

VOLUNTEER CALL SCRIPT

NOW MORE THAN EVER
PROUDLY
JEWISH
PROUDLY
FEDERATION

Hello! May I speak with _____? Hi _____, my name is _____ and I'm a volunteer for the Jewish Federation.

How are you today?

I'm giving you a call today because we are working on closing our 2025 Annual Campaign, and we wanted to thank you for your support in previous years, and ask if you would like to continue your support and make a tax-deductible donation today. The Campaign ends on May 31, so there are only a few more days to be a part of the 2025 Campaign.

I know that you donated to our Israel Emergency Campaign, and I want to thank you for your support for Israel during this crisis. Emergency campaigns are incredibly important, but our Annual Campaign is really what allows us to jump into action at a moment's notice, as well as continue to help the people of Israel in the months to come and continue to take care of the day-to-day needs of the Jewish people here in Detroit and around the world. Also worth noting, about 1/3 of the Annual Campaign goes to needs in Israel.

Would you be interested in supporting the greater Jewish community with a gift to our 2025 Annual Campaign today?

[Refer to portal screen for dollar amounts, if applicable]

Your last gift was \$ _____. Would you consider making a donation of \$ _____?

YES

Great, thank you!

We would love to be able to collect your donation today. Paying online is the easiest way to make your donation, so I'm happy to text or email you a link to our donation page. Is this a good number to text you, and can you confirm your email address is _____?

Thank you so much, and have a wonderful day!

NO

[If a specific reason is given for refusal, refer to the Overcoming Objections & Concerns Sheet]

[If no specific reason is given]

I understand. Hopefully we can count on you next year. Thank you for your time.

TEXT MESSAGE

Hi! My name is _____ and I am volunteering for the Jewish Federation of Detroit. I want to thank you for your gift to the Israel Emergency Campaign. Emergency campaigns are incredibly important during times of crisis, but our Annual Campaign is really what allows us to jump into action at a moment's notice, as well as continue to help the people of Israel in the months to come and continue to take care of the day-to-day needs of the Jewish people here in Detroit and around the world.

Also worth noting, 1/3 of our Annual Campaign goes to needs in Israel. Our 2025 Annual Campaign is ending on May 31, and I wanted to ask if you would consider making a tax-deductible donation to support the greater Jewish community this year.

You last gift was \$ _____. Would you consider a donation of \$ _____ today? The easiest way to make your donation is to donate online at jewishdetroit.org/donate.

Thank you for your support!