



Call Script:

Hi how are you, good here etc. (Very brief small talk - don't go on!)

The reason I am calling is that I know you are involved in [FILL IN THE BLANK - your "Shared Cause" or basis of your relationship], and I think we all can say we care about [FILL IN THE BLANK - children, veterans, etc]. - and that is something I believe in really strongly.

Well instead of just believing in something I've decided to do something big - by starting a nonprofit that will actually address [FILL IN THE BLANK - the "One Big Thing" your organization does] things - and I've discovered something about this nonprofit world that is really exciting for business people like you and me.

I want to respect your time - if I can tell you about how this will actually make a difference for [mission focus] in five minutes, would you let me do that right now?

(YES)

Great, thank you.

So like I said I have personally committed to helping these folks in their need - I've gotten the hard part out of the way by starting a tax-exempt 501(c)3. Now, hopefully with your help, I'm on my way to raising \$100,000 for X, Y and Z, and I am putting up \$XXX to get the ball rolling.

It would mean a lot to me if you could join with me and the others with \$XXX (your ask amount).

Can you do that right now?

SHUT UP. DON'T SAY ANYTHING.

(IF YES) Great! What credit card would you like to put that on? (Or if not a CC) Why don't I hold so you can grab your checkbook and text me a photo for deposit using the [bank name] phone app? (Etc. etc. for Venmo, Paypal etc.)

(IF NO) Follow up on the ask "I really need to ask you to do as close to \$XXX as you can. I realize that is a lot of money, and not only will it get ZZZZZZ leverage, but so-and-so has committed to matching \$XXX."

SHUT UP.



Then if no, ask for half.

(IF NO) Here's what I'm looking at. I need XXX people to provide at least (minimum amount) to get this off the ground and so I'd like to count on you for the minimum of \$XX. You've certainly been there with support for some other great causes, so can we do that right now?

(IF YES) Repeat collection conversation above.

[IF NO) Thank the person and hang up. They may change their mind later!

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