

PHONE CALL SCRIPTS

Tips and Instructions:

- **Select the Appropriate Script:**
 - Use the **general phone call script** for any contacts to build awareness.
 - Use the **previous donor phone call script** to connect with past donors and acknowledge their contributions, and encourage continued engagement.
 - Use the **voicemail script** to leave a clear and compelling message for both general contacts and previous donors.
 - Use the **thank you phone call or voicemail script** to thank donors after Giving Day.
- **Tailor Your Message:**
 - Replace placeholders (highlighted in yellow) with specific details to personalize your message.
 - Customize the script to suit the recipient and the context of the conversation.
- **Focus on Tone and Delivery:**
 - Speak in a **warm, enthusiastic, and sincere** manner to convey genuine appreciation and excitement.
- **Engage Actively:**
 - Be prepared to **listen attentively** and respond thoughtfully to any questions or concerns.
 - If questions or concerns arise, refer to the **concern comments or questions script** in the final section for guidance.
- **Share the Impact:**
 - Keep the conversation focused on the **impact of Giving Day** and how their support contributes to meaningful change.

General Phone Call Script:

Introduction: “Hello, my name is [your name] and I am calling from Sonoma State University. I am [your role such as if you are a student, staff, or faculty] and am part of [cause or program name]. Am I speaking to [person’s name]?”

After Connecting: “I’m calling to personally invite you to be part of our 5th annual Giving Day on April 23, 2026. Have you heard about this event?”

About Giving Day: “Giving Day is a 24-hour opportunity to support and raise funds for our students and the entire Sonoma State University community, including specific programs such as [cause or program name]. Your involvement can directly impact student success.”

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Ask for Support: “Can we count on your support for Giving Day?”

If Answers Yes: “That’s amazing, [person’s name]! Thank you so much for your support. Please give at givingday.sonoma.edu on April 23, 2026. Thank you again and I hope you have a great day.”

If Answers Hesitant: “I understand. Gifts of all sizes starting as low as \$5 and can make a difference. Alternatively, spreading the word about Giving Day through social media or by sharing it with friends and family is also a great way to support us. Thank you for your time today, and I hope you have a great day.”

If Answers No: “Thank you for your time [person’s name]. I hope you have a great day.”

Previous Donor Phone Call Script:

Introduction: “Hello, my name is [your name] and I am calling from Sonoma State University. I am [your role such as if you are a student, staff, or faculty] and am part of [cause or program name]. Am I speaking to [donor name]?”

After Connecting: “I want to personally thank you for your previous support of [cause or program name]. Your generosity has made a meaningful difference in the lives of our students and the Sonoma State community.”

Purpose of Call: “I’m reaching out to invite you to join us again for our 5th annual Giving Day on April 23, 2026. This 24-hour online giving event is a powerful opportunity to support students, faculty, staff, and the broader SSU community, including specific programs such as [cause or program name].”

Impact: “Your involvement can directly impact academic excellence, student success, and much more.”

Ask for Support: “Can we count on your support for Giving Day?”

If Answers Yes: “That’s amazing, [donor name]! Thank you so much for your support. Please give at givingday.sonoma.edu on April 23, 2026. Thank you again, and I hope you have a great day.”

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If Answers Hesitant: “I understand. Gifts of all sizes starting as low as \$5 can make a difference. Alternatively, spreading the word about Giving Day through social media or by sharing it with friends and family is also a great way to support us. Thank you for your time today, and I hope you have a great day.”

If Answers No: “Thank you for your time [donor name]. I hope you have a great day.”

Voicemail Script:

Introduction: “Hello [person or donor’s name], my name is [your name] and I am calling from Sonoma State University. I am [your role such as if you are a student, staff, or faculty] and I am part of [cause or program name]. I’m reaching out to share information about our 5th annual Giving Day on April 23, 2026.”

Purpose of Call: “Giving Day is a 24-hour online giving event dedicated to raising funds for students and the entire Sonoma State University community, with a special focus on programs like [cause or program name]. Your support can directly impact student success.”

Closing: “We would love to have your support. You can learn more and give at givingday.sonoma.edu on April 23, 2026. If you have any questions, please give me a call back at [xxx-xxx-xxx]. Thank you, and I hope you have a great day!”

Concern Comments or Questions Script:

Objection: “We’re in a tight financial situation currently.”

Response: “I completely understand. There are other ways to support Giving Day, like sharing the event with friends and family or promoting it on social media. Your advocacy can have a big impact.”

Objection: “I don’t have time right now.”

Response: “Thank you for your time. I hope you have a great day.”

Objection: “I already support many other causes.”

Response: “I understand. Gifts of all sizes starting as low as \$5 and can make a difference. Alternatively, spreading the word about Giving Day through social media or by sharing it with friends and family is also a great way to support us.”

Objection: “Are you going to ask me for money?”

Response: “We hope to earn your support, but my main goal today is to share how Giving

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Day helps students and the SSU community. I'd love to tell you more about the positive impact you can have."

Objection: "I gave because of [specific project], but I don't agree with [specific position]."

Response: "I'm sorry to hear that. I'd like to learn more about your concerns and ensure your feedback is shared with the right people. Would you like to share any additional information that I can share with my team?"

Thank You Phone Call Script:

Introduction: "Hello, my name is [your name] and I am calling from Sonoma State University. I am [your role such as if you are a student, staff, or faculty] and I am part of [cause or program name]. Am I speaking to [donor name]?"

Acknowledgment: I am calling to personally thank you for your generous contribution during Giving Day. Your support means so much to us and makes a real difference in [specific impact area, e.g., providing scholarships, supporting programs, enhancing student experiences].

Impact: Thanks to donors like you, [share a quick, positive impact from Giving Day, such as "we surpassed our goal" or "we're able to fund critical initiatives for our students"].

Closing: Thank you once again! I hope you have a great day!

Thank You Phone Call Voicemail:

Introduction: "Hello [donor's name], my name is [your name], and I am calling from Sonoma State University. I am [your role such as if you are a student, staff, or faculty] and I am part of [cause or program name]."

Acknowledgment: I am calling to personally thank you for your generous contribution during Giving Day. Your support means so much to us and makes a real difference in [specific impact area, e.g., providing scholarships, supporting programs, enhancing student experiences].

Impact: Thanks to donors like you, [share a quick, positive impact from Giving Day, such as "we surpassed our goal" or "we're able to fund critical initiatives for our students"].

Closing: Thank you once again! I hope you have a great day!