**Sample Thank-You Call Script**

Hello, Mr. Jones. This is [NAME], [TITLE] from [STATION]. I’m calling today to thank you for your very generous donation in support of [STATION]. Your partnership is invaluable to the programs and services that [STATION] can provide to our community.

(If you know the donor well...)

I thought you’d also be interested to know about our upcoming [PROGRAM/INITIATIVE] on [SOMETHING THE DONOR IS INTERESTED IN].

(If you don’t know the donor well...)

I’d love to know more about what interests you most about supporting [STATION].

Thanks again for your support. It makes such a difference. We look forward to keeping in touch throughout the year.