

GIFT CLUB LAPSED TELEMARKETING SCRIPT - CLASSICAL

Hello. May I speak with M_____? This is [FULL NAME] calling for [STATION]. I'm glad I was able to reach you.

(If your state or region requires disclosures of paid professional fundraisers, place this language here.)

First, I want to thank you for your generous past support. The leadership level gift you made in [MONTH AND YEAR OF LAST GIFT] has been vital to the classical music that [STATION] shares with our community every day.

I'm also calling to invite you to rejoin the [STATION] [GIFT CLUB NAME]. As a member of the exclusive [GIFT CLUB NAME], you not only provide an important foundation for the classical music you care about, you also enjoy wonderful benefits like studio tours and the popular annual [GIFT CLUB NAME] reception with marvelous musicians and [STATION] hosts. But most importantly, your support makes it possible to air the enriching and inspiring symphonic, chamber, opera and choral music you hear on [STATION] – music performed by the world's great artists right here in our region, and worldwide.

[STATION] is preparing for the upcoming budget year, which is why your support right now is very important. Can you re-invest with a renewed contribution of \$[LAST GIFT]?

Never give up after the first ask! Personal connection and respectful persistence matters, and delivers results.

2nd Ask:

I understand. [GIFT CLUB NAME] members play a vital role in helping fund dozens of live broadcasts and special programs that create energy and excitement around classical music in the community. Many people today are choosing to re-join as sustainers, breaking your membership into more modest \$100 per month gifts that automatically renew. Is that a good option for you?

3rd Ask:

I understand, monthly giving isn't for everyone. Your participation is important at whatever level is right for you and I'd be delighted if you'd renew your [STATION] support, is there any gift that will work for you today?

Follow with station-based confirmation of the donation and payment methods, or with a heartfelt appreciation if the donor declines.

**GREATER
PUBLIC**

