**GREATER PUBLIC | 2019-20 | GIFT CLUB LAPSED TELEMARKETING SCRIPT | MUSIC**

**Hello. Is this [FIRST NAME]. This is [FULL NAME] calling for [STATION]. I’m glad I was able to reach you.**

*(Most gift clubs calls can be done by station staff. If your program is large and you’re outsourcing these calls, here is where you’d add disclosure language if your state or region requires disclosures of paid professional fundraisers.)*

**First, I want to thank you for your generous past support. The [GIFT CLUB NAME] gift you made in [MONTH AND YEAR OF LAST GIFT] has been vital to the 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 music you care about, you also enjoy wonderful benefits [*Give benefit examples like personalized station tours and invitations to insiders events*]. But most importantly, your support makes it possible to air the enriching and inspiring [*STYLES OF MUSIC, for example, 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 matter, and deliver results.)*

**2nd Ask:**

I understand. [GIFT CLUB NAME] members play a vital role in helping fund [*PROGRAMMING EXAMPLE, for example, 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 monthly 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.)*