



Phonathon Call/Text Tips – Read This Before You Begin!

Before you ask others for a gift – make your own pledge or donation if you haven't already!

- Review your assigned households and their corresponding info to orient yourself before reaching out.
- Read the script and/or sample email templates if you're looking for ideas of what to say over the phone, via text or email.
- It's ok to leave a message! See sample message below.
- Record the outcome of your conversation, if necessary, in the "Parent Solicitor Notes" field of your Google sheet. Especially if follow up is needed from someone on the Development team.

Additional Resources:

Leaving a Phone Message: If you are unable to reach your donor, you are welcome to leave a message. Alternatively, you could try calling or texting their cell phone listed on the Day of Giving | Parent Phonathon Assignments spreadsheet, if you feel comfortable.

Sample voicemail: *"Hi (name), this is (your name) calling from MICDS to (thank them for their past support if applicable) ask for your support during this year's Day of Giving on May 4th (today). The theme aligns with National Teacher Appreciation Week, so we're trying to earn 200 gifts – one in honor of each of our amazing teachers. Sorry I missed you, but I hope you'll help us reach our Day of Giving goal this year. Thank you for your consideration!"*

Sample text message: *"Hi (name), this is (your name) and I'm a current parent at MICDS. I'm reaching out to ask for your support during this year's Day of Giving on May 4th (today). We are trying to earn 200 gifts to honor each one of our MICDS teachers. I hope you'll join me in supporting the cause by making a gift here: <http://bit.ly/MICDSDayOfGiving>. Thanks in advance and go Rams!"*

See *Email Samples* document for additional info.

THANK YOU for your time and commitment to MICDS!