

Raise Money Today: Get a Matching Donation From a Major Donor

Script 1 – This is the opening script you should follow when you call your donor this afternoon.

Hi [Donor Name], [Your Name] here from [Organization]. I'm at a conference for nonprofit fundraisers and on my lunch break. I wanted to talk to you about making a special year-end gift, which will be used strategically throughout our year-end fundraising campaign to inspire more people to donate before the end of the year. Do you have a few minutes to talk now, or sometime next week?

Script 2 – Follow this script when you're asking your donor. Ideally, you're following this script today, after your donor says YES to talking. Otherwise, use this script when you meet with the donor next week.

Thank you. You're incredibly generous, and that's why I'm coming to you first. You know how important the year-end fundraising campaign is to our mission. And especially during these times of economic uncertainty, we need to have a powerful year-end campaign.

Every dollar you give will be doubled. Actually, more than doubled. Because on average every matching dollar you give will generate \$1.40 in donations from our year-end letter, Giving Tuesday and emails.

Would you please make a gift of \$XX,XXX by November 11, to serve as matching funds for our year-end campaign? Our first year-end letter is being mailed on November 22, so having your gift by the 11th allows us to leverage your generosity across every part of our year-end fundraising.

Year-end Challenge Fund

This copy is best for donors with a smaller giving capacity who are unable to give you the full match amount, but would still want to participate. Work this language into your scripts.

As a nonprofit, the year-end fundraising season is critical. The Year-end Challenge Fund will match contributions and will inspire more people to donate over the holidays and into 2023.

If you commit to being part of our Year-end Challenge Fund, every dollar you donate will be matched! That means we'll raise twice as much money for the programs and services provided by [Organization]. We need to have an effective year-end giving season this year, and you can help [Beneficiaries] and help us have our best year-end ever.

Good luck – You've got this!
~ Jim Shapiro