

VIP Phone Script

to help you ask for a gift/increased gift

We encourage you to ask your returning donors to increase their pledges from the previous year. Most will do so, especially if the amount is just a bit more! Success will mean more money raised for Easterseals programs and services! Please reference the suggested ask amount in the box on the top of the pledge form.

Hello (donor's name): **USE THIS LANGUAGE FOR RETURNING DONORS**

I'm calling you today to ask you for your continued support of Easterseals NH through the 2022 Annual VIP campaign. Last year you generously gave **XXXX** to the campaign and your gift combined with those of others helped us to raise more than \$410,000. The demand for Easterseals services continues to grow each year. In an effort to serve more individuals with disabilities and special needs in NH we are trying to increase the funds raised through the VIP campaign. To help advance the important work we do, would you consider increasing your gift to \$_____ this year? *If no:* Last gift amount. *If still no:* Is there an amount you would be comfortable giving?

Thank you for making an impact in the lives of people served by Easterseals!

USE THIS LANGUAGE FOR NEW DONORS

I'm calling you today to ask you to join me in making a gift to Easterseals NH through the 2022 Annual Easterseals VIP campaign. The demand for Easterseals services continues to grow each year. In an effort to serve more individuals with disabilities and special needs in NH we are trying to increase the funds raised through the VIP campaign. Gifts of any size are significant to Easterseals and their clients. Would you consider a gift of \$_____. To support our community and those we serve?

If no: Is there an amount you would be comfortable giving? Thank you for making an impact in the lives of people served by Easterseals!