

SAMPLE NO. 1 – FUNDRAISING SCRIPT: LAPSED DONOR REINSTATE, MARCH 2008

Introduction

Hello (PROSPECT), this is ___ calling from XYZ Agency on behalf of the Animal Group. I'm a paid solicitor and the XYZ Agency is a professional fundraiser, who will receive as costs, expenses and fees, a portion of the funds raised through this solicitation campaign. This call may be monitored or recorded to ensure quality.

First ask

I would first like to thank you for your past support of the Animal Group's work to protect animals. As a supporter of the Animal Group, you no doubt know about three unique ways in which we serve animals and the people who care about them. These are our rescue services team, our mobile programmes which include adoption and spaying and neutering, and the hands-on work we do to make sure that even pets with behaviour issues have the chance for a good home.

The Animal Group is unique among animal welfare agencies in having an entire department dedicated to mobile animal rescue services in the field. Our highly trained specialists respond to pets and wildlife that are injured, trapped in trees or on ice or by fire, and other dangerous situations. (Last winter, for instance, we safely extricated a kitten who had crawled inside a car engine and gotten trapped – we had to painstakingly take apart the engine!)

Our rescue team has an incredible arsenal of humane traps, nets, and other specialised equipment that no other organisation in the area has.

Your support is vital to the Animal Group's ability to offer these important services. Would you help us reach out to help more animals in need in 2008 and renew your support with a gift of (\$3xHPC or \$100)?

Second ask

I understand ... (repeat and reflect objection). That is a lot to ask, but we would not ask if the need were not so very great.

Two of the most critical tools the Animal Group has are our spay vehicle and our mobile adoption and rescue vehicle. What's unique is that they both take services out to people in their own communities throughout US State/territory/colony.

The spay vehicle is a mobile surgery unit that's dedicated to the spaying and neutering of pets whose owners have a low income and who could not otherwise afford these procedures for their pets.

We also have a specially equipped, state-of-the art vehicle called the mobile adoption and rescue vehicle that can safely and comfortably transport 43 animals at one time. We can use it to provide temporary shelter for animals during natural disasters and other emergencies.

Right now we're using it to take animals out of the shelter to communities where they can meet people who might adopt them – and this activity will pick up as the weather gets nicer. We are proud of the work we are doing - because it really helps animals – but we need your help. Can you help ensure we are able to continue these programmes by renewing your support with a gift of (\$2X HPC or \$50)?

Third ask

I understand.

In addition to our work in animal rescue, the Animal Group offers state of the art programmes in animal behaviour. We work with hard-to-place animals in our shelters to make them adoptable, and also with pets once they've gone home with new families. The worst thing that can happen to an animal is to be returned to a shelter – especially when often all that's needed is some counselling that will solve a pet's behaviour issues, like food-aggression or separation anxiety, for instance. Our pet behavior hotline is a free service where people can turn for help. We also offer behaviour counselling, obedience classes, and our staff conducts workshops locally, regionally and nationally to show other shelters how to offer behaviour programs, that really work.

Knowing that these programmes provide badly needed services to pet owners that can keep pets from being returned to shelters and help make adoptions work out, can you help ensure we are able to continue our animal behavioural services by renewing your support with a gift of (\$ (MRC or \$25)?

Gift close

Great! The best way to process your gift is on Visa or MasterCard –this way the Animal Group can put your money to work right away. Which card would you prefer to use?

If no to first credit card ask

I understand. The reason I asked for a credit card is that it s the most efficient way to process your contribution – there's less administrative time, paperwork and postage involved and more of your contribution goes towards our programmes. Would you help in this way?

If still no

That's fine. We'd be happy to process a cheque pledge. I'll send you a card and reply envelope in the mail. It will have space for your credit card information, if you're more comfortable giving that way through the mail.

FUNDRAISERS: MAKE CERTAIN TO TAKE ALL CREDIT CARD INFO BEFORE RECORDING BEGINS

Recorded confirmation of pledge amount and type

Let me confirm this again please ...

Cheque: You have agreed to make a (pledge/contribution/gift) of \$_ to the Animal Group. Is that correct? *(Note: must get a yes or no response.)_*

We'll send you a card and reply envelope in the mail – it has the Animal Group logo (with the red barn) in the upper left-hand corner so you can identify it easily. May I count on you to return your gift within three to four days/the same day/the next day/within 2 days of receiving the envelope?

Note: If initial timeframe is not possible: or (specific date two weeks from today/in two weeks);third ask is for (within four weeks or specific date four weeks from today).

Return date must be an exact time frame. If they do not make such a commitment, it is not a valid pledge and should be recorded as a refusal.

We'll send you a confirmation for your gift of \$_ to the Animal Group. I have recorded that we will charge it to your (Visa/MC) Is all that correct? *Must get yes or no.*

Address confirm for all pledges: and let me just confirm your mailing address. Are you still at (read address on screen)? *Must get yes or no.*

Close/disclosure yes: just one last thing – I need to let you know that donations to the Animal Group are tax-deductible. Thank you again for your contribution.

Close/disclosure no: thank you for your time (today/tonight), (Mr/Mrs/Ms Prospect). I hope you'll consider supporting us again in the future.