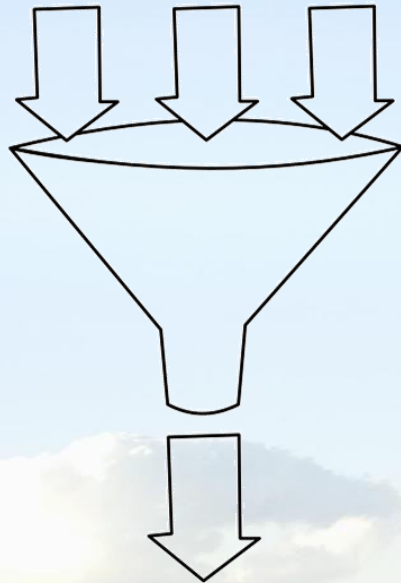


Growing Your Supporter List



Stranger

Aware of Organization

Website/Social Media Visitor

Engages With Social Media

Joins Mailing List

Attends Event

Contributes Financially

Growing Your Supporter List

- Always. Be. Asking.
- Opt-in on forms and surveys
- Raffles & donations
- On your website
- Ask in correspondence
- Gather at events
- Collect at training & info sessions

Regular Donors
Lapsed Donors
One-Off Donors
People Who Value You
Volunteers
Fundraisers
Cold

YES! I would like to be kept up-to-date on Charity X's progress, events, fundraising and news!			
Name	E-Mail	Phone	Postal Address

Call Structure

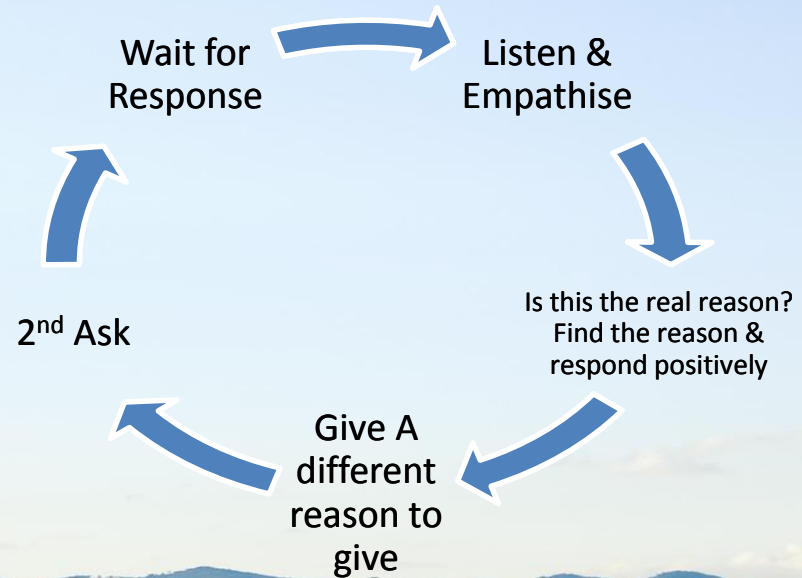


Storytelling

Objection Responses

Common Objections:

- I can't afford it
- Already signed up to another charity
- I don't give out my details
- No credit card
- I'll think about it or I'll do it on-line
- I have to discuss it with my partner
- Charity Transparency



Boost Your Results!

- Use Their Name
- Be Personal & Be Human - They Are Unique
- Who Are You And What Value Are You Offering?
- Listen and Respond
- Prepare Physically & Mentally!
- Expect A Yes, Manage A No