

# The Follow Up Phone Call

## OBJECTIVES OF YOUR CALL

1. To give a clear invitation so that your partner can consider making a financial gift.
2. To allow them an opportunity to respond to your invitation with an answer.
  - If “yes”, then you should know how much they plan to give and when they plan to give it.
  - If they need time to decide the amount of their gift, set a day and time no more than 5 days in the future when you will call them to follow up.
  - If “no”, thank them for their time and offer to place them on your list to receive email updates.

## SAMPLE SCRIPT

(Ring, ring)

YOU: Hello, is this Dave? (Some contacts should be addressed more formally, using Mr., Ms., or Mrs.)

DAVE: Yes, it is!

YOU: Hello Dave, this is Jeremy Jacobs, is this a good time for us to talk?

DAVE: Hello Jeremy! Yes, this is fine.

YOU: Fantastic Dave! First off, how are you?

(engage in 1-3 minutes of small talk)

YOU: Dave, I don't want to keep you on the phone for too long this evening, as I know your time is valuable. However, I wanted to touch base with you regarding a letter I sent to you a few days ago. Did you receive that letter?

DAVE: Yes, I did.

YOU: Thanks Dave! You know, in that letter I indicated that I'm going on an eight week outreach to the 10/40 Window where I will be doing missions work among unreached peoples. I also mentioned that I'm working to secure the necessary funds to cover the expenses of that trip. Did the letter generate any questions from you and Joyce?

(Q & A)

YOU: Dave, those were great questions. Thank you for your interest. Have you and Joyce had a chance to consider my invitation to make a financial gift toward my outreach?

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DAVE: Yes, we have, and we are prepared to make a financial gift.

YOU: Thanks so much! As I continue to raise funds it's helpful for me to know the gift amounts that have been pledged. Have you been able to determine how much your gift will be and when you will be able to give it?

DAVE: Sure Jeremy, we would like to contribute \$500.

YOU: That's amazing, thanks so much for your generosity! That will be a substantial leap forward as I progress toward my goal! Dave, I have some giving instructions prepared to help make giving easy for you. How would you prefer that I send that info to you?

DAVE: You know, I can go online and make the gift this evening. Would you mind emailing that to me?

YOU: Not at all. I have my computer right here and can send that to you now so we can make sure that you receive the email. Dave, what's your email address?

(Finish by furnishing your contact with giving information. Conclude by expressing your gratitude and by offering to include your contact on your email update list.)

## A FEW POINTERS

1. Call in the evening or on the weekend. Most people work an 8-5 schedule and won't be available for a call during the day.
2. Send a preemptive text message to schedule your call:  
"Hello Dave, this Jeremy Jacobs! I was hoping to get a quick call in with you this evening, would 6:30 pm work for you?"
3. If you don't get a hold of someone on the first try, don't worry, this is very normal. Attempt calling them every day for the first four days. After the first four days, try leaving two days in between call attempts. Additionally, try alternating between text messages and phone calls while also varying the times at which you place your calls. This should help you to catch your contact at a time that they are available.
4. Remember, your contacts are busy and some may require a few weeks of attempted calling. Don't take this as an unspoken "no", be persistent and consistent until you reach them.
5. Finally, be prepared for several types of calls. Some contacts may have little to say and be very awkward, yet they will still give. Other contacts (closer friends) will be very talkative and relaxed. Be prepared to carry the conversation toward your intended objective no matter the type of call.