

MID-APRIL 2007 Thank-a-thons and Phonathons

on-the-go!
e-TA

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A service of the Corporation for National and Community Service - Resource and Fund Development Initiative

Dear “Volunteer Callers” Colleague,

Scare away the solicitation fright, by helping volunteers participate in a “thank-a-thon” as described in this issue of On-The-Go eTA. In addition, study the advantages of using the telephone to raise funds in addition to learning tips on how to organize a phonathon.

Do you have questions about thank-a-thons and phonathons? Any other needs? Contact us through LEADline@CampaignConsultation.com. Access previous issues of On-the-Go eTA by clicking on the title at the right.

It’s Time for a Thank-a-thon

Phone-a-thon volunteers often hear the complaint, “The only time you contact me is when you want my money.” A “thank-a-thon is one way to make contact with your donors in a way that focuses on them and not your needs.

In Seattle, the YMCA uses their volunteer teen members to stage a “thank-a-thon.” Instead of asking for dollars during phone calls, they thank donors. The young people are satisfied to be able to give of their time share their personal “Y” story as they hone their speaking skills. “Y” donors look forward to the calls and enjoy hearing the young voices. Donors are also pleased to know that the YMCA value their donations and are more likely to give again at a possibly increased amount.

Pleasantly surprise your donors and schedule a “thank-a-thon” using a small but effective group of volunteers. Donors are often grateful and even amazed that they are not being asked to give another gift. Thank-a-thons are also good learning mechanism to help volunteers get comfortable talking about your program which is key to successful solicitation.

TOP ▲

Advantages of Using the

IN THIS ISSUE:

click on titles below to read full articles

[It’s Time for a Thank-a-thon](#)

[Advantages of Using the Telephone to Raise Funds](#)

[Tips for Organizing a Phonathon](#)

[Resources](#)

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Upcoming Training

Upcoming CNCS/Resource & Fund Development Initiative Offerings:

Resources Now!

National Institute:

Fundraising training and coaching opportunities offered over 3 days.

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NOTICE-Registration Deadline-April 23!!

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You are invited to attend the CNCS Resources Now! National Institute in San Francisco, California from May 22 to 24, 2007 to learn skills and

Telephone to Raise Funds

Although face-to-face solicitation has the highest rate of response at about 50%, requesting support over the phone is second highest at approximately 11 – 25%. Here's why:

A phone call is more personalized.	It's hard to ignore. Unlike mail, You can't just throw it in the trash. Even in these days of caller ID, the person at the other end of the line knows it is you who is calling and if he/she knows about your cause and is a regular supporter, you will have cultivated that donor.
It's a great follow-up reminder to a written appeal.	Everybody needs reminding regarding the importance of their support. A volunteer calling a current support, is an excellent way to renew annual support.
You get feedback.	Ask your volunteer callers to keep notes. You may learn that there are issues or concerns in the community or in your organization of which you were unaware and can capitalize or rectify.
You get donor information.	You can use the call to check addresses, collect e-mail addresses, learn who else is in the household and update your donor records.
You can promote new initiatives.	Use the phone as an opportunity to educate volunteers so they can share the latest program developments. "We want you to know that we have just received a challenge grant from the Hooper Foundation to raise \$10,000 to provide more reading materials in our schools!"
It energizes your volunteers.	Volunteers are having a direct impact on the success of your program. Many like the hands-on activity and an opportunity to tell others about how much they care about your initiative.

2007 to learn skills and strategies for advancing national and community service initiatives.

During the three day training, each participant selects 4 out of 16 comprehensive workshops and coaching sessions related to: Individual Giving, Business Giving/Partnership, Uncovering the Resources in Your Community and Asking Clinics. Every participant walks away with practical materials from all workshops.

For more information, call Campaign Consultation, Inc. toll free 1.877.243.2253 x37, email [Lauren Franzoni](#) or [Register Online](#)

Sponsored by the Corporation for National and Community Service (CNCS), the Resources Now! National Institute is designed, developed, and facilitated by Campaign Consultation, Inc. - the training and technical assistance provider for CNCS and its Resource & Fund Development

Scholarships Available!!

*"Call me
Don't be afraid, you can
call me
Maybe it's late, but just
call me
Tell me, and I'll be
around."*

Tony Hatch, sung by
Petula Clark, 1965

Tips for Organizing a Phonathon

Whether you are a small program or a large organization, you can organize a group of volunteers to help you raise funds. In fact, even though there are companies you can pay to run your telephone marketing program, volunteers are perceived as having no conflict of interest. They are authentic and can make that personal approach like no one else.

To start, you need a database with easily accessible phone numbers. If you are just beginning to build your donor information, ask a group of volunteers to start researching the telephone directory. Also, make sure you are requesting phone numbers on all reply devices used in your mail campaigns, wallet envelopes in newsletters, etc.

[Click here for some preliminary tips on how to organize a telephone fundraising campaign.](#)

TOP ▲

Let us know

Do you have insights to share about phonathons and thankathons?

Contact us at LEADline@CampaignConsultation.com (LEADline is a service of Campaign Consultation, Inc., a national provider of training and technical assistance for the Corporation for National and Community Service.) We would be happy to answer questions or to give you more support.

Thank you for your interest in On-The-Go eTA. We encourage you to [send this and other issues of OTG eTA to friends and colleagues](#) who would benefit from the information. Also, if you're on information-overload, you may request [email removal](#). Otherwise OTG e-TA will be back soon with another edition.

TOP ▲

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**RESOURCE & FUND
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Share Square

Facts for your fundraising volunteers to know

You may discover you have some especially effective callers among your volunteers. Ask one of them to do a mock phone solicitation as part of your volunteer training.

TOP ▲

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For more information, contact:
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www.CampaignConsultation.com

Details from above:

Tips for Organizing a Phonathon (cont.)

Step One: Compile your Donor Contact Information / Donor Giving Histories

- **Use lists, cards** or other mechanisms to display donor contact information – name, address, telephone number, email, etc. In addition, include giving amounts, dates received and for what purposes in response to what campaigns, efforts, etc.
- **Provide complete information** to volunteers with enough donor data (last gift, spouse name, etc.) so he/she can make a personal approach.
- **Give out current numbers** and do your best to help volunteers telephone efficiently.
- **Start successful** and help volunteers get immediate positive responses with lists of donors who gave last year or the year before. They will use the information to ask for an increased amount.
- **Other**

Step Two: Prepare Dialogue Guide / Fact Sheet

- **Base the guide on the case for support.** In order to give the volunteers compelling reasons for requesting and receiving support they need to be consistently clear on the case, your mission and goals. Always include a “thank you” in your script.
- **Use the guide as a reference.** Make sure volunteers understand that they are to use the guide as a reference and to add their own stories and personal experiences, etc.
- **Develop a Fact Sheet** that includes new information about your program as well as responses to “Frequently Asked Questions”.
- **Other**

Step Three: Prepare your Volunteers

- **Orient to materials** 30 minutes prior to making calls.
- **Train callers to ask** for a higher amount over the previous year and aim higher so that the caller can negotiate the most support for your program.
- **Role play** a phone conversation with a volunteer asking for a hypothetical donor for a gift.
- **Present “sure winners.”** Nobody wants to be discouraged by constant rejection.
- **Match up** volunteers with donors they already know.
- **Provide supplies** such as notepads, pens, etc. – everything volunteers need to be successful in asking and capturing information.
- **Other**

Step Four: Make it Easy and Fun

- **Treat your volunteers like treasures.** They are! Feed them, reward them, praise them.
- **Offer prizes.** First gift; largest gift; highest total pledged; most calls made; highest response rate, etc.
- **Ask local businesses** to provide trinkets or gift certificates to reward the callers for their efforts and for coming out to make the calls.
- **Call on Sunday, Monday or Tuesday nights.** More of your donors will be at home. You get more money and your volunteers will feel it was worth the effort.
- **Other**

Resources

National ASK (Awareness, Skills, Knowledge) to Sustain Institute, sponsored by Corporation for National and Community Service, provided by Campaign Consultation, Inc. 1998, 2002

Resources Now! National Institute, sponsored by Corporation for National and Community Service, provided by Campaign Consultation, Inc. 2006.

Support Center for Nonprofit Management at <http://www.supportctr.org>

TOP ▲

Learning Products and Services

LEADline:

(Learning Experiences At a Distance) LEADline is designed to give information fast. Have a resource & fund development question? Use LEADline and within 24 hours you will receive response and advice from a fundraising professional.

Contact us

LEADline@CampaignConsultation.com

GIZMOs:

(Giving Information for Zooming Money Objectives) Gizmos are resource and fund development tools for you and your volunteers. They are tangible products in packets, pocket brochures, CD-Roms, games, etc. They feature a myriad of fundraising topics such as a set of copy ready tools and handbook detailing 11 steps to **Successful Volunteer-led Phonatons**.

To order, contact us through

LEADline@CampaignConsultation.com

or call 410.243.7979

or toll free at 1.877.243.2253

For more information:

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[Gizmo Presentation](#)

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The Chronicle of Philanthropy:

Everyone who comes to a Resources Now! National Institute gets a free subscription to the Chronicle for a year. Participants in CNCS Campaign Consultation workshops receive the latest issue free of charge plus a \$20 discount on one year's subscription.

Workshops/Clinics:

The Corporation for National and Community Service (CNCS), through its T/TA service provider Campaign Consultation, Inc., offers a three-hour clinic for those interested in mastering key skills need to write for individual donors.

Online Courses/Webinars:

Web course delivery of topics pertinent to resource development such as — **Build Fundraising Volunteer**

Champions and Cause Related Marketing and Corporate Partnerships.

Available through the Resource Center, [Click Here](#)

TOP ▲

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Let us know by contacting us through LEADline@CampaignConsultation.com

TOP ▲

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- [April, 2007 Annual Fund Mailing Lists](#)
- [Mid-March, 2007 Face-to-Face Asking](#)
- [March, 2007 Government Funding](#)
- [Mid-February, 2007 Rural Fundraising](#)
- [February, 2007 Stop-gap Funding](#)
- [Mid-January, 2007 Branding for Nonprofits](#)
- [December 2006 Baby Boomers](#)
- [Mid-November 2006 Thank You and Recognition](#)
- [November 2006 Finding the Right Foundation](#)
- [October 2006 Corporate Partners](#)
- [Mid-September 2006 Direct Mail](#)
- [September 2006 Fundraising Events](#)
- [Mid-August 2006 Volunteer Fundraisers](#)
- [August 2006 Reach Out and Touch Communication](#)
- [Mid-July 2006 Disaster Fundraising](#)
- [July 2006 Ask Major Donors](#)
- [Mid-June 2006 Plan Your Fundraising Year](#)
- [June 2006 Individual Donors](#)

TOP ▲