



Sample Script & Caller Information

INTRODUCTION

Hi <Donor Name>. I'm <Name> with the Old Hickory Council, how are you today? I just wanted to thank you again for your contribution to last year's Friends of Scouting campaign. As you may recall, the funds are going to make sure every youth has an invitation to join Scouting and when they do that we are able to deliver the promise of fun and adventure by supporting the Packs and Troops, training leaders, and offering program at Camp Raven Knob. Our goal is to raise \$_____ by April 30th so we can make the best Scouting decisions as we roll into camp season instead of needing to make financial decisions. I was wondering if you would be willing to pledge your support this year's campaign.

OPTION 1 – Last year you donated \$X, would you be willing to pledge that amount again?

OPTION 2 – I see you pledged to support a Scout last year. This year that would cost \$185, can we count on you?

OPTION 3 – Last year you donated \$X. I'd be remiss if I didn't ask if you would be willing to increase your gift this year.

Thank you for your support! Would you like to be billed once, quarterly, or monthly? Can I please confirm that we have your correct address, phone, and e-mail?

Before I let you go, do you know anyone who is not a donor to local Scouting that we should be asking to help us deliver the promise?

Thanks for your support! Have a great day.

POINTS OF EMPHASIS

- Greet the donor by name and be happy to be speaking to them.
- Don't feel like you need to stick to the script verbatim. Try to make it sound natural.
- The highlights are that we've rebranded the campaign to better highlight where the money goes, asking for the gift, confirming their contact information, and asking for references.

QUICK FACTS

- All of the funding stays local to help Scouts in our 8 Counties.
- 2616 Scouts participate in 147 Packs and Troops.
- ~4000 Scouts attended Camp Raven Knob last summer.
- We started 6 new Packs/Troops/Posts/Crews in 2025.

