

1. Greeting

Hi, [their name], this is [your name]. Do you have a few minutes to talk? How are you? *(Catch up briefly.)*

If not a good time to talk

May I call you back in a little while, or would tomorrow at this time be better?

2. Transition

If able to talk

I was calling about the letter I sent you recently to see if you (and [spouse]) had a chance to look it over.

No, we didn't get it.

Oh, no! Let me verify your address in case I have it wrong in my files. In the meantime, I can email you a copy of the letter. May I have your email, so I can send you the letter electronically? *(Write down email.)* Great. Thank you! I will send the letter over as soon as we hang up.

Basically, I wanted to send you details about what's going on in my ministry with The Navigators at [ministry location]. The letter in the email will explain more about what God is doing and the reason I am currently raising additional funds. May I call you again after you've read the email, maybe in 2 or 3 days? *(Pause.)* Thank you so much, [their name]. I look forward to talking with you again soon!

(In a couple of days call back and start with conversation below after greeting them.)

Yes, we got it.

Great! Did you have any questions about my ministry with The Navigators or why additional funding for the ministry right now is so critical? *(Answer their questions.)*

3. Ask for a decision

As the letter highlights, God has been doing some amazing things in our ministry. In order to continue impacting the lives of **[whomever is highlighted in your letter]**, I am trusting God for year-end gifts of **[amount]** by December 31. Have you had a chance to decide about making a gift at this time?

Yes (will give)

Great! Thank you! Have you and **[spouse]** already discussed an amount? This really helps with my financial planning. **(Pause.)** Super! Thank you! May I give you my Navigator giving website address so you can easily make your gift online? **(navigators.org/staff/NavID)**

No (not giving now)

That's OK and doesn't change a thing between us. Thank you for considering the request even if this isn't the time for you to give. I'd still like to continue to share with you all God is doing in my ministry through newsletter updates.

No decision yet

That's OK. May I call you in a few days? How does **[date]** at **[time]** work?

4. Close the call

Thank you so much for taking the time to talk with me. Do you have any prayer requests that you'd like me to pray for?