

Template: Telephone Script for Securing a Sponsorship Meeting

Use the following phone script as a starting place. Customize it to sound like you and you're your specific information. Always be polite and respectful throughout the call. If the person you need to speak with is not available, ask when a good time would be to call back or if you can leave a message.

Introduction

- Caller: Good [morning/afternoon], my name is [Your Name], and I'm calling from [Your Organization's Name]. May I please speak with [Contact Person's Name or the person responsible for sponsorships]?

If the Contact Person is Available

- Contact: Speaking, how can I help you?

- Caller: Hi [Contact Person's Name], thank you for taking my call. Our organization, [Your Organization's Name], is hosting a [type of event, e.g., charity run] on [date] to [briefly mention the cause or objective of the event]. We are reaching out to companies that align with our values and mission, and we believe that [Sponsor's Company Name] would be a fantastic partner for this event. Would you be open to scheduling a meeting to discuss potential sponsorship opportunities?

If the Contact Person Expresses Interest

- Contact: Yes, I would be interested in learning more.

- Caller: That's great to hear! We believe that this partnership could be mutually beneficial. What day and time work best for you for a meeting? We can meet in person or via video call, whichever is more convenient for you.

Confirming the Meeting

- Contact: I'm available on [date] at [time].

- Caller: Perfect, I have scheduled our meeting for [date] at [time]. Thank you so much for your time and interest. We are excited to discuss how [Sponsor's Company Name] can make a positive impact through our event. I will send you a calendar invite and a brief overview of what we will discuss. Is there anything specific you would like us to cover in the meeting?

- Contact: [Response]

- Caller: Noted. Thank you again, and I look forward to speaking with you on [date]. Have a great day!

If the Contact Person is Not Available

- Contact: I'm sorry, but I'm not available right now.

- Caller: I understand. Is there a more convenient time for me to call back, or would you prefer if I sent an email with more information?

If the Contact Person is Not Interested

- Contact: I'm not interested.

- Caller: Thank you for your time. If you have any questions or change your mind in the future, please don't hesitate to reach out. Have a great day!

Closing

- Caller: Goodbye!

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