



2018 AZ Gives Thank-a-thon Phone Outreach

Helpful Hints and Friendly Reminders

- Smile Smile Smile! The donor can hear your smile over the phone. ☺
- *People remember 70% of what they say and only 30% of what they hear* – always ask questions and get the donor to tell you why they think Swift Youth Foundation is great!
- Know your stuff! Familiarize yourself with [Swift's website](#) so you can find an answer to most questions.
 - o Don't make up an answer to a question if you don't know it. If you need, take down the question and an email address and ask Kaylie to follow up. Always let the caller know we'll follow up with them to answer their question.
- You can never say **thank you** too many times, so thank them for their time, feedback, donation – everything!

Sample Phone Script

If the call is answered

Hello! This is (insert your name), calling from Swift Youth Foundation. May I please speak with (insert formal salutation)?

Ex. "Hello! This is Teanna, calling from Swift Youth Foundation. May I please speak with Mr. Evans?"

If the person is available.

"Hi (insert formal salutation), I'm a (insert your Swift role) at Swift Youth Foundation and I'm helping reach out to some of our generous supporters. Do you have a few minutes to chat?"

If not able: "Oh that's alright, if you don't mind, may I send you a quick email?" If yes, collect or confirm email address. Either way, thank donor for their time and politely end the phone call.

Ex. "Oh that's alright, if you don't mind, may I send you a quick email?"

"Yes?" Great, thank you! The email we have for you is Mike@SwiftYouth.org, is that correct? Wonderful, thank you for confirming that for me. Well thank you your time today, please look forward to an email from me real soon. Have a wonderful day, Mr. Evans! Goodbye ☺ "

If able: "Great, thank you, (insert formal salutation), I appreciate your time. First, thank you for your support of Swift. As you may know, individual donations like yours are absolutely essential because they enable Swift to provide all of our amazing programs for the entire year.

It's because of generous support from donors like you that (insert your Swift story here and transition into AZ Gives). We are participating in Arizona Gives Day, are you familiar with this statewide day of giving?



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If unfamiliar: “Oh no problem, I can quickly tell you all about it. Like I mentioned, Arizona Gives Day is a statewide day of giving. This one day a year is set aside to help raise awareness about local nonprofits and the critical role they play in our community. As we raise awareness for Swift, we are also raising the funds necessary to provide our positive programming. My personal fundraising goal is (*insert your goal*), enough money to (*convert your goal*). Are you interested in helping me reach my goal on Arizona Gives Day?”

If familiar: “Great, well as you know, Arizona Gives Day is a critical day for Swift to not only raise awareness for the organization but also raise the funds necessary to provide our positive programming. My personal fundraising goal is (*insert your goal*), enough money to (*convert your goal*). Are you interested in helping me reach my goal on Arizona Gives Day?”

If interested: “Oh thank you so much! I am so grateful that you will help me (*convert your goal*)! All you will need to do to schedule your donation is visit www.azgives.org/yourURL. This will take you to my fundraising page where you will be able to read a little more about my story. Once you reach the page, just click on the blue “donate now” button in the top right corner and fill out the form completely. The whole process takes about 3-5 minutes to finish. Again, thank you so much for your scheduling your support of Swift and helping (*convert your goal*)! Do you have any questions for me?”

If not interested: “Ok, I understand. I really appreciate your time today and am grateful for your past support of Swift. If you are interested in helping to sustain the positive support in the future, I encourage you to visit SwiftYouth.org. Again, thank you for your time today. Do you have any questions for me?”

If you no more questions: “Great, If you don’t have any questions for me today or anything that I may help you with at this time, I hope you have a great rest of your day. Good bye, (*insert formal salutation*) 😊

If questions: (sample questions include):

- Does this qualify for the Arizona Tax Credit?
 - YES! If you would like to know more about the tax credit, please visit SwiftYouth.org/taxcreditlean
- If you do not have an answer to a question or are unsure, always assure the donor that you will take their question back to the Swift staff and get an answer for them as soon as possible. Remember, it is unkind to give false or untrue information. Always air on the side of saying “I am unsure, but am happy to find an answer for you”.

After you have answered or recorded any questions, end the call: “Thank you again for your time, (*insert formal salutation*), and thank you for supporting Swift. I hope you have a great rest of your day. Good bye 😊



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Sample Voicemail Phone Script

Hello *(insert formal salutation)*, this is *(insert name)* a *(insert your Swift role)* at Swift Youth Foundation and I am reaching out to our generous supporters. I'm sorry I missed your call today but wanted to let you know that we appreciate your support of Swift. It is because of generosity like yours that I was able to *(insert your Swift story here and transition into AZ Gives)*. Now as a *(insert your Swift role)* in the organization, I am helping raise the funds necessary to sustain the positive programming of Swift. I hope you will consider continuing your support of Swift this Arizona Gives Day and schedule your donation on April 3 to help me send another kid to camp. Please donate at www.azgives.org/yourURL . Thank you, in advance, for sustaining Swift this Arizona Gives Day! ☺