

Post Drive Thank You Call Script

Have the following donor information available when you call – Donor & Spouse Names, Full Address & phone, Monthly Giving amount, Premium selected.

If you get a VM:

Hello, this is _____ from [STATION WXYZ]. I'm calling to thank you so much for becoming a Sustainer in our recent fundraiser. We are so appreciative to you for making a strong commitment to keeping quality programming available in [REGION]. If you ever have any questions about your monthly sustaining gift or need to make an update please just give us a call at [PHONE]. Thank you again and I hope you have a great day.

If you reach a person:

Hello, this is _____ from [STATION WXYZ]. I'm calling for [Donor Name].

I'm calling to thank you so much for becoming a Sustainer in our recent fundraiser. We are reaching out this week to our monthly Sustaining donors to let you know just how important you are to keeping great programs like Nova, Masterpiece and [Local Program] on the air in [REGION].

Can I ask you what made you decide to become a Sustaining Donor during the drive?

Do you have a favorite program on [STATION WXYZ]?

Well, I know we're all looking forward to [INSERT AWESOME UPCOMING PROGRAM], that will be on [Date and Time], I hope you get a chance to watch.

Thank you so much for taking my call today and also want to remind you that if you ever have any questions about your monthly sustaining gift or need to make an update please just give us a call at [PHONE]. Thank you again and I hope you have a great day.