**Script for**

**“Getting the Visit”**

You will find that one of the most challenging steps in getting the gift is actually getting the visit. Here’s the good news though. When you confirm the visit, studies show you are 85% on your way to getting the gift. Here are some steps to help get that visit:

1. Consider sending a letter outlining why you want to visit and saying you will be calling to confirm a time in the next few days.
2. Practice your opening and know what you’re going to say when the person picks up the phone. Write it down if that helps.
3. Be ready to offer some dates for your visit. Psychologists tell us a person is much more likely to make a positive decision if there’s a choice.
4. Stand up when you make the phone call. Standing releases a flow of energy and boosts your confidence.
5. Smile when you talk.
6. Keep the small talk brief. Keep your focus on getting this visit. Don’t fall into the trap of making the ask on the phone.
7. Be upfront about the amount of time you’ll need. “I would like about 30 minutes with you. Would that be alright?”

So you’re ready to schedule your visit. You’ve dialed the number, the prospect answers the phone, you’ve had the normal chit-chat. What do you say now:

**“I’m calling to follow up on the letter I recently sent you. You know I’m very involved with our Community Fund and I want to bring you up to date on some things we’re doing. I think you will be interested in what’s happening. Would it work for your schedule to meet for 30 minutes next Tuesday or Wednesday?”**

Ideally they will give you a hearty, “Yes, I would love to meet with you!” However, it’s likely you’ll run into one of the following responses. What do you say then?

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| **The prospect says:** | **You can say:** |
| “I’m not sure it’s a good idea to get together. I don’t want to get involved with the campaign. I have made gifts before to the Community Fund and I’m not interested in doing more.” | “The choice to be involved is entirely yours. I’m not going to persuade you to do something you don’t want. But this campaign is important to the future of our hometown. I would just appreciate a chance to explain what we’re doing. You know me well enough to know you can be honest and I’ll respect whatever you decide. So do you think next Tuesday or Wednesday will work?” |
| “Just tell me how much you’re looking for. I would just like to do this on the phone. I’m really busy and I’m not crazy about fundraising and being asked.” | “This is too important to handle on the phone. I know we can wrap up our discussion is 30 minutes or less. Would you be willing to look at your calendar for next week and give me that much of your time?” |
| “Look, why don’t you just send me all of the information. I’ll promise to look it over and send you a check.” | “I am sure you would study the information and be supportive. But the material simply can’t convey the importance of what this campaign could do for our hometown. I really believe it’s something you will be interested in. I know you’re busy, but could you find 30 minutes when we could get together next Tuesday or Wednesday?” |
| “You know I have supported this community for many years already.” | “Your support has done so much for our hometown. That’s one of the reasons I’m calling on you. You’ve been such a wonderful supporter for many years and as a leader in this community, I would like you to know the details of this campaign.” |
| “I know you’re coming to talk with me about a gift, but I think we can handle this on the phone. Just tell me about the campaign now.” | “I don’t feel I can do it justice on the phone. It’s too important and it would be best to discuss this in person. We are both so busy and I promise to be respectful of our time. Could we schedule just 30 minutes next Tuesday or Wednesday?” |
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