



## Calling First Time Givers

### Giver Phone Script

Hi \_\_\_\_\_! This is (Pastor) from “Your Church Name”. I wanted to call and thank you for giving this past weekend. As a church, we never want to take for granted those who sacrificially give and support God’s Kingdom through Venture. We exist to help real people with real problems find real love!

Also, I wanted to let you know that each time to you give, a portion of that gift goes to support local, national and international missions and initiatives as well as support the needs of our local and international campuses as well. Today, as a church, we support over “X” missionaries, local agencies and global ministries that are making a difference – literally around the world.

(Insert video of how generosity is impacting someone)

I just wanted to call, let you know that your gift is already making a difference and thank you for supporting Faith Promise Church. I’ll follow-up with an email with some additional information.

Have a great day!

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### First Time Giver Personal Email Script

Hi \_\_\_\_\_! I recently (TALKED WITH YOU or LEFT A MESSAGE) thanking your for investing part of your resources into the ministry of “Your Church Name”. Because we are so committed to making a difference in our community and world, I wanted to share a short video with you that shows a little bit of what giving through “Your Church Name” accomplished in our community and world. You can watch it here:

(Insert Video)

We’re excited that you have partnered with us to create life change and look forward to all that God does in and through you. No matter what, remember that your generosity helps real people with real problems find real love!

In Christ,  
<NAME>

### Bullet Points for Phone / Email

#### Five hopeful outcomes from call:

- o The giver feels **acknowledged**.
- o They feel **thanked** and **appreciated**.
- o They realize **their giving makes a difference**.

- o They experience a **personal connection** with the CP.
- o They sense a **deeper connection** with the church.

#### **General considerations**

- o **Pray** before each call – make this a divine appointment.
- o Be **authentic** in your motivation – be clear around why you are calling them.
- o Remember this is **one step** in their journey. The destination is a deeper commitment to Christ, to the church, and lifetime of giving.
- o Be **yourself** – you are good at this kind of thing.
- o **Listen** well – there may be another reason for the call.

#### **Ten talking points/questions for conversation**

1. **Introduce yourself** and let them know you are calling from the church
2. Ask if this is a **good time** for them for a quick call
3. Ask them **how they found** out about “YOUR CHURCH NAME”
4. Ask them **how long** they have been attending “YOUR CHURCH NAME”
5. Acknowledge their **gift** and share with them how **grateful** the church is for their gift
6. Ask them **what made them want to invest** in the ministry of “YOUR CHURCH NAME”
7. Ask them if they know how **their gift impacts the ministries** of the church
8. Consider the “interactive dollar” explanation.
9. Let them know their giving is **making a difference** in the lives of people.
10. Close with asking them if there is **anything going on in their life** they would for you to pray about.

#### **Possible Script**

**“Hi/good morning/good afternoon...! This is David from “Your Church Name”. Is this an OK time for a quick chat/do you have a few minutes?”**

(Their response and your appropriate acknowledgement)

**“I’m curious how you found out about our church. Do you mind sharing that with me?”**

(Their response and your appropriate acknowledgement)

**“So, how long have you/your family been attending?”**

(Their response and your appropriate acknowledgement)

**“There are two reasons for my call today. The first is to say thank you for your gift to “YOUR CHURCH NAME”. It’s gifts like yours and others that allow our church to make an impact for Christ. Do you mind sharing what motivated you to give to “YOUR CHURCH NAME”?”**

(Their response and your appropriate acknowledgement)

**“Would you like to know what happens when people give to “YOUR CHURCH NAME”?”**

(Their response and your appropriate acknowledgement)

## The Interactive Dollar Examples



**“Just wanted you to know that your giving is making a difference in the lives of children, youth, and adults here at “YOUR CHURCH NAME” and around the world! Thank you again!”**

**“The second reason for my call is to ask if there is anything I can pray about for you/your family?”**

(Their response and your appropriate acknowledgement)

**Thanks so much for your time! Have a great day! Hope to see you Sunday!**