

SOLICITATION SCRIPT

1. **Thank donor** for past support.
 - a. Cumulative receipt: Hold eye contact, say “thank you.”
 - b. Picture: Move closer as you describe what picture is illustrating.
2. I don’t know what your **financial situation** is. . . many needs.
3. **Would you consider supporting our mission and efforts again this year?**
4. Would you consider making a **“major” gift**? Would you consider giving more than you’ve ever given before?
 - a. You may ask for a specific amount – a particular giving level – or a project, if you are in a Capital Campaign.
5. **Between now and December 31st**, what do you think you would be able to give?
6. Would it be helpful to you to consider making this gift through **appreciated assets**?
 - a. Bring information to office/home tomorrow.
7. Is there someone you would like to **honor** or **memorialize** through this gift?
8. Your gift is encouraging and inspiring. Would you allow me to **share** this with our **Board**?
9. Do you know of **other individuals** who are as **compassionate** and **caring** as you, who would be willing to support our mission and our efforts?
 - a. Be ready to write!
10. We will **include you in annual fund mailings** as one of our closest friends. We hope you will send your feedback on our message by returning it through our reply envelope.
11. I’m going to send you a **letter confirming** what we’ve discussed today.
12. I **promise** you that your gift will be **utilized wisely**, and it will directly impact our mission. We promise to be **good stewards** of your trust.
13. **Thank you!**