

## PP\$10K CHALLENGE PHONEBANK FUNDRAISING SCRIPT: YOU CAN DO IT!

### FRIEND: BUILD RAPPORT, DISCOVER SELF-INTEREST

Hey (insert person's name)! How are you? (Listen and respond accordingly). Right now I wanted to talk with you about something that's really important to me that I hope you can support. Do you have a couple minutes?

- If NO: When would be a better time to call you back?
- If YES: Awesome! I'm volunteering my time to fundraise for CAAAV Organizing Asian Communities, a grassroots organization building power in low-income Asian communities to tackle urgent issues like gentrification, police brutality, and language rights for immigrants. Have you heard of them?
  - **(Listen and then share personal motivations:** "I care about supporting CAAAV because..."

### ACTIVIST: MOTIVATE, REINFORCE URGENCY

Because I care so much, I'm reaching out to my own network to inspire new CAAAV supporters. **Is addressing (insert issue or personal motivations) something that resonates with your values too?**

- If NO: If you don't mind me asking, can I ask why. (Listen and share why you think they should care)
- If YES: Why? (Listen and respond accordingly)

CAAAV is grassroots, which means they're able to advocate for social change thanks to support from community members like you or me. Along with 100 other volunteers, I'm hoping to raise (insert fundraising goal). If we successfully raise \$10K through this campaign, an anonymous donor has agreed to donate an extra \$5,000 to bring our fundraising total to \$15,000. **That's a lot of money, right?**

### BANKER: CLEAR, CONFIDENT SPECIFIC

Especially at this time that (insert prominent issue), I feel it's even more important to support their hard work. So what do you say, **can you join me in donating (insert fundraising ask) towards racial and economic justice?**

- If YES: Awesome! Thank you so much your donation ensures CAAAV's members who are tenants and youth are well-equipped with supplies and trainings to advocate for systemic changes that benefit low-income Asian immigrant communities.
- If NO: (Empathize with the person's reservations) Is there another amount you can contribute that's meaningful to you?
  - If NO AGAIN: (Empathize with the person's reservations) Even if you can't contribute that amount, can you check out my fundraising page to learn more about them? (Listen). There's a video you can watch and if you want to follow their work you can sign up for their newsletter on their website.

To donate, you can go to (share how they can get to your page). Are you near a computer right now? (Send them the web link to webpage, if possible).

Thanks so much for hearing me out. I'm glad we got to connect on the issues that matter to us and support a transformative organization like CAAAV. I hope you know your time and action means a lot to me!