

PHONE-A-THON SCRIPT

#aepigivesback

YOU: Hi, [NAME]!

Wait for answer

YOU: It's [YOUR NAME] from (PLACE, HOW YOU KNOW THEM). How are you?

Wait for answer. Simple pleasantries and open-ended questions to get them to talk about themselves and get comfortable.

How is your day going?

How is your summer going?

How are things where you live?

How are your parents/kids?

YOU: So the reason I'm calling today is because my chapter is doing a fundraiser for AEPI's Repair the World Fund. Our goal is [AMOUNT], and we are almost there! We are asking for [DONATION AMOUNT] or [SMALL DONATIONS]. Will you help our cause?

Answer any questions about the event or the beneficiary/Repair the World Fund. Do not let them say no - just like rush.

When you get a "yes," explain how they can donate.

YOU: You can donate by credit card by logging onto aepigivesback.org. Go to the dropdown menu in the top right corner and click on [YOUR CHAPTER NAME]. Once you are on that page, below the lion thermometer, there is a button that says, "Donate Now." Please click on the button and fill out your credit card information. Once you click submit, you will receive an email that your donation went through. All donations are 100% tax deductible to the fullest extent of U.S. law.

Stay on the phone with them until their donation goes through.

YOU: Thank you for donation, [NAME]! Your donation will benefit thousands of people around the world.