

11 LIVE FUNDRAISING APPEAL SCRIPTS

Templates for Crafting a Successful Ask



What's Ahead

» 5 KEY TIPS TO MAXIMIZE IMPACT WHEN SCRIPTING YOUR ASK

» LIVE ASK SCRIPTS

- Welcome Scripts
- Mobile Pledging Scripts
- Impact Scripts
- Thank You Scripts

A CONFIDENT ASK CAN SEEM DAUNTING: WHERE DO YOU BEGIN?

Asking a room of people to give to your cause can seem daunting. Where do you start? What do you say? **How do you ensure you ask in a way that generates maximum participation and donations?**

Although making an appeal for donations is an essential component of growing your mission, your event should be an exciting moment for both you and your guests, not a nerve wracking or uncomfortable one.

To guarantee you have a compelling appeal, we've gathered the most effective communication tools our digital marketing strategists practice daily with our clients into editable Live Ask Templates. These best practices will help you quickly and easily build confidence around a powerful ask that motivates your audience to give.

Customize these scripts to your own organization, brand, event and more, and you will be ready to rock your next live fundraising appeal.

LET'S GET STARTED!

5 KEY TIPS TO MAXIMIZE IMPACT

When scripting your ask

1. ESTABLISH A BEGINNING, MIDDLE AND END

Using the best tools of storytelling, you'll want to introduce your characters and problem, demonstrate your solution and end with a happily ever after that is possible through your donors' support.

2. MAKE IT EMOTIONAL

Highlight real-world examples and engage your audience into imagining themselves in this position or being personally affected by it.

3. MAKE IT PERSONAL

Demonstrate your organization's involvement in the cause and its effect on the lives of those within your nonprofit. Have your speaker start with themselves and talk about their own connection. What do they hope to see for the future of your cause?

4. SHOW IMPACT

Share the impact metrics of how a donation will help your cause. How many meals/shoes/job training sessions will it provide? What has your nonprofit accomplished in the last year, month, day thanks to donations?

5. CREATE A CLEAR CALL TO ACTION

Showcase your fundraising goal and walk the audience through exactly how they can give in-the-moment via text-to-donate, credit and debit card swipers, or even cash and checks.

| WELCOME SCRIPTS

① A BRIEF INTRODUCTION

Hi Everybody! Are you havin' a good time tonight/today?

We want to thank _____ for throwing such an amazing event so far. We are so happy you are here to support _____. We've got some truly incredible giving opportunities throughout the event and fabulous auction items for all of you. For _____ years, _____ has been working hard to make a real difference in people's lives and now is your chance to do the same. Be sure to have a lot of fun and give generously!

② A BRIEF INTRODUCTION

Good Evening! Welcome to the _____ Gala. We are grateful and humbled by your support and honored that you've come out tonight. I am _____ from _____. It gives me great pleasure to be here amongst all these inspiring people doing positive things in the _____ community. Our theme for this year's event is Believe. Because I am a believer in our future, I am a believer in the work _____ is doing and I am a believer in you! Together we can do so much.

We have an exciting night planned for all of you, so enjoy the food, the entertainment and the _____. Let's remember, the purpose here tonight is to raise money for the life-changing work of _____. You can support our fundraising goals in our silent auction/live auction/raffle/giveaways, and also through direct giving that is as easy as sending a text.

Before we turn it over to our band/entertainment for the night, let's get social! Go to your social media pages and let your friends and family know you are here making a difference by using our hashtag _____. Let's get our event and cause trending!

3 A FULL INTRODUCTION

Good _____ everyone! It is my honor to welcome you all today to _____, focused on _____. I'd like to begin by thanking our presenting sponsor, _____, for its generous support of this year's luncheon. I'd also like to thank the greatest _____ Host Committee ever, and also all of our table sponsors for helping to make this year's luncheon such a success.

This room is filled with wonderful, generous and dedicated individuals who are here because we all care about protecting and advancing _____—both here in _____, and around the world. And on behalf of _____, I want to thank all of you for everything you do to stand behind this commitment to _____.

We have a sensational program for you today, including reflections from _____, and presentations about _____ from leading researchers _____. We are also excited to debut a new text-to-donate feature that makes gifting today to support _____ as easy as sending a text.

For those of you who are text-savvy, there are instructions on the back of the program. And for those of you who are not as text-savvy, not to worry. I'm not, either! So I'll be back a bit later in the program to walk you through this and show you just how easy it is.

Collaborations are critical to advancing discoveries that are transforming _____. We need these collaborations more than ever to ensure that we are making powerful decisions based on research that was designed for _____.

Today, I'm pleased to share an opportunity for you to support these collaborations with a gift to fund _____—and have your gift matched! Thanks to the generosity of _____, all gifts made today to support _____ will be matched up to \$____! That means for every dollar you donate today, _____ will actually receive \$____. Isn't that incredible? Thank you, _____, and thanks in advance to all of you.

We're going to take a brief break. Please enjoy your lunch and conversations. Our presentations will begin shortly.

| MOBILE PLEDGING SCRIPTS

4 THE BASICS

Tonight we have a very easy way to give right from your mobile phone. You can make a gift of any amount. So please get out your mobile device and open a new text message. The recipient of the text message will be the number _____. Then, in the message type _____, a space, the amount you want to give, space, and your name. If you'd like, you can include a short fun, inspiring message after your name and it will display with your gift on the screens behind me.

After you hit SEND, you'll get a text message in response, with a link to click to fulfill your pledge by entering your payment info. It is really that easy and it means no standing in line at the end of the evening! If you need any assistance, we have volunteers throughout the venue ready to come help you.

5 THE KICK-OFF

I'm gonna kick off tonight's pledging campaign, and we're gonna make this so fun!

I know we always tell you to put your phones away at events like this, but right now, I'd like you to take out your phone and text with me. Yes, I want you to text with me! Just hold up your phone so I know when you're ready. [Pause and wait for people to hold up their phones]

Ok, I've got my phone here. I'm going to open a new text message to send to the number _____.

In my message I'm going to enter _____space, amount of donation, space, and my name. Now I just hit send and you can see my pledge of _____ up here on the screen.

Oh wow! Looks like _____has joined me. Thank You _____!

Click the link in the response text message to fulfill your pledge by entering your payment.

Look at that! We've already raised \$_____. Thank you so much _____ and _____.

6 THE SOFT ASK

Thank you all so much for attending our event today. We hope that you all are enjoying your _____ thus far.

This year, we have incorporated a great, new way for you all to make your donation. You can now give in under 30 seconds using your phone! The instructions are on the back of the cards on each table and they are also up here on our monitors.

All you have to do is write a new text message to the number _____, and then in the message section, type in _____, space, your donation amount, space and your name.

We will all do this together later, but we wanted to give you some time to get familiar with it. But, if you are ready to give now, feel free! After you send the text, you will receive a response text with a link to complete your donation. If you have any questions, or need help, you may ask one of our volunteers or staff members. Enjoy the rest of our event supporting _____!

PRO TIPS:

- Showcase your live event thermometer only at key moments for added 'wow' factor and to create a sense of urgency
- Encourage audience to send in fun, inspiring and/or motivational texts with their donations to be shown on the live donor wall
- Showcase compelling video storytelling throughout your event as additional soft asks

\$167

IS THE AVERAGE DONATION AMOUNT
WHEN TEXT-TO-DONATE AND A LIVE
THERMOMETER ARE USED¹

35%+

IN-THE-MOMENT GIVING IS INSPIRED
BY A LIVE THERMOMETER¹

7 THE HARD ASK

Now is the time that we've all been waiting for! We've heard some great stories and testimonials today from people that we've been able to help through the hard work of _____, but now we need your help in continuing with this work fighting _____. We can't do it alone. This past year has been very difficult for us, but we know how important the work that we are doing is to the people in our community. However, in order to do that, we need kind people like you to open your hearts (and wallets) and lend us a hand.

Right now, let's do what we practiced earlier. Let's take out our phones. Most of you already have them out, since I've seen you texting and tweeting, which is awesome! Thank you! So, take your phone now, and compose a new text message to the number _____, then in the body of the message, type _____. Add a space after _____ and the amount you would like to give. You can also include your name after your gift amount and we will be able to see it on the monitors. I'm going to do it too to get things started.

[Type in your message and look up to read thermometer.]

Look at that! Looks like we already have a few that have gone up! And just to sweeten the deal, if we make it to \$10,000 or more, we'll be matched another \$10,000 by two of our awesome and supportive board members _____ and _____.

So let's make it happen, folks! Keep texting in your donations! You can also fill out the pledge cards found at your tables if you'd like. The choice is yours. But, if you text in your donation, you can easily complete it with the link sent to you.

[Keep watching screen and reading off names to build excitement until the time is up or until you reach your goal.]

| IMPACT SCRIPTS

8 SHOWCASE WHY YOU SHOULD GIVE

They say that a picture is worth a thousand words... and this picture on the screen says it all. Many of us know how huge of an issue _____ is. Some of us have friends and loved ones that are affected. We know that _____ happens each year. We understand the staggering weight facing this generation.

We've heard all the big statistics... but tonight I want you to hear the small ones:

- _____ can _____
- _____ can _____
- _____ can _____

Example #1:

- 1 iPad can add one thousand words to an autistic child's vocabulary
- 1 iPad can host more than 100 apps to help foster learning development and continual education
- 1 iPad can help one kid communicate with one parent
- 1 iPad can create a smile like this (gesture to the photo on screen)

Example #2:

- \$10 a month can provide one child an hour of individual attention with a counselor
- \$30 a month can provide one child with a nutritious breakfast every day
- \$50 a month can provide a student games and art supplies to boost their creativity and self-esteem

Just 5 years ago, _____. Now _____ and it's truly amazing.

And tonight we have a big goal. We'd like to be able to impact _____ providing them with _____. But I don't want you to think about that big goal... I want you to think about the one _____ and this one step that you can take, right now, to make an impact on one life.

Are you all ready to help some _____ tonight? [Crowd call]

9 SHOWCASE VIDEOS

Thank you everyone. What a great time we are having. And it's all to help_____.
Our organization, _____ relies on the dedication and passion of our staff, volunteers
and board members to put the rubber to the road in helping our community. We are all in it
together, to raise awareness and raise the funds needed to help people like_____.
It is because of their fight that we continue our hard work. [Lights Dim, Play Video]

10 SHOWCASE GOALS

Everyone who donates today/tonight will have their names read here, live, and will appear on
our donor wall you can see on the screen. Support _____ by texting your donation.
Our goal is _____. Our goal is ambitious, but with your help we know we can
achieve, even exceed it. Please give what you can, and then, up it a little more. In these trying
times, it's more important than ever to support _____. Be a part of the revolution.
Support _____ by texting _____ to _____, followed by your donation
amount and name.

11 SHOWCASE INCENTIVES

We have a very special treat for those in the audience who donate \$_____. When you make
a generous \$_____ donation we will send you: _____.

Examples:

- TWO 64-gig USB drives that contain over 1350 hours of the greatest recordings in our collection including interviews with _____, _____, _____ and so many more.
- A \$50 gift Certificate to _____ restaurant/spa/hotel.
- An exclusive autographed piece of artwork/sports memorabilia.
- A t-shirt or swag bag

To receive _____, simply take your mobile device displaying the confirmation of
your gift to the back of your room and show it to one of our volunteers.

These effective Live Ask Templates will aid you in making the most of your valuable time while maximizing the exciting opportunity to raise funds for your cause. Jump right in, make them your own and deliver your ask with confidence and heart, knowing that you will soon be watching the donations roll in.

About MobileCause

MobileCause provides an innovative suite of digital fundraising and donor engagement solutions that help nonprofits do more good with a full suite of customizable, mobile-friendly solutions including online forms, fundraising events, crowdfunding, campaign promotion, data management, and credit card processing with zero transaction fees. MobileCause is trusted by thousands of nonprofit organizations to successfully manage their fundraising campaigns.

TEXT 4MINTOUR TO 51555 TO WATCH HOW YOU CAN RAISE MORE DURING YOUR NEXT CAMPAIGN

*For more information or a free consultation, visit mobilecause.com, call us at **888.661.8804** or email us at info@mobilecause.com.*

SOURCES

1. MobileCause Data on File

