

Pledge Follow-Up Call Scripts

Hi _____, this is _____ from _____'s campaign. I was speaking with _____ yesterday and your name came up and _____ asked me to give you a call to check-in.

Thank you for all your great work to support the campaign.

I want to let you know about some recent news and upcoming opportunities that you could be involved in.

<<INSERT your own campaign updates>>

If Yes

Thank you so much! I am happy to stop by your home or office to pick up a check or I could take your credit card information right over the phone.
(If no send an email follow-up)

If No

Do you think you could contribute <<<Half of Pledge Amount>>> before the _____ and the rest later on?

Thank you so much! I am happy to stop by your home or office to pick up a check or I could take your credit card information right over the phone.
(If no send an email follow-up)

Thank you very much!

Sample Additional Talking Points

- We need to raise another \$XXX before the end of the quarter to meet our target and pay for the resources necessary to get our message out to voters
- We must raise another \$XXX to have a strong filing number at the end of this period to show our viability to the people of _____
- We need money now because we want to introduce _____ to the people of _____ before the Republicans have an opportunity to define her.
- We need the resources to prepare ourselves for the mudslinging to come. We will need to fight a lot of attacks on _____.