

WHAT DOES A “THANK YOU” CALL LOOK LIKE?

While no two calls will look exactly the same, this is generally how you can start.

- Hi, this is _____. I’m a volunteer board member with _____. I’m NOT calling to ask you for money. I’m just calling to thank you for the donation you made to _____ (specific project, campaign, etc). It will really make a difference and I wanted to tell you personally how much we appreciate it.

**** PAUSE BRIEFLY ** (See questions below if someone is chatty. If not, move ahead and finish the call.)**

Well, I don’t need to take up any more of your time. Thanks again and have a wonderful day/evening/weekend.

QUESTIONS TO LEARN MORE ABOUT YOUR SUPPORTERS

The most important part of all these questions is remembering the responses and making sure all the information ends up in the database after your call so it can be used to personalize future communication and so whoever calls in the future knows.

- Why did you first give to our organization?
- What interests you most about our organization? Why? What areas are less interesting to you?
- What are the most critical results you expect our organization to produce? Why?
- How do/would you describe us to others?
- Why does this cause matter to you? Why now in particular?
- What do you believe would most transform _____ (whatever problem you are working to address)?
- Which other organizations do you believe effectively address this cause?
- How does our organization compare to others working on this cause?

Always be sensitive to what questions are appropriate for whom. Everyone has different boundaries that must be respected. And so must yours. Don’t ask anything that makes you uncomfortable!

WHAT TO REPORT BACK TO THE MAIN OFFICE

Just because you're not calling about donations, there's still important information to report back to the main office. That information should be recorded in the donor database so you'll remember it next time and have it as background for future calls and letters.

You want to make note of things like:

- Whether or not you spoke to the person or left message
- How the call went, for example...
 - Was it a brief call with a donor who just wasn't very engaged?
 - Was the donor hostile at first but then warmed up?
 - Was the donor irritated? Did they ask not to be called again and hang up?
 - Did the donor actively engage in conversation?
- If you have a conversation, what did you learn? For example...
 - Are there certain areas of the work they seem most interested in? Did you learn where they first heard about your organization and why they give?
- Do they need a follow up call from a staff person about anything or information sent on anything?
- Did they make any special requests? For example...
 - Don't call for any reason; Don't call to solicit but update/thank you calls are okay; Mail only once/year; Send another gift envelope
- Are there changes/updates to their contact info? Do they have a new address? Did you get their email address?