

Awesome Phone-a-thon Script

based on materials found in the Grinspoon Institute's Knowledge Base

Keys to Success

BE POSITIVE: Know when to take control of the conversation to focus on the task at hand, and close the gift. Make a case for why they should give:

- Camp JCA Shalom inspires kids to live Jewishly long after the summer is over.
- Camp JCA Shalom changed your life...now's your chance to shape its future!
- As alumni it's really our obligation to support the Jewish home that gave us so much.
- Your gift really does make a difference. 30% of campers request financial assistance to attend camp.

LISTEN TO THE PERSON: How are they breathing? What are the non-verbal signs?

BE CONFIDENT: A strong ask will make a strong impact.

DATA COLLECTION: EVEN IF YOU DO NOT GET A GIFT, confirm personal information with them. Get updated emails, sibling's info, cousins who went to JCA, parents, names of prospective campers, etc. This information is very valuable.

PLEASE TAKE GOOD NOTES

And

GIVE ALL PLEDGES AND UPDATED INFO TO
KATYA 818-889-5500 EXT 107
OR
KATYA@SHALOMINSTITUTE.COM

Facts for 2011:

- *Based on requests last year, 350 families are expected to apply for camp scholarships this spring.*
- *For many children camp is the only opportunity they have to connect with their Judaism and become part of our Jewish community.*
- *Average scholarship is \$1,000 per camper*
- *Camp starts on June 21st and goes until August 21st*
- *Full 3 week tuition is \$2,995*
- *Full 2 week tuition is \$1,995*
- *Mini Camp Tuition is \$950*
- *It's not too late to register for camp 2011, please call 818-889-5500 and speak to Hagit*
- *Apply online at www.campjcashalom.com*
- *To get on the alumni mailing list, please visit www.campjcashalom.com/alumni and complete the form*
- *Alumni Day is on July 16th*
- *We now have horses and farm animals at camp, donkeys, goats, chickens and ponies*

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- Hi, may I please speak with X.
- Hi! I'm X and I volunteer with the Camp JCA Shalom Development Committee. We are raising money for camp scholarships. We want to make sure that all campers are able to attend Camp JCA Shalom this summer. Our goal is to raise \$100,000 so that we can give \$100,000 out in camp scholarships. Do you have a few minutes to talk?

(IF NO)

If the person seems rushed or answers, "No, I can't talk" or "No, I can't help you" or just seems put out in some way, just wind up the conversation: "I'm sorry to have caught you at a bad time. Can I call back at another time?"

(IF YES)

FOR PAST DONORS:

- Thank you for your past support of JCA Shalom. I understand that you have been very generous to the camp. I assure you that your support has been well invested!

If they are a current parent - please acknowledge their children and chat briefly about their camper's experience.

If they are alum, chat about their camp friends. Find out if they are still in touch with any friends.

- I'm calling tonight to ask for your support of the Camp Scholarship fund for JCA Shalom.
- You've been generous in years past and I know that you believe in the life changing impact of a JCA summer.
- Last year you gave **XXX** please consider increasing it to **YYY**.
- (If too high) Will you renew your gift of **XXX**?

FOR INDIVIDUALS WITH NO GIVING HISTORY:

- I'm calling tonight to ask for your support of the Camp Scholarship fund for JCA Shalom.
- I would like you to consider making a gift of \$180, to support camper scholarships. We want to make sure that every child who wants to attend camp will be able to do so, and scholarship is key.

IF \$180 IS TOO HIGH:

- A gift at any level is appreciated. We're hoping to get full participation in some way this year. How about \$50?
- Can I count on you for Chai- \$18?
- You can always make your gift online at www.campjcashalom.com

CLOSING STATEMENTS:

Thank you very much for your pledge of X.

Would you like to make your gift right now with a Credit Card? **We accept VISA or MasterCard**

- a. GET NAME AS IT APPEARS ON CREDIT CARD, VERIFY SPELLING AND EXPIRATION DATE.
- b. VERIFY ADDRESS AND EMAIL.

PLEDGES:

We'll send you a pledge letter. Is this your correct address, phone number and email?

To send a check: Our address is: **34342 Mulholland Hwy, Malibu, CA 90265**

make checks payable to Shalom Institute

IF - SEND ME SOMETHING IN THE MAIL

I will be happy to do that. May I please check if we have your correct address? (Read off the address found on the form)

COMPLETE THE DONOR FORM IN DETAIL AND COLLECT AS MUCH DATA AS POSSIBLE, INCLUDING YEARS AT CAMP, ANY RELATIVES WHO ARE CONNECTED TO JCA AND CORRECT CONTACT INFO.

TODAH RABBAH! It was great speaking with you!

April 2011



Celebrating Our
60TH
Anniversary

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To leave a message:

Hi! This message is for X.

My name is X and I volunteer with the Camp JCA Shalom. We are raising money for camp scholarships. We want to make sure that all campers are able to attend Camp JCA Shalom this summer. Our goal is to raise \$100,000 so that we can give \$100,000 out in camp scholarships.

Thank you for your past support of Camp JCA Shalom. For many children camp is the only opportunity they have to connect with their Judaism and become part of our Jewish community.

Camp has had a lasting impact on so many kids, and I am asking you to help make camp impact the lives of many others. I hope that today you will make a meaningful gift to Camp JCA Shalom. Would you become part of our effort by contributing to the scholarship fund and make a gift today?

Please donate online at www.campjcashalom.com, or to make a donation over the phone, please call Katya at (818) 889-5500 x 107. Thank you.