



CALL-A-THON TRAINING (60 min)

Goal

By the end of the training everyone should:

- know what the goal of the call is,
 - understand the structure,
 - feel confident asking for a donation,
 - have already practiced it.
-

1. Why telefundraising works (5 min)

One simple idea

People don't support organizations. They support things they care about.

Our job isn't to talk about our NGO.

Our job is to discover **why THEY care.**

80/20 Rule

The supporter should speak **80% of the time.**

You ask.

They talk.

Results

Telefundraising is one of our most effective fundraising channels.



Around **2 donors out of every 10 conversations** decide to start supporting regularly.

2. The mindset (5 min)

Ask:

Who do you think becomes our monthly donor?

People usually answer:

- rich
- retired
- animal lovers...

Then tell them:

Wrong.

The strongest predictor is not income.

It is **VALUES**.

People give because they care.(share some nice example)

The cleaning lady story.

One of our monthly donors gives €50 every month although she works as a cleaner. She remembers the neighbour abusing their dog when she was little. Animal protection became one of her core values.

People don't donate because they have money.

They donate because something matters deeply to them.

3. The perfect caller (5 min)

Ask:

What makes a great caller?

Write answers.

Then underline only one word : **ENERGY**

Smile.

Be curious.

Sound like a human.

People hear your smile.

Show two examples:

 robotic call

 energetic, warm conversation

4. Call structure (15 min)

Keep only four parts.

1. INTRO

Who are you?

Why are you calling?

Thank them.

Slowly.

2. CONVERSATION

Forget the script.

Be curious.

Examples:

- What made you sign our petition?
- Why is animal protection important to you?
- Have you ever experienced something similar?

Dig deeper.

Ask:

Why?

What happened?

Tell me more.

3. DONATION

The donation is simply

the next logical step.

Instead of

"Would you like to donate?"

Say

"Would you become one of the people who make this campaign possible with a monthly donation?"

Then immediately clarify

- how much?
- when?
- how?

Don't leave loose ends.

4. END

Thank them.

Repeat the agreement.

Wish them a nice day.

5. The Golden Rule of Closing (10 min)

People procrastinate.

Your job is simply to help them finish the decision.

Always clarify:

✓ How much?

✓ When?

✓ How?

Then repeat it.

Example:

"So we'll send you the form today and you'll fill it in this evening."

6. Storytelling in 3 minutes (5 min)

Facts rarely move people.

Stories do.

Simple structure:

ONE animal

↓

Millions of others

↓

Why now?

↓

You can change this.

Example:

Suzana spent her whole life inside a cage...

↓

She was rescued.

↓

Millions are still there.

↓

Parliament votes in a few weeks.

↓

You can help make this happen.

7. Connect THEIR story with OUR mission (5 min)

Whenever possible, connect.

Examples:

"I'm glad your dog has such a wonderful life."

↓

"Can you imagine him living his whole life in a cage where he couldn't even turn around?"

↓

"That's exactly what millions of farm animals experience today."

People understand through things they already love.

8. Practice (10 min)

Role play.

Three rounds.

Round 1

- only the introduction

Round 2

- introduction + conversation

Round 3

- complete call including donation

Give feedback after each.

End with this message

Remember:

You're not calling to convince people.

You're calling to discover people who already care.

Great telefundraising isn't about talking.

It's about listening.

The best calls don't feel like sales—they feel like meaningful conversations.

Three rules to remember

❤️ Be curious, not convincing.

👂 Listen more than you speak (80/20).

😊 Energy beats perfection every time.

This version fits comfortably into **60 minutes**, keeps the volunteers engaged with activities every few minutes, and focuses on the techniques that will have the biggest impact during their very first call-a-thon.