



EOY 2026 CAMPAIGN CALL SCRIPTS



FOR CURRENT DONORS

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 currently working on our end of year fundraising campaign, and we wanted to reach out and thank you for your support.

Because of generous donors like you, Federation has been able to take care of our community's most vulnerable members and build a vibrant Jewish community.

Can I take just 30 seconds of your time to share a few of the ways your donation has already and will continue to make a difference?

[If yes, read below. If no, cut to the chase and share last gift info.]

First, your gift will help protect our people. That means keeping Jewish Detroit's schools, places of worship and community spaces and events safe while fighting the global rise in antisemitism.

Second, strengthen Jewish life for the future by investing in opportunities that build Jewish identity and community for a vibrant future.

Third, care for the vulnerable in our community, by providing food, housing and support with dignity for those in need.

And finally, stand with Jews in Israel and Jews around the world as we support Israelis impacted by the war and vulnerable Jews worldwide.

None of this is possible without donors like you. Can we count you in to continue your support this year?

[Refer to portal screen for dollar amounts]

Your last gift was \$ _____. Would you consider making a donation of \$ ____ today and taking advantage of our match?

YES

Great, thank you! Paying online is the easiest way to make your donation, so I'm happy to text or email you a link to our online payment form. Is this a good number to text you, and can you confirm that 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.