

# FOLLOW-UP CALL SCRIPT

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## 1. Greeting

Hi, **[their name]**, this is **[your name]**. Do you have a few minutes to talk?

### If able to talk

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

I was calling about the letter I/we 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 the email address if you don't have it.)** Great. Thank you! I will send that over as soon as we hang up.

The purpose of the letter was to update you on the exciting things God's been doing in my/our ministry at **[location]** with The Navigators recently and to invite you make a gift again this year like you have in the past. May I call you again after you've read the email, maybe in two or three days? **(Pause.)** Thank you so much, **[their name]**. I look forward to talking with again you soon!

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

### Yes

Great! Did you have any questions about my/our ministry with The Navigators or why ongoing gifts are so important right now? **(Answer their questions.)**



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## 3. Ask for a Decision

As the letter explains, I am/we are excited about what's happening in ministry. **[Recap the person/opportunity highlighted in your letter]**. My/Our ongoing ministry depends upon the generosity of people who share my/our passion for discipling. You generously gave a gift of **[\$X]** last year in **[month]**, and I'm calling to see if you'd make a gift of the same amount again this year. Maybe you'd even be willing to give me/us a raise! Have you decided about giving a gift at this time?

### Yes (will give)

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

### Yes (already gave via check/online)

Thank you so much! That is such an encouragement! For accounting purposes, would you mind telling me how much you decided on? Great! Thank you again.

### No (not giving now)

That's OK and doesn't change a thing between us. Thank you for considering my/our 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 the ministry through my/our newsletter updates.

### No decision yet

May I give you a call in a few days? How does **[date]** at **[time]** work?

## 3. 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?

## Voice-Mail Script

Hi, **[their name]**, this is **[your name]**. I was calling to follow-up on the letter I sent you recently about making a gift to my/our ministry this year, like you did previously. Please give me a call when you can, or I'll call again in a day or two. My number is **[XXX-XXX-XXXX]**. Thanks! I'm looking forward to talking with you!



# FOLLOW-UP CALL SCRIPT

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## Post Voice-Mail Text Script

Hi, **[their name]**, this is **[your name]**. I just left you a voice-mail. Is there a good time to call you? If I don't hear from you, I'll call again in a day or two. Thanks!

