

**2022 ANNUAL CAMPAIGN PHONE SOLICITATION SCRIPT**

**Smile!**  **You are doing a MITZVAH!** And you are giving the donor an opportunity to also do a mitzvah!

**Hello! My name is** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

I am a volunteer for Jewish Federation of Delaware’s Super Sunday. May I speak to (Donor’s Name)?

* If there is no answer, please leave a message with your name, stating you are a community volunteer calling on behalf of Federation’s Super Sunday, and ask the donor to please call you back – provide your phone number OR the Federation phone (302)427-2100
* If the donor can’t speak now, ask when a good time would be to call back and note on the spreadsheet. If you can’t personally call at their specified time – please let Wendy@ShalomDel.org know to have this donor reassigned.

**When you Reach a Donor on the phone:**

**THANK YOU** for your past support of Federation’s 2021 Annual Campaign! Your generous gift made such a meaningful difference in our community! Here are just a few ways your gift made a positive impact: (discuss as many as you feel appropriate)

* While revenues were uncertain and challenges mounted due to the extended effects of the pandemic, Federation raised and allocated the highest amount ever in our history in 2021 – OVER $2.1 Million!

 THANKS TO GENEROUS COMMUNITY MEMBERS LIKE YOU.

* Throughout all of this, Federation continued to offer a wealth of meaningful virtual programs open to all community members, began our own Dignity Grows Chapter to help supply women and girls throughout Delaware with hygiene products, updated our monthly publication (Jewish Living Delaware), maintained support for our sister city of Arad and other special projects in Israel… and SO much more!
* Federation has engaged in significant internal cost-cutting efforts to increase the support we provide to agencies on the front lines providing services to families in need, maximizing the impact of YOUR gift.
* Federation has been consistently awarded Charity Navigator’s 4-Star Rating, the Platinum Seal from Guide Star and has been Top Rated by Great Nonprofits since 2012.

**I’m calling today to ask for your commitment for the 2022 Annual Campaign.**

**2021 ANNUAL CAMPAIGN MATCH!!**

**NEED TO DETERMINE IF THERE WILL BE A YOUNG ADULT MATCH OR ANY INCENTIVES TO MAKE PLEDGE IN SUPER MONTH BY 2.28.22**

**In other words, you can make the greatest impact possible by making your pledge NOW!**

Make the ask for a 2022 Annual Campaign pledge! Ask the donor to consider increasing their gift by 10% or more to meet increased needs. **Keep in mind that if a donor has been making the same gift for many years, that is actually a “decreased” gift given inflation and the cost of doing business and providing critical services to our community members!** Ask donor to consider making their pledge for both 2022 and 2023. Document their response in the "Notes" column on your spreadsheet.

REMIND DONOR THAT WE ONLY NEED THEIR PLEDGE NOW – PAYMENT IS NOT DUE UNTIL DECEMBER 31, 2022

MAY WE COUNT ON YOUR SUPPORT FOR THE 2022 CAMPAIGN?

WOULD YOU CONSIDER ALSO MAKING A PLEDGE FOR THE 2023 CAMPAIGN?

NOTE THAT YOU WILL NOT BE SOLICITED FOR A GIFT AGAIN IF YOU MAKE YOUR PLEDGES NOW!

 Whatever the response, express **GRATITUDE AND APPRECIATION!** And record their pledge or pledges

If donor asks about payment options, please discuss with them:

* They may pay their gift at [www.ShalomDelaware.org/donate](http://www.ShalomDelaware.org/donate)
* They may send a check to JFD
* They may pay via PayPal
* They may make monthly payments by calling JFD to set up at (302)427-2100
* They may transfer appreciated securities by calling JFD to arrange at (302)427-2100
* They may make a distribution from a Donor Advised Fund, with check payable to JFD
* Federation will send quarterly billing reminders throughout the year to remind of these options

**If Donor says they are not able to make a commitment now, thank them for speaking to you on the phone and send follow-up email (template provided to you)**

**èIF SPOUSE ALSO HAS A PREVIOUS GIFT (which will be noted on your sheet):**

Our records indicate that your husband/wife/partner also made a gift of **$ \_\_\_\_\_\_\_ in 2021.** May I speak with them, or shall I put him/her down for a gift for the 2022 (and 2023) Annual Campaign as well?

**èTHANK YOU!** 

Your donation is in good hands! Federation is the only nonprofit in Delaware to receive the highest ratings from all three nonprofit industry evaluators - GuideStar, Great Non-Profits and Charity Navigator.

**èRepeat and confirm the gift to the donor:** Your gift commitment of $\_\_\_\_\_\_\_\_\_\_\_ is greatly appreciated and will be used to help thousands of individuals locally and around the world. Federation will send you a confirmation and you may pay your pledge online or by check. See options above.

è **Please confirm donor’s address, preferred phone number and email and birthdate!**

è **ASK THE DONOR TO PLEASE LIKE US, FOLLOW US AND SHARE OUR FACEBOOK, TWITTER AND INSTAGRAM PAGES TO SPREAD THE WORK AND WORD ON FEDERATION!**

è **Thank you so much for your generous and continued support!**

**AFTER THE PHONE CALL: Write the pledge amount(s) on the spreadsheet AND any important notes from your call**!

èIf the donor wants to be called back another date or time or wants a pledge card mailed to them, **please write specific details in the Notes section on your sheet** and JFD Staff will follow-up.