

Script for Major Donor Meetings: Fall 2019

Connect:

Get to know them, thank them for inviting you into their home

Set the agenda: We are looking forward to getting to know you, sharing a bit about ourselves, and the Never Again movement, and talk to you about how you can continue to support the work.

Ask questions to get to know them:

-How long have you lived in this area?

-What first got you into immigrant justice?

Share your personal story, how you got involved with Never Again.

Context:

- Share the story of Never Again, the overall vision, and the phase that we are in right now.
- Ask questions: Did you know about this vision of the strike? What do you think?
- Share a story or two about the work you are currently a part of:
 - I chose to commit myself to organizing with NAA because...
- Ask Questions: Have you been a part of direct actions like X before? What do you think is the most exciting part?
- Share some of what is coming up next
- Ask Questions: How do you see yourself as a part of this? Do you want to come out to the local actions?

Commit: *(Memorize this, practice with your partner!)*

As you know, Never Again does a lot on very little resources. We are both volunteer organizers. We have committed ourselves to this movement, and need people like you to stretch and commit to ending the detention and deportation machine as well. (Name) we have the strategy, the organizers, and the budding volunteer circles in dozens of cities across the country. In order to run these local campaigns and build the national movement, we need to raise at least \$300,000 before the end of the year. (Name), can we count on you with a gift of \$10,000 to help us reach that goal?

The CLOSE: give them plenty of time to react, think aloud, and respond!

Close your mouth

Listen

Open ended questions

Speak from the heart

Exact amount

If they say yes

Thank you so much! We are so grateful for your support. We can process it today on CC or you can write a check. Which method works best for you?

- [Donation Processing Guide](#)

If they say maybe:

Thank you so much for considering this generous gift! What do you need to help you make this decision? (pause, listen) Can I follow up with you on XX day about your decision?

SECOND ASK:

I understand, thanks for letting me ask so boldly! I'm curious, what do you find most inspiring about our campaigns? (pause, listen)

I hear you. I am also really excited about ____ (speak from the heart!)

In order to make this work possible, we need everyone with us. Can we count on you for a smaller amount, of \$5,000 today?

THIRD ASK: (if not monthly donor already)

I hear you, and understand that a large year end gift may not work for you. Another great way to support is with smaller monthly contributions. Can we count on you for a gift of \$100/each month?

THIRD ASK: (if already giving monthly)

I hear you, and understand that a large year end gift may not work for you. As someone who already gives monthly, can we count on you to double your monthly gift, to double your impact?

TIPS!

*Get them talking! You want them to talk at least $\frac{1}{3}$ of the time

*Take notes! Good to refer back to what actions they want to be involved with, what they are committing to, people they want to refer to us.

*Make sure you have a clear follow plan around their gift if you don't get it in hand (Organizing is 90% follow up!) When can you expect the gift? Via CC online or will they send a check? When are you following up with them if they are still considering the amount? What other questions do they have that you need to get back to them with?