FOLLOW-UP CALL SCRIPT

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 email. Later, confirm it's in your contact management system.)*** Great. Thank you! I will send that over as soon as we hang up.

Basically, I wanted to send you details about what's going on in my/our ministry with The Navigators. 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 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 conversation below after greeting them.)

Yes, we got it

Great! Did you have any questions about my/our ministry with The Navigators or why additional funding for 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 people's lives. **[Recap the person/opportunity highlighted in your letter]**, I/we are trusting God for

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gifts right now of **[total amount]** by **[date]**. Have you decided about giving 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 website address so you can easily make your gift online? ***(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 newsletter updates.

No decision yet

May I give you a call 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 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 **[purpose of the funding letter]**. 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!

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!