation through thanking; enabling by offering fundraising advice and tools; help with using their fundraising page if required.

Script for phone conversation

1.0 Introduction

Caller: Hello <participant name>,

My name is <caller name> and I'm calling on behalf of <charity name> to say thank you so much for choosing to support us through the <event name> this year. We really appreciate your support and hope you're looking forward to the day.

Participant: [response]

Caller: [brief chat as appropriate]

2.0 Motivation

Caller: Did you know that you have an online fundraising page as part of the event?

Participant: [response: yes/no]

Caller: [if yes]
OK that's great – fundraising online is as easy as sending the URL of your fundraising page to your family, friends and colleagues and asking them to sponsor you. I've got a simple email here that you send to your contacts, would you like me to forward it to you?

[if no]
Oh OK, well I have the URL to your page here as well as your login name, would you like me to send these to you? Online fundraising is really easy – all you need to do is send your page URL to your family, can send to your contacts, would you like me to forward this to you as well? friends and colleagues and ask them to sponsor you. I've also got a simple email here that you.
(If you don't have your password you can just use the "forgot password" link when you go to login).

Participant: [response & chat]

Caller: [introduce & explain social media if appropriate]

If you use Facebook or Twitter you can also post your fundraising page details to your profile. All you have to do is click on the icons on your fundraising page.

3.0 Close

Caller: Well thanks again for choosing to support <charity name> this year, We really appreciate your efforts. If you have any questions at all just click on the “contact us” link on your fundraising page and call or send us a email.

Thank you, goodbye.

Script for voice message

Caller: Hello <participant name>,

My name is <caller name> and I’m just calling to say thank you very much for fundraising for <charity name> in the <event name> this year – we really appreciate your support and we hope you’re looking forward to the day.

If you have any questions or need any help with your online fundraising please check out our website or use the “contact us” link at the top of your fundraising page.

Thanks again, we hope you have a fantastic day out at the <event name>.

Goodbye.

Fundraiser Email template - sent to fundraisers on request

Hi <name>,

As you may already know I’m running in the <event name> this year and am really excited about competing - it’s a <length> course so wish me luck!

A big part of the event is raising much needed funds for charities. This year I am supporting <charity name> - a wonderful organisation that is working hard towards their vision of <cause>.

I would really appreciate it if you would sponsor me at my online fundraising page. I’m aiming to raise <target> so don’t be shy, every little bit counts!

It’s really easy to donate and you get a receipt emailed straight to you. Just click on the URL below to go to my fundraising page:

[insert your everydayhero page URL here]

Thanks for your help!