

# DONOR ENGAGEMENT CALL SCRIPT TEMPLATE

Ready-to-Use Scripts for Effective Donor Communication

## INTRODUCTION:

At Lamb Telecom, we know that **effective donor communication isn't just about what you say—it's about how you connect.** A well-structured approach ensures every interaction—whether it's a first-time thank-you, a follow-up, or a re-engagement call—feels intentional, personal, and impactful.

As a **trusted tech advisor for nonprofits, churches, and mission-driven businesses,** we help organizations optimize their communication systems to make every donor conversation more seamless and effective.

This resource provides ready-to-use, adaptable call scripts designed to strengthen donor engagement. Use these templates to



**Build trust**



**Increase retention**



**Create lasting connections**

all while ensuring your technology supports your mission.





## SECTION 1

# FIRST-TIME DONOR OUTREACH

### Objective:

Introduce the nonprofit, express gratitude, and establish a relationship.

### Script Example:

"Hi **[Donor Name]**, this is **[Your Name]** from **[Nonprofit Name]**. I just wanted to personally thank you for your generous contribution and share how it's making a real impact. Your support is helping us **[specific impact, e.g., provide meals, fund scholarships, etc.]**. If you have any questions or want to get more involved, I'd love to chat! Thank you again!"

### Optional Follow-Up Questions:

- "What inspired you to support **[Nonprofit Name]**?"
- "Would you like to receive occasional updates about our impact?"



## SECTION 2

# DONATION FOLLOW-UP & RETENTION

### Objective:

Strengthen donor relationships and encourage continued giving.

### Script Example:

"Hello **[Donor Name]**, this is **[Your Name]** from **[Nonprofit Name]**. I just wanted to personally follow up on your recent donation and let you know how much we appreciate it. Your contribution has already helped us **[specific project update]**. We'd love to keep you informed about the difference you're making. Would you be open to joining our donor newsletter or getting involved in other ways?"

### Next Steps:

- Offer an option to join a donor-exclusive community.
- Provide an update on future donation-matching opportunities.





## SECTION 3

# LAPSED DONOR RE-ENGAGEMENT

### Objective:

Reconnect with past donors and encourage renewed support.

### Script Example:

"Hi **[Donor Name]**, this is **[Your Name]** from **[Nonprofit Name]**. We haven't heard from you in a while, and we just wanted to reach out and say how much we appreciate your past support. Thanks to donors like you, we've been able to **[recent accomplishment]**. If you'd like to learn more about what's new or how you can get involved again, I'd love to chat!"



### Follow-Up Questions:

- "Would you like to see how your past donations have helped our mission?"
- "We have an upcoming campaign that aligns with your previous support—would you be interested in learning more?"



## SECTION 4

# MAJOR GIFT & SPONSORSHIP OUTREACH

### Objective:

Approach high-value donors and corporate sponsors for larger contributions.

### Script Example:

"Hello **[Donor Name]**, this is **[Your Name]** from **[Nonprofit Name]**. We deeply appreciate your past generosity, and I wanted to personally invite you to learn about an exciting new initiative. We're working on **[major project]**, and we'd love to explore how you could play a key role in making this possible. Would you be open to a brief call to discuss how your support can drive meaningful impact?"

### Next Steps:

- Offer to schedule a virtual meeting or in-person discussion.
- Provide impact-driven data or case studies.



## SECTION 5 EVENT INVITATIONS & CAMPAIGN ANNOUNCEMENTS

### Objective:

Encourage donor participation in upcoming nonprofit events or fundraising campaigns.

### Script Example:

"Hi **[Donor Name]**, this is **[Your Name]** from **[Nonprofit Name]**. I wanted to personally invite you to our upcoming **[event/campaign]**. It's going to be a great opportunity to connect with our community and see firsthand the impact of your support. Would you like me to send over event details?"



### Call-to-Action Options:

- "We have limited spots available—would you like to RSVP today?"
- "Would you be interested in helping spread the word to your network?"

## NEXT STEPS

Strong donor relationships start with the right conversations—but they're even more powerful when backed by the right technology. These call scripts give you a proven framework for engaging donors, but **an optimized phone system ensures every interaction is seamless, efficient, and scalable.**

Lamb Telecom specializes in **helping nonprofits, churches, and mission-driven businesses** align their communication technology with their outreach goals. Whether you need **CRM integration, automation, or a scalable nonprofit phone system**, we're here to guide you.

Let's build a donor communication strategy that works—both in conversation and in technology.

Schedule a free consultation today!