Sample Fundraising Call Script

Below is a sample fundraising call script that you can use to shape your strategy when making calls and asking for community members' donations:

You: Hi [Name], this is [Your Name]. How are you today?

Listener: [Responds.]

You: I'm calling because I have some exciting news — I've decided to run for [Office]! I'm launching an Independent campaign to represent [Community/City], and I'm reaching out to friends and community members because I value your support.

[**Optional:** mention any personal connection or their interest in an issue. For example: "We've worked together on the PTA, so you know how passionate I am about improving our schools."]

Listener: That's great, congratulations! [or possibly questions or small talk.]

You: Thank you! It's a big step, but I'm ready to work hard. One thing I need to get this campaign off the ground is early financial support. Your donation will help me [mention a concrete need: "print materials and get our message out to voters"].

Would you be willing to contribute [specific amount] to help jump-start my campaign?

(Pause and let them respond.)

If YES: Wonderful, thank you so much! I really appreciate it. You can donate online at [website link] – do you prefer I text or email you the link? … Great, I'll send that right over. Your support means a lot to me. Together we're going to make a difference!

If MAYBE/QUESTIONS: I understand – it is a big decision. Is there any information I can provide about my plans or the campaign budget? [Answer questions briefly]. Even a modest donation like $20 or $50 makes a difference. And if now isn't a good time, I'd love your support in other ways too, like volunteering or spreading the word. Let me know – it all helps!

If NO: No problem, I totally understand. I appreciate you taking the time to talk today. Your support means a lot in any form – even just your good wishes or telling neighbors about my campaign helps. Thanks again, [Name]!

You (closing): Thank you for your time, and I'll keep you updated on the campaign. I'm grateful to have you in my corner. Have a great day!

Guidelines for making calls:

Customize the ask amount based on the person (you might ask a close friend for $100, but a casual acquaintance for $20). Always be polite and gracious, whether or not they give.

If someone agrees to donate, follow up immediately by sending them the link or instructions to fulfill the donation. If they prefer to mail a check, provide the address and make sure to note it down so you expect it. It's good practice to keep a spreadsheet of calls made, the result (pledge or not), the amount, and any notes (so you can follow up or thank them later).