

Here are samples from a Thank-A-Thon. What I have attached is the script and the call report for people to fill in. You'll see in the script that we 1) thanked the donors and 2) asked them if they were thinking about attending an upcoming event. It's great to just thank the donors, but if there is an exciting (free!) event, or something coming up it doesn't hurt to mention it.

I recommend asking staff and volunteer leadership to participate either on a weekend afternoon or a weekday evening. Three hours is usually the right amount of time for something like this, and you can give each person 15-20 calls. Normally I order a few pizza's and ask people to bring their cellphones. It's a great way to thank supporters and to boost morale among the callers.

Shore Line Trolley Museum

Phone-A-Thon

Opening: "Hello, this is Caller's name. I'm a volunteer calling on behalf of the Shore Line Trolley Museum. May I speak with name of SLTM donor?"

Complete introduction: "I'm calling as a volunteer of the Shore Line Trolley Museum. I would just like to thank you for supporting the Museum and our mission to preserve and protect the living heritage of our nation's trolleys. Is this a good time to talk?"

(Wait for permission to proceed.)

*If the person to whom you are speaking is uninterested or impatient, thank them for taking a moment to speak and **MOVE ON TO THE NEXT CALL.***

If they ask, "Is this a solicitation call?" say:

"I'm calling to thank you for your past support of the Shore Line Trolley Museum and for helping to ensure the history of the trolley era lives on."

If they give you permission to proceed, verify the spelling of their name and address before proceeding with the call. Enter the correct address on the call form.

Body of the call: "You are one of a very special group of friends and members who have consistently supported the Museum. We wanted to give you a special thank-you. With your help we are able to bring the joys of the trolleys of yore to thousands of people each year. We appreciate so much the contributions you've made, and are hoping that we will see you at the Annual Meeting next weekend –

are you planning to attend?

If they say “yes” respond:

“That’s so wonderful to hear, it is going to be a great day. Have you reserved your ticket for the luncheon yet? If not, I can take your reservation down over the phone.”

Tickets for the luncheon are \$20 and can be paid by check at the door or via credit card on the phone. There is a place to record credit card information on each call report sheet.

If they say “no” respond:

I’m sorry you won’t be attending, we are going to be talking about a lot of exciting things happening at the Museum including our Campaign to protect our Collection from flooding. Are you interested in learning more about it?

If they say I already know about it respond:

Would you be interested in talking to our Campaign Counsel Bob Serow about it? If so, I can have him call you to up a time to speak.

If they say no, I haven’t heard about it respond:

It’s a very exciting project – can I send you some information about it in the mail?

Conclude the call by thanking them for talking to you and wishing them a wonderful holiday season.

Enter the appropriate information on the call form.

If you get a machine or voice mail:

Hi <<Donor First Name>>, this is <<Your Name>> a volunteer with the Shore Line Trolley Museum. I am calling to say thanks for your support of the Museum over the years – as a member and a donor. The Annual Meeting is coming up next Saturday November 12th and we hope to see you there. If you ever have any questions about the Museum and how you can get even more involved you can always call us at 203-467-6927. Thanks so much and have a great day.

**Shore Line Trolley Museum Thank-A-Thon
CALL REPORT FORM**

Volunteer Name: _____ *DONOR* Name: _____

Donor Name
Address
City, State Zip

Phone 1: XXX-XXX-XXXX Phone 2: XXX-XXX-XXXX Email: ed@northnet.org

Listed address is correct: []

Correct Address: _____

City _____ State _____ ZIP _____

Asks to be called at a different phone number:

Home : _____ Work: _____

Attending the Annual Meeting: _____ Yes _____ No

Luncheon ticket reserved: _____ Yes _____ No

Heard about Elevating the Collection (ETC): _____ Yes _____ No

Bob Serow to call to talk about ETC: _____ Yes _____ No

Send ETC materials by mail: _____ Yes _____ No

Notes:

Credit Card information for Luncheon Tickets

of Tickets _____ @ \$20 Total Amount: _____

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Card Type: _____ Card Number: _____

Expiration Date: _____ CVV (Security #): _____