



Phonathon Calling Tips – Read This Before You Begin!

Before you ask others for a gift – make your own pledge if you haven't already!

- Read the Phonathon calling sheet to orient yourself before making the call.
- Read the script (if in person, listen to other callers) to become comfortable with how to phrase what you need to say on the call.
- Remember to use the words “consider” (a gift, a pledge) and “thank you” (for the call, their time, their gift/pledge, their consideration).
- It's ok to leave a message! See sample message below.
- Record the outcome of your conversation in the space provided on the Phonathon Calling Sheet so that the internal MICDS Fund office knows what took place.
- Write a thank you note on the bottom portion of the Phonathon Calling Sheet. This will serve as your acknowledgement of the call and will be mailed to the donor by the School with a pledge envelope. See sample text below.

Additional Resources:

Leaving a Phone Message: If you are unable to reach your donor on the first try, it may help to put the calling sheet on the bottom of your stack and try to call them again a short while later. On the second try, please leave a message as to why you are calling or perhaps try calling their cell phone listed on the sheet, if you feel comfortable. A suggested message could be:

“Hi (name), this is (your name) calling from MICDS to (thank them for their past support if applicable) ask for your support of the MICDS Fund (again) this year. Sorry I missed you tonight but wanted to let you know that every gift makes a difference and I hope you will help us reach our goal. I will drop a pledge card in the mail to you tomorrow. Thank you for your consideration.”

Sample note for the bottom of the Phonathon Card: *Dear (name), Sorry I missed you tonight/Thanks for considering/Thanks for your pledge. I hope you will make a gift to the MICDS Fund to support our students. We appreciate your help and every gift counts! Sincerely, (your name).*

Consult the handouts *Why Should I Give* and *Handling Objections* for more information on handling calls.

THANK YOU for your time and commitment to MICDS!