

Hi, is (name) available?

## INTRODUCE YOURSELF

Hi [name]! My name is \_\_\_\_\_ and I'm calling to introduce myself. I'm running for [office] here in [state/district].

## ACKNOWLEDGE THE MOMENT

I hope you're staying safe and healthy. I know that this pandemic has changed the way we work and live. And it has forced us to reconcile things we didn't and we have to do the same things on our own campaign. But that just continues to show the need for good leadership in this time of crisis

## BUILD RAPPORT

Ask questions:

- How are you doing right now? How is your family doing?
- Do you have what you need to stay safe and healthy?
- What do you think of the way our (office group you're running for: statehouse, state senate, city council, etc.) is handling the recent health concerns in our community?

## PIVOT TO THE RACE

I know you care about our [community/state], especially now, so I wanted to call, introduce myself, and ask for your support.

*Share a quick bio. Example: I've lived in the 17th district for the past 20 years and am a native North Carolinian. I'm an active member of the library board and local democratic clubs. Events in recent months have shown me how badly our friends and neighbors need good-paying, sustainable jobs and a transparent and responsive government.*

In a crisis, it's essential to have leadership that you can trust. I don't feel confident in our leadership in the [General Assembly/White House/ US Senate] right now, and conversations with my neighbors tell me that I'm not alone. It's more important than ever that we [flip the House, Senate, seat, etc] and elect people who will do the right thing in challenging situations. It's why I'm running for office.

## PROVE THAT YOU CAN WIN

My team and I have been working hard over the last few months to connect with voters throughout the district. My campaign has.....[share viability metrics: raised x dollars, knocked x doors, talked to x voters, received endorsements, etc.]. With your support, I'm confident that we'll win.

## GET THE DONOR INVESTED

In light of recent events, I'm doubling down on call time and making sure we have the funds we need to run a highly effective paid communications plan. As we practice social distancing and stay home, my team and I are making sure we have the resources we need to win this election! Mailers, literature, and social media ads are the best way we can connect with voters without meeting in person, but as you probably know, they do cost money.

## MAKE A SPECIFIC ASK:

My goal is to raise \$\_\_\_\_\_ this week. Will you help with a contribution of \$\_\_\_\_\_ today?

## ZIP IT AND LISTEN!

*AFTER ASKING, BE QUIET! Let the donor break the silence!*

## COLLECT

If yes: Thank you so much. I'm happy to take the contribution over the phone if you'd like. (Enter card info into ActBlue.)

*If no to giving over the phone:* No problem. Can I confirm your email address? My team will send you an email with the link to give online and an address where you can mail a check if you'd prefer.

*If hesitating over amount:* No problem - if you'd prefer, we could do a recurring monthly contribution. Do you think you could do \$\_\_\_\_\_ per month?

*If no:* No problem. Thanks for taking my call! I'd love to keep you updated on the campaign as it progresses. What's your email address? *(add to email list and call again in a month)*

## SHOW APPRECIATION

Thanks so much, (name). Stay healthy and have a great day!