

Phone Tips for Successful Telephone Fund Raising

Calling your prospect:

- (1) Introduce yourself and explain that you are a member of the BCC Foundation and a volunteer.
- (2) Remind the prospect of the letter they received signed by chairs of this year's campaign: Patricia Cummings for the Community Friend Campaign and Jim Terzian for the Corporate Campaign.
- (3) Tell the prospect what gifts to the Foundation have accomplished in the past (*see fact sheet.*)
- (4) If the prospect gave in the past, be sure to thank him/her for their past support; tell them the amount of the last gift (see your prospect sheet); refer to the tax deduction for the current year if the contribution is made before December 31st.
- (5) Always ask for a specific amount: It is better to start higher and work down than to undersell yourself. Round up: For example,
 - ◆ if their last gift was \$50, ask for \$75
 - ◆ if their last gift was \$75, ask for \$100
 - ◆ if their last gift was \$100, ask for \$125
 - ◆ if their last gift was \$200, ask for \$250
 - ◆ if their last gift was \$500, ask for \$600
 - ◆ if their last gift was \$750, ask for \$1,000

If they refuse to increase, be sure to thank them for their gift in any amount.
Every dollar *really* helps!

- (6) If the prospect agrees to make a gift, offer to pick it up; they will probably be just as happy to send it to the Foundation. However, picking it up ensures its arrival.
- (7) If your prospect is an individual who agrees to make a gift, ask if s/he (or spouse) works for a matching company. Hundreds of companies in the area have matching gift programs. If yes, urge them to get a matching gift form from their personnel office, fill it out and send it in with their gift in order to dramatically increase the impact of their gift. (If they do not know whether their company matches, a call to their Personnel or Human Resources Office will give an answer.)

- (8) If the prospect refuses to make a gift, please be sure to thank him/her for listening and considering supporting the Foundation. Please be sure to let us know if they are refusing for just this year or want to be removed from our files.
- (9) If you do pick up the gift, mail it to the Foundation using one of the Business reply envelopes in your packet.

THANK YOU!