**#iGiveCatholic Phone-a-thon**

Phone-a-thons are a GREAT way to engage your community and to connect potential donors with your most ardent ambassadors and advocates. The effectiveness of a phone-a-thon is dependent upon how it is conducted and who is doing the calling.  It is important to provide the donor with a personalized experience so that they will feel connected and appreciated. Here are some guidelines, but you should feel free to adjust as necessary for your organization.

**STEP ONE**: **Find volunteers each willing to donate one hour to making calls**

The ideal volunteer should be a regular supporter who has knowledge about your parish, school or ministry and its vision/purpose. The person should ideally be able to competently answer donor questions. Consider respected Parish Leadership and Staff, Finance Council/Ministry Leaders, School Administration/Staff, Board Members, past Board Members, Alumni, PTO/PTA/HSA Members, Mature Students in Leadership Positions, Ministry Staff and Respected Volunteers and any other strong supporters. Peer-to-Peer fundraisers LOVE having this opportunity to personally solicit donations towards their own, individual totals!

**STEP TWO: Review and print a spreadsheet from your database – it is optimum if the caller personally knows the potential donor**

Each caller should be provided with a list of a maximum of 20-30 donors. The call sheet should include the name of the potential donor and spouse (if applicable), phone number with area code, date of last gift received, and, if possible, the number of years and amounts of prior giving. Leave space on the sheet for the caller to write notes.

**STEP THREE: Schedule the phone-a-thon and invite callers**

Try to arrange the calls from a central location (your parish, school, or ministry office) when all volunteers are together. If this cannot occur, schedule individual times for your volunteers to make the calls on their own or at a location where caller ID will assist. The important thing is to ensure that all calls are made within the Advanced Giving period where there is an immediate Call-to-Action: “Online giving is OPEN! Give today!”

**STEP FOUR: Provide callers with a detailed script**

Customize a script (template below) based on the project for which you are raising money during #iGiveCatholic. The basic information should include:

* Addressing the donor by name
* Thanking them for their previous support of your parish, school or ministry
* Inviting them to join you in support of your organization through #iGiveCatholic
* Providing them a link to give online or instructions to make an offline gift
* Thanking them again

**STEP FIVE: Provide each caller with a folder or stapled packet**

Folder or packet should contain each volunteer’s specific call list, a sample script, and all contact information including your organization’s website and #iGiveCatholic profile url where they can find details, if asked.

**STEP SIX: Record keeping and follow-up**

Ask callers to return call sheets after they complete their calls so you can record in your donor database or spreadsheet exactly who was contacted and which calls produced a gift.

**STEP SEVEN: Evaluate the process**

Send thank you notes to the volunteer callers with results of your #iGiveCatholic campaign. Celebrate your team victory! Consider sending a survey to callers to get valuable feedback on the phone-a-thon experience in order to make changes for future years.

**PHONE-A-THON SCRIPT TEMPLATE**

Hello, Mr./Mrs. \_\_\_\_\_\_\_\_\_\_\_. My name is \_\_\_\_\_\_\_\_\_\_ and I am a volunteer with \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. I’m calling to invite you to participate in #iGiveCatholic – the Annual U.S. Catholic Day of Giving. It is a special day of philanthropy to allow people to celebrate our Catholic faith and to share blessings with the parishes/missions, schools and ministries that are helping to shape souls. Have you heard about it? Yes/No

* If yes, great! We are seeking to raise ($XX,XXX) for our parish school/ministry. These funds will be used to (add details about your project here)
* If no, this is a 24-hour crowdfunding event on GivingTuesday -- December 3rd -- that celebrates our faith and assists parishes, schools and ministries of our diocese with their important work.

I am calling to ask if you would consider offering your support to help \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.  We depend upon prayers and the generosity of our supporters to do the work that we do.

* If yes, that is wonderful and we are very grateful. May I email or text you our #iGiveCatholic link? You can make a gift online anytime between now and 11:59 PM on Tuesday, December 3rd. If you prefer to give by cash or check, (provide instructions for drop of and/or mailing address).
* If no, thank you for prayerfully considering the request. If you change your mind, you can find us and other participating parishes, schools and ministries at [diocese.igivecatholic.org].

Thank you again, Mr./Mrs. \_\_\_\_\_\_\_\_\_\_\_\_\_. We are extremely grateful to you for your continued support. We appreciate your consideration of a gift again this year.

If you have any questions, you may call \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ at \_\_\_\_\_\_\_\_\_\_\_.

If there is no answer, leave a brief message asking them to support your parish, school or ministry on December 3rd.