

Board Calls to Lapsed Donors

Timeline

Late November	Executive Director contacts board chair via phone to: <ul style="list-style-type: none">- secure commitment to be a donor (if they aren't already)- ask them to send a personalized email to each of their respective board members asking them to give (if they don't already)- make calls to lapsed donors, and ask fellow board members to do the same
Tues., Dec. 1	Board chair sends email (provided) to each of their respective board members (separately, not as a group)
Dec., 1 - 18	Board calls lapsed donors

Late November – Phone script: Call from Executive Director to Board Chair

1. [Greet this person as you normally would, and feel free to make the below points more conversational. This should be a friendly, informal call.]
2. I'm calling about our end-of-year fundraising program. You have been instrumental in leading us and being a part of this effort. That's why I'm calling you today. We need your leadership again.
3. Before we can approach potential major donors and even our staff, it is important to demonstrate that our board leadership supports our organization financially. The amount doesn't matter as much as getting 100% of the board to become donors.
4. I need you to lead the way. Will you commit to becoming a donor, and then help inspire the rest of the board to do the same? [WAIT FOR RESPONSE]
5. Great. The next step will be for you to email a message to each board member asking them to give, too. We will draft the message, but it needs to come from your email address on Dec. 1. And it needs to be sent individually (one at a time), not as a group email.

6. I'd also like to ask you and the other board members to help us in an effort to reconnect with lapsed donors. The greatest indicator that a person will make a gift to an organization is that they've done so before. That is why it is so important that we make personal calls to these lapsed donors. These are warm leads given their participation in the past. Will you commit to making calls to remind our past donors to contribute before the end of the year, and then help inspire the rest of the board to do the same? [WAIT FOR RESPONSE]
7. [Be sure to thank them, and let them know they will receive everything they need for the next steps.]

Dec. 1 – Email/Call from Board Chair to Board Members (sent individually)

[Insert board member name],

I want to first begin with a simple thank you. Thank you for all you do for [insert organization]. Your leadership does not go unnoticed.

Now I'm asking for your leadership for our end-of-year fundraising efforts. We are about to ask our friends, neighbors and co-workers to support our end-of-year fundraising campaign. We will have a much greater chance of success by asking after we ourselves have already given.

I've made a commitment to give, and now I'm asking you to do the same. Today, I just need your commitment to be a donor. If you'd like to go ahead and give, you can use the link below or the attached form. The amount is not as important as your participation, but please give generously.

I am also committed to helping [insert organization] reconnect with lapsed donors. The greatest indicator that a person will make a gift to an organization is that they've done so before. That is why it is so important that we make personal calls to these lapsed donors. Would you be willing to make some calls to remind our past donors to give at the end of the year?

Please let me hear from you by Dec. 3. We will hopefully soon be able to report 100% board giving and help make a difference in renewing lapsed donors.

Thank you,
[Insert board chair name]