**Script for**

**“Responding to Concerns or Objections”**

You’ve gone through your presentation and asked lots of questions to understand how the prospect feels about the Community Fund. The prospect seemed engaged, asked questions and seemed interested. You invited them to consider a gift by saying **“I would like you to consider a gift of $25,000 now to the Community Fund plus consider a future gift in your estate plan.”**

If the response is **“Yes, I would be glad to provide a $25,000 now and also include the Fund in my estate plan.”**, you have succeeded! It would not be uncommon, however, to hear the words, **“I’m not sure about this. I need to think this over.”**

That’s a great response! You now have the opportunity to learn how the prospect really feels about the campaign and the request you have made. You are ready to cover the 4 questions to discover the cause of their hesitancy:

1. Is it the community?
2. Is it the unrestricted endowment campaign?
3. Is it the amount I asked for?
4. Is it the timing?

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| **Concern #** | **You can say:** | **The prospect says:** |
| 1 | “As we were talking, you seemed to be very supportive of our hometown and expressed hope for our future. Is that correct?” | “Yes, this community is an important part of our family’s history and I only want what is best for the community.” |
| 2 | “The more we talked, it seemed like the idea of an unrestricted endowment seemed to make sense to you. Did I interpret that correctly?” | “Yes, I think an unrestricted endowment is a wonderful tool for us to improve our hometown.” |
| 3 | “I suggested a gift of $25,000 and also asked if you would include the Community Fund in your estate plan. Do you have any concerns about either of these gifts?” | “Yes, I think the amount might be a little high. I also need to talk with my attorney about how an estate gift would work.” |
| 4 | “I heard you mention that now may not be a good time for a gift. Would it be helpful if you could pay your pledge over a period of 1-3 years or delay the payment later in this three year period?” | “Yes, that would make the amount more doable.” |

A gift at the proper level won’t happen until every concern or objection is satisfied. Your job is to help resolve the objection. So keep asking questions and providing answers until the prospect has the information they need to make a decision.

Additional objections you might encounter:

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| **The prospect says:** | **You can say:** |
| “I can’t make a decision now. I’ll need to talk it over with (my spouse, children, financial advisor, attorney, etc.” | “Please take your time to discuss this with your (spouse, children, financial advisor, attorney, etc). Would it be appropriate to call you again in a couple of weeks?” |
| “Leave the material with me and I’ll look it over and then mail in my gift.” | “There’s no question in my mind you would. Thank you for your interest in supporting the campaign. It’s important to visit again in person to answer any questions you may have and also to go through the Letter of Intent so you understand exactly what you’re signing.” |
| “This is not a good time to ask me for a gift. I’ve got a daughter’s wedding and two kids in college.” | “I know what you’re going through. I want to assure you it’s possible to work out the timing of your gift so you can delay payments. What’s important is to continue the momentum of this campaign so we can receive the matching funds.” |
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