

Hi, [their name]. I'm [your name], a staff member of [your nonprofit]. First off, I want to thank you. Your generous support has [impact they've had]. It's because of you that [another positive effect they've had]. On behalf of the staff of [your nonprofit], thank you for your compassionate heart for [your cause]!

I'm calling today to ask for your help [accomplishing your campaign's goal]. It's the fastest way to [example of how the goal will serve your mission]. Many of our supporters are helping us today with a gift of [donation amount]. Your gift will be put to immediate work [short example of what you can do with their donation]. Can we count on you to give a [donation amount] today?

We're so grateful for your continued support, [their name]. Thanks to you, [insert impact their gift will have].