

WE BUILD COMMUNITY

Annual Campaign 2025. Calling Script.

START HERE!

Hello, this is [YOUR NAME] a volunteer from the Milwaukee Jewish Federation.
May I please speak with [DONOR NAME]?

AVAILABLE

NO ANSWER

CAN'T TALK

I'd love to find a more convenient time to talk. Can I call you at [specific date/time]?

If hesitant:

I appreciate your consideration, and we can certainly reach out another time.

Due to the immediate needs of our community, we are shortening the 2025 Annual Campaign to close on April 30, so in the meantime, can we send you an email with some information about how your gift makes an impact on our community and a link to give online at your convenience?

LEAVING A MESSAGE

Hello [DONOR NAME], my name is [YOUR NAME].

I am a volunteer for the Milwaukee Jewish Federation calling to thank you for your past support of our Jewish community and to ask you to renew your support with a pledge this year to our Annual Campaign.

The mission of the Milwaukee Jewish Federation has never been more relevant than it is today; to care for the needs of the Jewish people and build a vibrant Jewish future in Milwaukee, in Israel, and around the world.

And in these unprecedented times, a gift to the Milwaukee Jewish Federation's Annual Campaign ensures this critical work will continue and that our local and global Jewish community will flourish for generations.

We prioritize safety and security so we can freely embrace and celebrate Jewish life and culture together.

Due to the immediate needs of our local and overseas partners, this year, we are shortening the 2025 Annual Campaign to close on April 30, and we hope we can count on your support early this year.

You can make your pledge online at MilwaukeeJewish.org/Give or call Community Campaign Manager Melanie Stagg at 414-390-5735 with your name, phone number, and gift amount. Thank you and have a great day!

Thank you for taking the time to talk with me today.

I want to start by thanking you for your past support of our Annual Campaign. You have made such an impact on the Jewish community here and abroad.

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This year, we're trying to shorten the 2025 Annual Campaign to close on April 30 because the sooner we get these unrestricted dollars directly to our agency partners, the sooner they can use this support in their work. This also greatly helps agencies with budgeting and planning.

Can we count on you for a pledge of [INSERT ASK AMOUNT] to the Federation's 2025 Annual Campaign to protect and care for our Jewish community?

WILL GIVE!

Thank you for supporting the Jewish people with a donation to the Federation's Annual Campaign.

You have just made a difference in the lives of Jewish people here in Milwaukee, in Israel, and around the world.

I will get your Annual Campaign pledge set up for you.

Pledges of \$100 or more can be made in monthly installments if you are interested, and pledge payments are due December 31, 2025.

You are welcome to visit our website at MilwaukeeJewish.org/Give to pay your pledge directly,

or you can pay by check or credit card once you receive your pledge statement by mail.

NOTE: If requesting to pay today, direct them to MilwaukeeJewish.org/Give, offer to have a staff member follow up with them to pay over the phone, or encourage them to send a check to MJF at 1360 N. Prospect Ave, Milwaukee, WI 53202.

**Thank you for your pledge!
It's going to make a big difference to Jews in Milwaukee and around the world.
Today. Tomorrow. Always.**

WON'T GIVE

DUE TO HARDSHIP

I am sorry to hear things have been difficult. The Federation has many programs that may be able to help. Can I direct you to a contact or have someone contact you?

(If they ask for assistance: Note in the system that the donor needs help and whether they requested a call.)

STILL NO

I understand. Thank you for taking the time to talk with me today. I hope that you and your family stay safe and healthy!

CONCERNS WITH MJF

I'm sorry to hear that. Your opinion truly matters, and we'd love to have an opportunity to address this. Can I have someone follow up with you?

STILL NO

