

Script for seeking business donations

➔ **Smile! Have fun! Be upbeat, friendly, positive and polite. Remember that you are offering them an opportunity.**

Hello, My name is [**your name**] with [**organization**]. May I please speak with the owner/manager.

If not available:

May I please leave a message? (Leave a message for the person you are trying to reach, asking them to return your call. Leave your phone number. Do not hang up the phone until you get the following information from the “gatekeeper”: 1. Name/Title and correct spelling for the person you are trying to reach 2. email 3. full mailing address)

If Available:

Hello, My name is [**your name**] with [**organization**]. Do you have a few minutes to speak with me about the services we offer to children in the [city] area?

If no:

Ok, when would be a convenient time to call you back?

If yes:

Thanks for taking the time to speak with me. I work for [organization], [description of organization]. (Pause, smile, breathe, continue) We are in need of _____ for our children and I am approaching businesses and community leaders for help. Would it be possible for your organization to donate _____ for our _____?

Here, they will most likely ask you for more information, or ask you to send them information. Answer their questions as thoroughly as possible, and direct them to your website. If they request written info, follow up by sending them a letter and brochure, and call again two business days after you think they have received your letter (approximately five business days from when you send it).

Closing

Always close on a positive note, knowing what your next, proactive step will be, alleviating as many of their objections as possible. If the person declines donating at this time, ask if you may send them info. about your group and contact them later in the year for a donation. If they cannot give what you have requested, ask if there is some other amount or item they would be willing to give. If not, ask if they have any colleagues or belong to any business associations that might be willing to help. It is ok if someone is unable to help, but make the most of your phone call and try to get another lead.