

# Pick Up The Phone With Confidence!



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Relatively cheap

Personal

Instantly adaptable

Scalable

Easy to launch

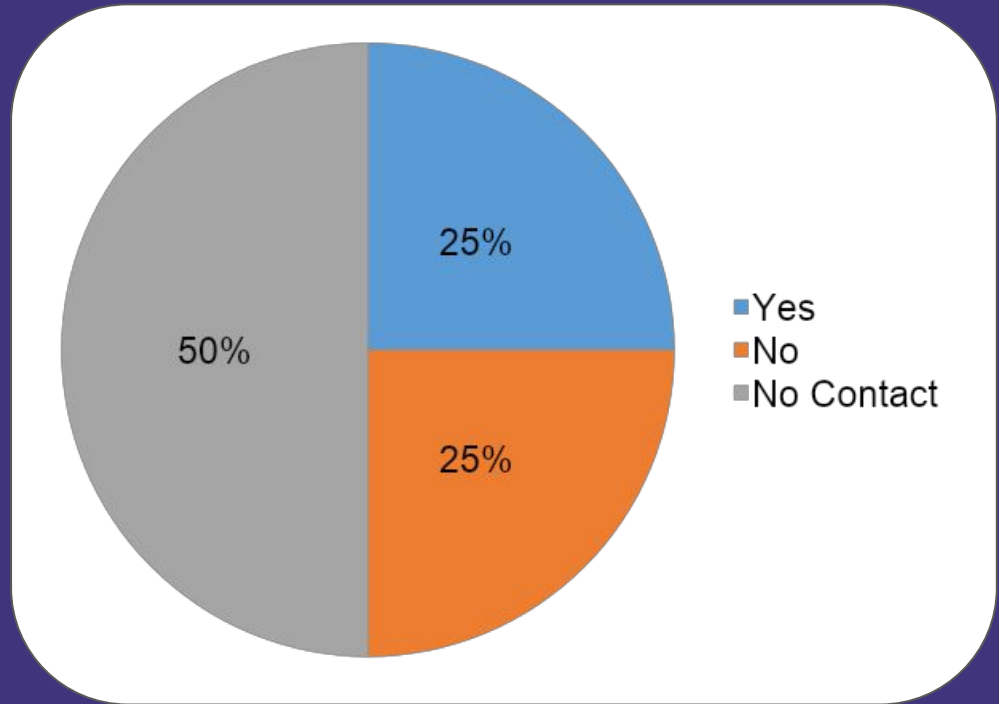
Easy to stop

Integrable

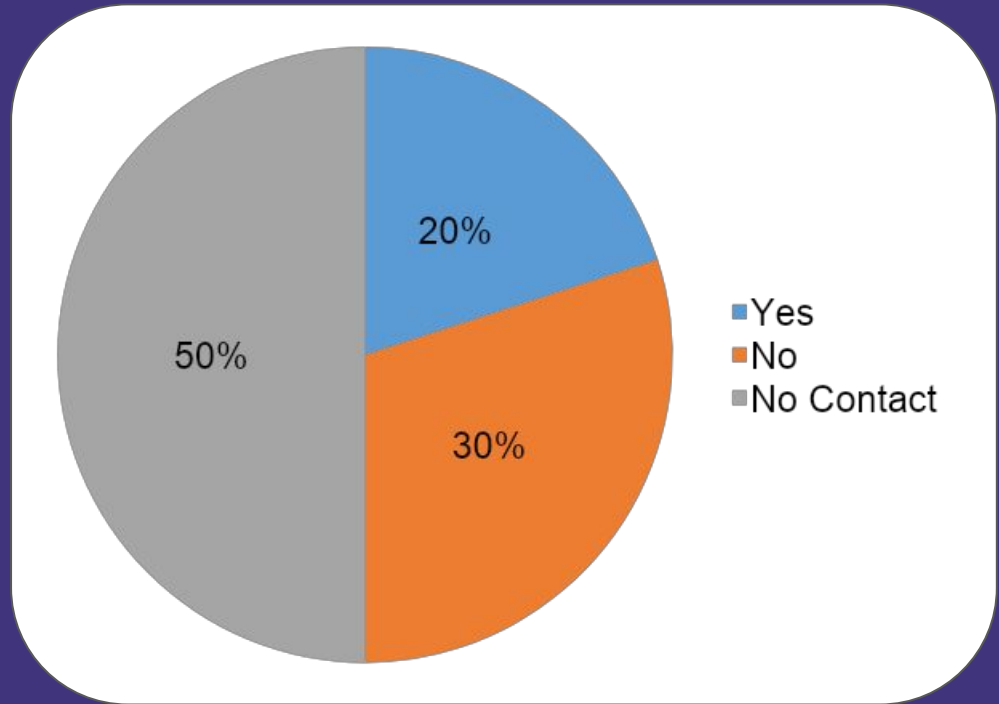
Boosts other results

But people hate it...?

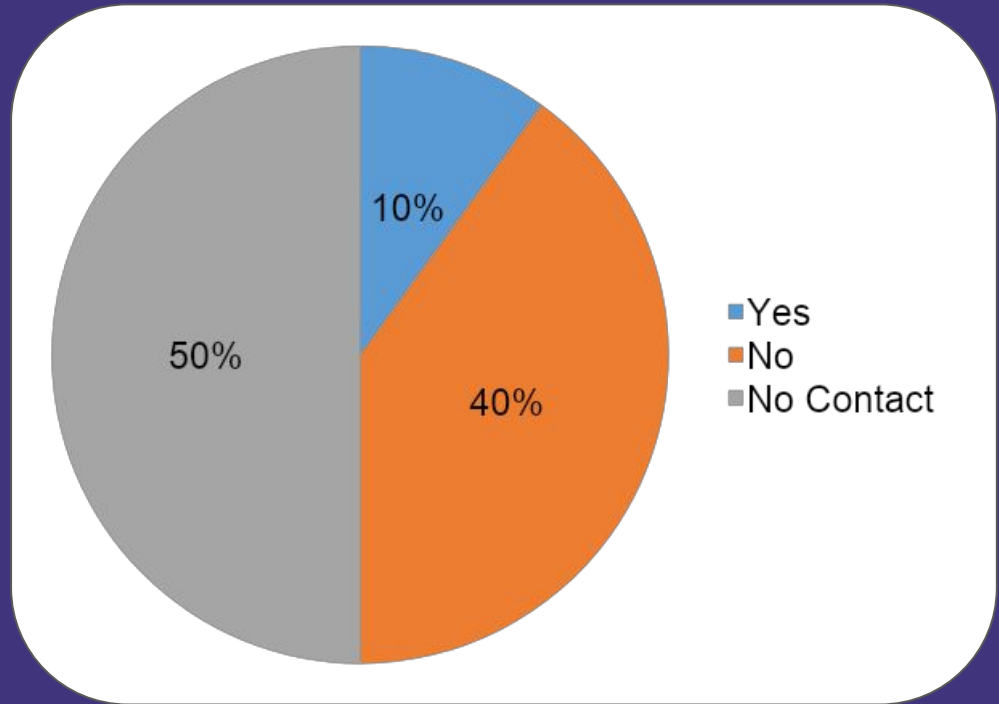
1 in 4 of your  
monthly donors  
will **upgrade**  
their  
monthly gift



1 in 5 of your  
lapsed donors  
will **reactivate**  
their  
monthly gift



1 in 10 of your  
database  
will **convert**  
to  
regular donors



**Recency. Frequency. Value.**

- VIPs
- Regular Donors
- Lapsed Donors
- One-Off Donors
- People Who Value You
- Event Participants
- Volunteers
- Fundraisers
- Cold...



Test & Get Comfortable

Forms

Website /  
mailing list

Training &  
info sessions

Contests &  
raffles

Surveys

Events

Always Be  
Asking

YES! I would like to be kept up-to-date on Charity X's progress, events, fundraising and news!			
Name	E-Mail	Phone	Postal Address

Make sure the first person completes everything  
and the rest will follow!

# Mindset

- Expect Confusion & Suspicion
- Be Human – Humans give to humans!
- Who Are You And What Value Are You Offering?
- Listen and Respond
- Keep A Good Frame of Mind
- Expect a “Yes”
- Manage a “No”



# Practicalities

- Be Personal - Use Their Name - They Are Unique
- Weekdays often work best but it depends on the individual!
- 3 attempts across different days at different times
- Be Comfortable! Power stance?
- Make Calls Alone or Together?
- Hour of Power? Thanking Day? 5 Every Morning?
- Vocal Exercises Before The Call - Lion's Roar? Sing?

Introduce & Build  
Rapport

Thanks &  
Achievements

Check Data

Feedback

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graph LR; A[Introduce & Build Rapport] --> B[Thanks & Achievements]; B --> C[Check Data & Feedback]; C --> D[Problem]; D --> E[Solution]; E --> F[Ask];
```

Introduce &  
Build Rapport

Thanks &  
Achievements

Check Data &  
Feedback

Problem

Solution

Ask

# Sample Call

Hi there, is that Debbie?

Hi Debbie, this is Simon in Charity X. I was at that information event the other evening. We didn't get a chance to talk but you might have seen me?

I wonder would you have like 4 minutes for me now? I just wanted to give a quick call to say thanks...thanks for coming.

You left this phone number, but I wonder if you also wanted to leave your e-mail address? If you wanted to get information and news, now and then, as well as a bit on other events and fundraising?

We obviously worry sometimes that nobody will turn up for these things (haha!) but no it was great to see a good bit of interest and I think it went well. How did you find it? What did you think?

Do you think there's anything we should do differently next time?

# Sample Call

That's brilliant! / Great idea!

Actually, while I have you I might just run something else by you if that's ok?

So you probably heard Jennifer mention at the event that we have a waiting list for our therapy services. So these are men and women who experienced sexual abuse when they were kids. You know, it has such a huge impact on every part of their life: their relationships, their work, their parenting obviously.

And so they pick up the phone and ask for help. And this might be years later. One of our clients...I won't say his name obviously...but he's a grandfather...he didn't tell anyone for 40 years. 40 years he didn't tell anyone what happened to him! And then one day he finds the strength to pick up the phone and call us. It's incredible, isn't it?

And at the moment, men and women like that...we're telling them they have to wait to see someone. Sometimes months. You've finally opened up about this, but now you have to wait two more months. It's terrible, isn't it?

# Sample Call

So Debbie that's what I wanted to ask you.

A monthly donation of €25 would allow us to get one more person off our waiting list each year. It would mean one more person could start our therapy programme each year. One of those people that finally picked up the phone for help wouldn't have to wait any longer.

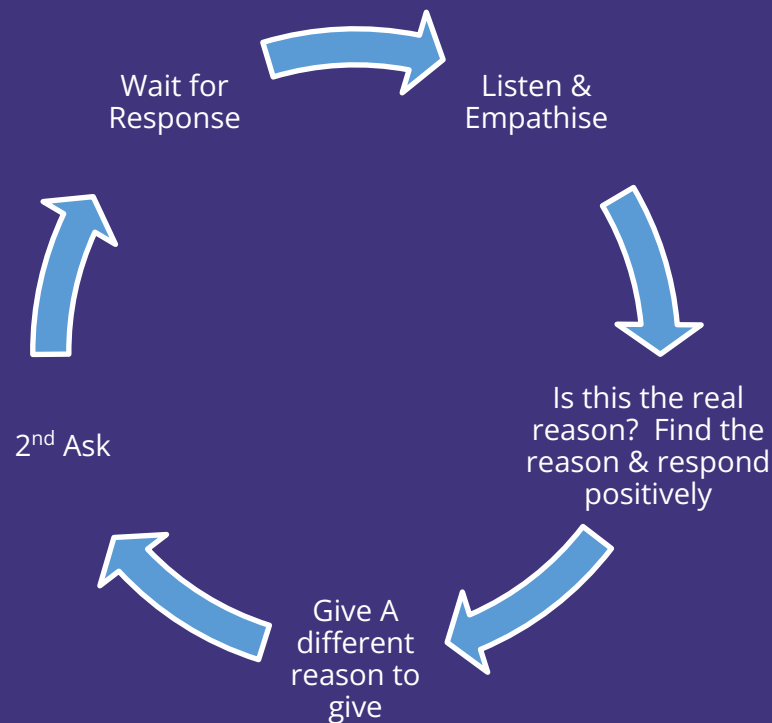
So Debbie I'm asking you if you would like to...today...sign up and become a monthly donor and be the reason that the next man or woman doesn't have to wait.

Would you give €25 each month?

# Objection Responses

- I can't afford it
- Already signed up to another charity
- I don't give out my details over the phone
- No credit card
- I'll think about it
- I'll do it online
- I have to discuss it with my partner
- Charity Transparency

- **Don't be afraid to say  
"I don't know...but I'll find out!"**



# Voicemail

"Hi there, this is Simon calling from Charity X. I know you [get our e-mails/were at our event] and just wanted to [check-in/see what you thought] and have a quick chat.

"If you get a chance to call me back that would be great, otherwise I'll try you again soon. Thanks so much! Byeeee!"

**Leave a voicemail on the FIRST attempt so they know who is calling!**



# Follow-up and opportunities

- Written confirmation of what you discussed?
- Can their employer get involved?
- Volunteering opportunities?
- An invitation to the next event?
- More information?



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