



## FUNDRAISING CALL TIME TIPS

1. There's a mission to do. Asking for money empowers and invites others to join the mission. **It is not shameful.**
2. When in a campaign, **make time to call everyday.** Every single day. It's a lot like going to the gym: get over the resistance and make it a habit.
3. Calling is **easier with a team or a friend.** Don't call alone. Fundraisers need people to 'hold their feet to the fire' and to be there to support them when people say no (or calls inevitably go to voicemail).
4. **Stay organized and use call sheets.** Using the membership roster, donor roster, and knowing who the supporters and influencers are in your community/state, jot down notes about people in a call sheet and what the conversations are so that you can keep organized. Know the amount people have given in the past so you have that information to reference.
5. **Not all people give the same amount.** Before making calls, plan out (on the call sheet) how much you want to ask from each person. A new member who is in high school or college will not give the same amount as a member who is newly retired and travels the world for pleasure.
6. **Follow the RAT method: Reason, Amount, and Time.** When the fundraiser is nervous or uncomfortable about asking, they tend to not get to the ask or lock in the details. Follow the RAT method to avoid this dance. In the call, provide the donor with a **Reason** to donate, the **Amount** they should contribute, and the **Time** you need it by.



## FUNDRAISING CALL SHEET

Completed by: \_\_\_\_\_ Date: \_\_\_\_\_

Donor/Prospective Donor: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_ Email: \_\_\_\_\_

City/State: \_\_\_\_\_ Other Contact: \_\_\_\_\_

Prospective Donation Amount: \$ \_\_\_\_\_

Knows you/LWV from: \_\_\_\_\_

Interests: \_\_\_\_\_

### Contact History:

Date	Outcome

### Giving History:

Date	Contact Method (call, mail, event, etc.)	Amount

### Pledges:

Dated	Contact Method (call, mail, event, etc.)	Amount

