

Script for Non-Profit Organizations to use to speak to their Supporters

Representative from Non-Profit Calls a Supporter:

Hello, _____.

I am calling on behalf of (say name of Non-Profit). We are grateful you have faithfully supported us in the past, and now we want to tell you about a great fundraising opportunity that has come our way.

Loveland 365 is making it easy for us to bring money to our organization. This time we don't have to create an event. We do not need to canvas businesses to gather silent auction items.

We don't have to do anything except ask our friends to buy a book! We save energy and volunteer hours – AND – get money to create programs and keep opportunities available for our clients.

Loveland 365 is a book that promotes Loveland by highlighting the People, Places, and Things that make Loveland America's Sweetheart City. Throughout 2010 they compiled photographs and stories that spotlight many citizens, major events and favorite places here in Loveland. It is a 9"x12" heirloom quality hard cover coffee table book, due out for Mother's Day.

For each book sold, our organization will receive up to \$20!

Loveland 365 is pre-selling the book in order to cover printing costs. It will be a limited edition, a slice of life in Loveland. All work on the book is volunteer effort; no one is being paid.

It is easy – go to Loveland365.com website to purchase your books. And Loveland 365 will send us a check. You can see a slide show on the website that gives you some idea of the variety of photos and stories in the book.

Buy your book before Valentine's Day, when the price goes up.