

Build Your Own Call Time Script

Introduce yourself and your campaign.

Establish a connection with the donor.

State why the donor should invest in your campaign. (Examples on the back)

What specific amount of money are you going to ask for?

\$ _____

STOP TALKING!

Respond in a way that facilitates further conversation about an investment in your campaign.

Say "Thank you!"

Examples of compelling a donor to invest in your campaign.

1. My race is one of the most competitive in the city, which means I can help break the conservative majority on the city council. When we break the majority, we'll finally be able to ___*insert issue*___ which I know you care a lot about.
2. I wanted to let you know that I have been endorsed by ___X___, ___Y___, ___Z___. I am working on getting the ___*endorsement*___ which will go a long way toward boosting my success. They have set a goal of raising ___\$\$___ to prove my viability and gain more endorsements.
3. So & so suggested I call you because she said you really care about ___(*insert issue, law, or policy*)___ and I have made that issue a central part of my campaign. When I am in office I plan to do XYZ on this issue.
 - a. Alt: When I win and break the majority I plan to get started on that issue right away.
4. One key tenet of my campaign is ___*insert issue*___ and when I am elected to the school board I plan to do XYZ on this issues. What are some of the issues facing our community that matter to you?
5. I heard from So & So that you are a supporter of ___*insert elected's name*___. I am excited to tell you that ___*insert elected's name*___ has endorsed my campaign. I am hoping to join her on the school board OR I am hoping to further her main issues at the school board level. The ___*elected*___ supports my campaign because of my stance on ___*insert issue*___. What is an issue facing NC that you care about?
6. I am running to unseat ___*insert incumbent*___ because I don't feel he trying hard enough to represent the people of this district. When I'm in office I'll XYZ to bring the people the representation they deserve.

Tips for script writing

- Do not ask callers if they "have a minute to talk" or anything like that because it gives them a way out.
- The goal numbers you give to people on the phone do not have to be 100% accurate. For instance, saying you need \$10k when you really need \$100k just make it a little more doable to the person on the phone.
- You are more likely to get money from someone who has already contributed.