



PBS SUSTAINER LEARNING CENTER SAMPLE TELEMARKETING SCRIPTS

SUSTAINER INVITE

Introduction

Hello, may I please speak with Mr./Ms.[first & last name]? I'm calling for [STATION], your public television station. My name is [first & last name] with [CALL CENTER] and this call is being recorded for quality and security reasons. I know your time is valuable so I will be brief.

First, thank you for your generous support of the station and its programs. You make such a difference for programs like [POPULAR PROGRAM 1], [POPULAR PROGRAM 2] and [POPULAR PROGRAM 3], and the thousands of people who enjoy them.

Presentation / First Ask

Today, we are contacting members like you to invite you to join a special group of supporters we call [SUSTAINER PROGRAM NAME]. This is a group of generous viewers who really become the foundation of your favorite programs. It's very simple, here's how it works.

Instead of giving once a year, each month, you make a small automatic donation which keeps your membership current without having to renew it. It's simple for you and it provides predictable and reliable income for the station. Plus, more of your membership goes to the programs you enjoy. It's safe and secure, and one of the great things about it is that you can choose the amount you're comfortable with. And, if you ever feel the need to change your monthly contribution, all you have to do is contact [MEMBER SERVICES] at any time.

Can I automatically renew your membership today with the [SUSTAINER PROGRAM NAME] with a simple monthly contribution of \$[1st Sustainer Ask] per month?

GO TO CLOSE (Section 3) OR SECOND ASK

I understand - no problem, that amount was just a suggestion. It's your participation as a member that's most important, not the amount. The vast majority of funds to run [STATION] come from generous members like you. As you know, [STATION'S] programs like [FAVORITE LOCAL PROGRAM 1] and [FAVORITE LOCAL PROGRAM 2] are valuable and unique to our community. You can always count on [STATION] to be your best source of news, special features and entertainment. We can't create and share programs like this without supporters like you!

And with your support today/tonight you will be able to choose from a list of special gifts from [STATION]. Mr./Ms. _____ keeping this in mind, can we automatically renew your membership at \$[2nd Sustainer Ask] dollars per month?

Final Ask

That's ok! If monthly giving isn't for you at this time, we totally understand - and want you to be comfortable with your preferred way of giving. As you know, [STATION] provides valuable educational programs for the children of our region, as well as inspiring programs that expand your mind, like

[DIFFERENT POPULAR PROGRAM 1] and [DIFFERENT POPULAR PROGRAM 2]. Any donation you make today goes toward supporting these programs. Can we go ahead and put you down for a one time contribution of \$[3rd Ask]?

Ask Reminder: 1xMRC or \$35, whichever is higher.

Credit Card Close

That's wonderful, Mr. /Ms. _____! Thank you so much. Your monthly support at X dollars means a lot to [STATION]. May I confirm the information I have in front of me? I have your mailing address listed as _____ (Confirm addresses and make changes directly on their record if necessary.) Okay, Mr./Ms._____, now we're ready to process your donation to [STATION]. Would you like to contribute by [CREDIT CARD OPTIONS]?

If they refuse to put the sustainer on a credit card, go to a one time gift ask:

That's ok! [STATION] still thanks you for your support - and it is really appreciated. [STATION] is processing all monthly gifts electronically today/tonight. But if you do not wish to do it that way, we can still accept a gift from you today/tonight. As you know, [STATION] provides valuable educational programs for the children of our region, as well as inspiring programs that expand your mind, like [DIFFERENT POPULAR PROGRAM 1] and [DIFFERENT POPULAR PROGRAM 2]. Any gift you give today goes toward supporting these programs. Can we go ahead and put you down for a one time contribution to support [STATION] of \$[single ask] dollars?

If YES: Great, thank you Mr/Ms._____! May I confirm the information I have in front of me? I have your residential address listed as _____ and your email address listed as _____. Is this correct? (Confirm addresses and make changes directly on lead sheet if necessary.)

Can we process your one-time gift of \$_____ on your [CREDIT CARD OPTIONS] card?

Monthly Gift & One-Time Gift Closing Language:

Great! Thank you so much for your time and for supporting [STATION]. You really made a difference today! Have a good day/evening.

Closing language after a refusal

Mr./Ms._____, Thank you so much for taking the time to speak with me today, I really appreciate it. I hope you continue to enjoy [STATION'S] world class programming, and please keep [STATION] in mind in the future. Have a wonderful Day/Evening!

SUSTAINER MONTHLY UPGRADE

Introduction

Hello, may I please speak with Mr./Ms.[first & last name]? I'm calling for [STATION], your public television station. My name is [first & last name] with [CALL CENTER] and this call is being recorded for quality and security reasons. I know your time is valuable so I will be brief.

First, thank you for your generous support of the station and its programs. You make such a difference for programs like [POPULAR PROGRAM 1], [POPULAR PROGRAM 2] and [POPULAR PROGRAM 3], and the thousands of people who enjoy them.

Presentation / First Ask

Today, we're contacting our most loyal [SUSTAINER PROGRAM NAME] members. As a member of the [SUSTAINER PROGRAM NAME] you play an important role in supporting [STATION's] world class programming. You are an important part of the [STATION] family!

Would you be able to do a little more today by increasing your gift by \$[1st Increase Ask] per month?

GO TO CLOSE (Section 3) OR SECOND ASK

I understand - no problem, that amount was just a suggestion. As you know when you are a Member of the [SUSTAINER PROGRAM NAME], more of your membership goes to the programs you love and count on. The vast majority of funds to run [STATION] come from generous members like you. As you know, [STATION] programs like [FAVORITE LOCAL PROGRAM 1] and [FAVORITE LOCAL PROGRAM 2] are valuable and unique to our community. You can always count on [STATION] to be your best source of news, special features and entertainment. It takes loyal supporters like you to be able to create and share programs like this!

To thank you for your increased support, you can choose a wonderful [STATION] gift. Mr./Ms. _____ keeping this in mind, can we increase your monthly gift by \$[2nd Increase Ask] dollars per month, that's just \$____ cents per day?

Final Ask

That's ok! If you can't increase your monthly gift at this time, we totally understand. As you know, [STATION] provides valuable educational programs for the children of our region, as well as inspiring programs that expand your mind, like [DIFFERENT POPULAR PROGRAM 1] and [DIFFERENT POPULAR PROGRAM 2]. Any gift you give today goes toward supporting these programs. Can we go ahead and put you down for a one-time contribution of \$[3rd Ask] today?

If they decline the monthly increase, then go to a one time gift ask:

That's ok! We still thank you for being a [SUSTAINER PROGRAM NAME] Member – [STATION] really appreciates it. As you know, [STATION] provides valuable educational programs for the children of our region, as well as inspiring programs that expand your mind, like [DIFFERENT POPULAR PROGRAM 1] and [DIFFERENT POPULAR PROGRAM 2]. Any gift you give today goes toward supporting these programs. Can I go ahead and put you down for a one time contribution to support [STATION] of \$[single ask] dollars?

Great, thank you Mr/Ms. _____! May I confirm the information I have in front of me? I have your residential address listed as _____ and your email address listed as _____. Is this correct? (Confirm addresses and make changes directly on lead sheet if necessary.)

Can we process your one-time gift of \$_____ on your [CREDIT CARD OPTIONS] card?

Monthly Increase & One-Time Gift Closing Language:

Great! Thank you so much for your time and for supporting [STATION]. You really made a difference today! Have a good day/evening.

Closing language after a refusal:

Mr./Ms.____, Thank you so much for taking the time to speak with me today, and for continuing to be part of our [SUSTAINER PROGRAM NAME], it is really appreciated. I hope you continue to enjoy [STATION'S] world class programming, and please keep us in mind in the future. Have a wonderful Day/Evening!