## **Telephone Follow-Up Script**

### **Preparation**

In most cases, your parishioners will already know about the Appeal. from the letter(s) and brochure they received in the mail. However, please be familiar with the Appeal brochure and keep it handy for quick reference to answer any questions during phone calls. Also, know your parish information:

* Our parish Appeal goal is $\_\_\_\_\_\_\_\_\_\_\_\_\_.
* Our current parish progress is $ \_\_Pledge Total and Number of Pledges\_\_.
* Appeal funds raised over goal will address a specific parish need: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Some people will be surprised that they can make their commitment over the phone or on the website, and many will be grateful that you took the time to call them.

Also let them know they are able to give online at our website, at

www.diocesefwsb.org/aba This is more secure for them, and is quicker and easier for parish and diocesan staff to process.

Try to convince the person, without pressure, that all of our gifts to the Appeal are important and help the diocese provide ministries and services that no single parish is able to do on their own.

**Script**

"Hello (parishioner's name), this is (your name). I am a member of (name of parish) and am assisting with the follow-up efforts for the Annual Bishop’s Appeal. We are contacting all parishioners who have not yet responded to the Appeal, and we are hoping for 100 percent participation of the parish. Our parish goal is $\_\_\_\_\_\_\_\_\_.

**(For a Previous Contributor)** The fact that you have contributed to the Appeal, shows that you are aware of the many ministries and services supported by this Annual Appeal. Thank you for your generous support in the past.

**(For no previous contributions)** The Annual Bishop’s Appeal supports diocesan ministries and services that no single parish can offer in the areas of feeding the hungry, sheltering the homeless, educating our seminarians and youth, and care for our elderly. The Annual Bishop's Appeal is an important way for each of us to contribute to the work of the Church throughout our diocese. Through our gifts to the Appeal, we truly respond to the needs of the least among us and in turn serve Jesus himself.

I hope you will consider making a pledge. If you wish, you may make the pledge now, and begin payments in December, then take up to ten months to complete the pledge. (Such as a $250 pledge—at $25 a month for ten months.) With your permission, I am able to record your commitment for this year. I have your pledge card in front of me.

The diocese will send you a convenient payment reminder according to your plan of payment. May I put you down for a pledge?

**(After "Yes" response)** Oh, that's great! Thank you very much. Let me repeat your pledge amount to be sure I have it correct. (Restate) Thank you on behalf of Father (pastor’s name)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and Bishop Kevin Rhoades and all those receiving assistance.

**(After "No" response)** Thank you for listening, please know that no gift is too small and every gift is important to the work of Christ in our diocese… (wait for a response).

Thank you for talking with me, maybe you will be in a position to contribute next year. Goodbye."

Comments:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_