



Giving Day Toolkit: Call Script

General Phone Script

“Hello, my name is [your name], and I am [your role] at Sonoma State University. Am I speaking to [donor name]?”

[After connecting with the right person]

“The reason I am calling is to invite you to be part of our 4th annual Giving Day on April 4, 2024, which is a 24-hour online giving event. Giving Day is a chance to support and raise funds for students, faculty, staff, and the Sonoma State University community.”

“Your participation can make a difference on student scholarships, research opportunities, student life initiatives, academic programs, athletics, and so much more”

“Can we count on your support for Giving Day?”

If yes

“That’s amazing, we’re so grateful for your support, [their name]. Thanks to you, we’re able to support the academics and community work of Sonoma State University. Please give at givingday.sonoma.edu on April 4, 2024.”

If Hesitant or No

“Please know that \$5 is all it takes to be a part of Sonoma State Giving Day, and we most definitely would be grateful for that. Your gift doesn’t necessarily need to be monetary either and can also be you spreading the word about Giving Day on social media and by word of mouth.”



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Previous Donor Phone Script

“Hello, my name is [your name], and I am [your role] at Sonoma State University. Am I speaking to [donor name]?”

[After connecting with the right person]

“First off, I want to thank you. Your generous support has helped us support our Sonoma State University Community.”

“The reason I am calling is to invite you to participate again in our 4th annual Giving Day on April 4, 2024, which is a 24-hour online giving event. Giving Day is a chance to support and raise funds for students, faculty, staff, and the Sonoma State University community.”

“Your participation can make a difference on student scholarships, research opportunities, student life initiatives, academic programs, athletics, and so much more”

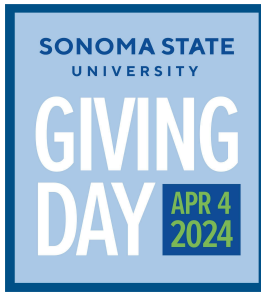
“Can we count on your support for Giving Day 2024?”

If Yes

“That’s amazing, we’re so grateful for your support, [their name]. Thanks to you, we’re able to support the academics and community work of Sonoma State University. Please give at givingday.sonoma.edu on April 4, 2024.”

If Hesitant or No

“Please know that \$5 is all it takes to be a part of Sonoma State Giving Day, and we most definitely would be grateful for that. Your gift doesn’t necessarily need to



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be monetary either and can also be you spreading the word about Giving Day on social media and by word of mouth.”

If Refused

Thank you for your time [insert name] and I hope have a great day.

Voicemail Script

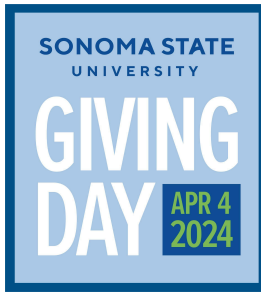
“Hello [donor name], my name is [your name] and I am a [your role] at Sonoma State University. I wanted to get in touch with you to discuss our 4th annual Giving Day coming up on April 4, 2024, which is a 24-hour online giving event. Giving Day is a chance to support and raise funds for students, faculty, staff, and the Sonoma State University community.”

“Your participation can make a difference on student scholarships, research opportunities, student life initiatives, academic programs, athletics, and so much more”

“Your support matters, and we would love to count you in”

“If interested, you can visit givingday.sonoma.edu to make a gift on April 4, 2024.”

“Have a wonderful rest of your day.”



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Possible Objection Script

OBJECTION: We're in a tight situation financially, and we don't quite have the money.

RESPONSE: "I completely understand. There are other ways to get involved in Sonoma State Giving Day without making a financial contribution. Even simply sharing the word with friends or businesses you know helps tremendously."

OBJECTION: I don't have the time right now.

RESPONSE: "Thank you for your time. I hope you have a wonderful day."

OBJECTION: "I support so many other groups and I'm tapped out for this year."

RESPONSE: "I know the feeling. Just to let you know, \$5 is all it takes to be a part of Sonoma State Giving Day, and we most definitely would be grateful for that. You can also share the word to other friends and businesses as well..."

OBJECTION: "Are you going to ask me for money?"

RESPONSE: "We would ultimately like to earn your support. However, I would really enjoy the opportunity to tell you about many of the possible positive results of your support."

OBJECTION: "I gave because of your work on _____, but I don't like the position you've taken on _____."



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RESPONSE: "I am so sorry to hear that you feel that way. I want to hear more about your concerns and make notes so I can have someone follow up with you. Can I talk with you about this so I can better understand? How do you prefer to be contacted?" (General topics such as monetary club/department allocation, etc.)