

## SAMPLE PHONE SCRIPT FOR LAPSED MEMBERS/DONORS

*This is a phone script. The idea is to contact each lapsed member after they've received a regular sequence of letters asking them to renew. The purpose of calling is to draw their attention to the letters which may have been mislaid or forgotten, and/or to learn the reason why someone might have decided NOT to renew.*

*The most effective callers are board members who live near the donor/member, but callers could be staff or other volunteers just as easily.*

*Phone scripts do not lend themselves to multiple personalities, and we strongly encourage each caller to develop their own script. However, each caller should know the following data-points about the donors they are calling before picking up the phone.*

- *How long they've been a member,*
- *What they gave last year and approximately when, and*
- *How much we asked for in the first renewal letter.*

If, the first time you call, you get a message machine, this is what you say:

Hi, my name is [NAME], and I am on the board at the [AB Conservancy]. I can be reached at ###-####. Thank you so much and have a great day.

We suggest that you leave your cell phone number.

Call again on a different day at a different time of day. If you get a machine again, this is what you say:

Hi, my name is [NAME], and I am on the board at the [AB Conservancy]. I'm calling this evening to make you aware of the renewal notice we mailed a couple of weeks ago. You have been a member since [YEAR], and that support is critical as we bring important land conservation to [state or region]. On behalf of all of us here at [AB Conservancy], I want to thank you for your past membership support and encourage you to renew at this time. If you have any questions, please contact me directly at [###-####]. Thank you so much and have a great day.

If you call and get an answer, this is what you say:

Hi, my name is [NAME], and I am on the board at the [AB Conservancy]. I'm calling this evening to make you aware of the renewal notice we mailed a couple of weeks ago. I hope you got it.

PAUSE

It says here that you have been a member since [YEAR]. Thank you so much! Have you been able to get out to one of the preserves this year?

PAUSE

THEN DEPENDING ON WHAT YOU GET FROM THE OTHER END,

Well, Thank You! for your past support. Please take a moment to renew your membership. Your ongoing support is critical for us as we bring important land conservation to [state or region].

OR CONSIDER THESE AS CONVERSATION STARTERS.

- a. What first attracted you to [AB Conservancy]?
- b. What do you like most about [AB Conservancy]?
- c. Did you know about land trusts before you became a member?
- d. Are you a member of other land trusts? TNC?
- e. Have you ever attended one of the events? [The auction fundraiser, annual meeting, hike?]
- f. Have you ever visited one of the preserves? Would you like to?
- g. What do you think of the [AB Conservancy] newsletter?
- h. Have you ever met [NAME], our Executive Director?
- i. Is there anything about [AB Conservancy] that you would like the board to hear?

General phone calling tips:

- Tell them who you are, who you represent, and why you're calling right away. There's nothing more annoying than a caller who doesn't get to the point.
- Don't ask them if they have time right now. They will say no.
- Smile when you're talking just as if they could see you. They will hear the smile through the phone.
- Take notes on calls you actually connect and get the notes back to the office right away, particularly if there is follow-up requested/needed.

- You don't have to know all the answers. If they ask a question you can't answer, say you don't know and offer to follow-up. Then do it, of course!