

# Sample Call Scripts to Engage Your Board

Use these sample board call scripts and email templates for you and your board members to reach out to your constituents as well as create new relationships with community members to make your campaign or event be most successful.

---

Making a personal phone call to past donors and supporters will show those individuals how much you appreciate them and will make them more willing to give to your current campaign! Your board members are the perfect people to make those calls. These sample scripts will help your board members get those calls started!

It is best to have your board President or Vice President make these calls, however, any board member can be helpful! Make sure they all keep track of those community members that have been contacted. You may want to have weekly meetings with these board members or directors to keep apprised of updates.

---

## Before Campaign Launch

**Purpose of the call:** Spreading the word about your campaign and thanking previous donors for their support - asking to help make your campaign a success

Hi \_\_\_\_\_, My name is \_\_\_\_\_, and I currently serve on the board of [ORG NAME] and I just wanted to thank you so much for your past and present support. Because of supporters like you we have been able to [IMPACT OF A DONATION TO YOUR ORGANIZATION]. I wanted to let you know about [ORG NAME]'s exciting new initiative. On [DATE] we'll be launching our [CAMPAIGN NAME] campaign to [CAMPAIGN INITIATIVE]. I hope that you'll support our [CAMPAIGN NAME] campaign and continue to have a powerful impact on our community and the mission we both support. Thank you and have a great day!

---

## During Your Campaign

**Purpose of the call:** Asking for contributions and thanking past donors for supporting your cause and community.

Hi \_\_\_\_\_, My name is \_\_\_\_\_, and I currently serve on the board of [ORG NAME]. I just wanted to thank you so much for supporting our mission to [YOUR MISSION]. We want to continue to make an impact in our community, but we can't do it alone. I hope you'll join me in spreading the word about [ORG NAME]'s [CAMPAIGN NAME] campaign, so that together we can continue to [TIE IN YOUR MISSION AGAIN] and make a difference. Thank you and have a great day!

---

### After Your Campaign

**Purpose of the call:** Thanking donors who gave during your campaign and inviting big donors to participate further in your organization

Hi \_\_\_\_\_, My name is \_\_\_\_\_, and I currently serve on the board of [ORG NAME]. I just wanted to thank you so much for supporting our [CAMPAIGN NAME]. In just [LENGTH OF CAMPAIGN] we were able to raise [X AMOUNT] for [ORG NAME]. That means that we can [IMPACT OF DOLLARS RAISED]. Thank you again for showing your support and helping us make a difference. I hope you'll join us for [UPCOMING EVENT OR OPPORTUNITY] Thank you and have a great day!

# Sample Emails to Engage Your Board

Just like with phone calls, writing a personal email to past donors and supporters will show those individuals how much you appreciate them and will make them more willing to give to your current campaign! Your board members are the perfect people to reach out to either your organization's supporters or their own friends, family and colleagues.. These sample emails will help your board members get those conversations started!

Many times organizations prefer their Board President or Vice President send these emails out.

---

## Email #1: Introduction Email

**Subject: [ORGANIZATION NAME] Needs Your Help!**

Hi [First\_Name],

As a current board member [or PRESIDENT OF THE BOARD OF DIRECTORS] of [ORGANIZATION NAME] I am happy and excited to announce our newest initiative to [CAMPAIGN OBJECTIVE]. We're launching a [# of days] day campaign - [CAMPAIGN NAME] - with a goal of \$\_\_ which will allow us to [impact of campaign] !

We need your help! Please join us in spreading the word about our [CAMPAIGN NAME] campaign! Become a champion for [ORGANIZATION NAME] and show your support for [THOSE WHO WILL BENEFIT FROM CAMPAIGN] !

Get ready to give! On [CAMPAIGN START DATE], we'll officially begin our [CAMPAIGN NAME] campaign ! Visit [CAMPAIGN LINK] to show your support with a donation. We'll be running this campaign through [CAMPAIGN END DATE], and will be sure to keep you updated on our progress! Questions? If you have any questions or would like more information, let us know. (Add organization's contact information).

Thank you in advance for your generosity and support of [ORGANIZATION NAME] !

Email #2 Last Day Email

**Subject: It's the final day to help [CAMPAIGN NAME]!**

Hi [First\_Name],

It's the final day of our [CAMPAIGN NAME] campaign for [ORGANIZATION NAME] . In \_\_days we have raised [\$ amount raised] - and now we're only [\$ amount left to goal] until we reach our goal!

We are so thankful for the support of our community - but the giving isn't over yet! Help us reach our goal of \$\_\_\_ by visiting [CAMPAIGN LINK] and making a contribution. Your support means the world, not only to us, but to [THOSE WHO WILL BE IMPACTED BY CAMPAIGN]!

Share our campaign with your friends and family on social media one more time! Check out our Facebook page here [link to FB page] to share our posts, and to help us reach our goal by sharing your own story!

As a current board member [or PRESIDENT OF THE BOARD OF DIRECTORS] of [ORGANIZATION NAME] I thank you again for your continued support!

Email #3: Post Campaign Thank You Email

**Subject: Thank You For Your Support!!**

Hi [First\_Name], We did it! With your incredible support and the support of our community, we were able to reach/surpass our goal for [CAMPAIGN NAME]. With your help [EXAMPLES OF WHAT YOUR CAMPAIGN WAS ABLE TO ACHIEVE]. We cannot thank you enough.

[Thank you photo]

As a board member [or PRESIDENT OF THE BOARD OF DIRECTORS] I thank you again for all you've done to support [ORGANIZATION NAME]!