

LAPSED GIVER STRATEGY: Phone Script & Email

OBJECTIVE: Develop a 2-way dialog in an effort to establish or build a relationship.

PARAMETERS: Connect with donors that have not given in the last 90 days. Prior to that, they have given at least four times in the 90-day period preceding the lapsed period.



Lapsed Giver Phone Script

Hi _____! It's Pastor _____ from the XYZ _____ Church/Campus. Periodically we try and call and check in to see how people attending XYZ church are doing. We always want you to know that we care about what's happening in your life and wanted to take a minute to hear about how things are going for you.

If you don't mind, I'd love the opportunity to pray for you. Is there something in particular that I can pray for?

_____, thanks so much for sharing these things with me. We are so grateful for what's happening in your life (or, we're so sorry that you've been walking through such a tough time). Would you mind if we stopped right now prayed for you (and your family)?

(After prayer, this would be great opportunity to tell the person about different ministry options at your church).

I'm grateful for your time today and praying for God to do great things in your life. If I can ever help in any way, please call or email me. I'll do everything that I can to help.

Have a great day!



Voicemail Phone Script

Hi _____! It's Pastor _____ from the XYZ _____ Church/Campus. Periodically we try and call and check in to see how people attending XYZ church are doing. We always want you to know that we care about what's happening in your life and wanted to take a minute to hear about how things are going for you.

If you have them time, please give me a call back at (XXX) XXX-XXXX or you can email me @ email@email.com and let me know how XYZ Church can pray for you.

Thank you and have a blessed. day.

Note: Approximately 70% of people will not answer the phone for a number that they do not recognize. Once you have left a voicemail, a short text should be sent.



Text Script - to be sent if a voicemail is left

Hi _____! It's Pastor _____ from the XYZ _____ Church/Campus. I just left you a voicemail and wanted to send you a quick text. Periodically we try and call and check in to see how people attending XYZ church are doing and how we might pray for them. If you have any prayer requests, please give me a call back, email or text.