



Talking Points for COVID-19 Donor Calls

Tips and Tricks for Having the Best Donor Calls:

1. **Make calls during a time of day where you feel energized.** For some of us, that is in the morning, for others it is later in the day.
2. **Schedule calls into your daily calendar.** What gets scheduled, gets done.
3. **Write a script if needed to help put you at ease.** You will find that after you get started, you may not need it, but having one will help you get started.
4. **If you are feeling nervous, try a power pose!** Check out this [great TedX talk](#) on the subject.
5. **Approach every call with empathy and sensitivity.** Try your best to step away from your own anxieties and frustrations and reach out with compassion and appreciation for the people who support your organization's mission.
6. **Listen more than you speak.** People need to vent right now and get things off their chest. This will help you build deeper relationships.

Questions to Ask Your Donors Right Now:

1. How are you doing during this challenging time?
2. How is your family? Is anyone ill right now?
3. Are you staying alone or are you with your family?
4. Are you caring for anyone who is considered high risk?
5. What are things like in your business right now?
6. What are you doing to stay well and take care of yourself?

Things to Share with Donors:

1. What your organization is doing in the face of this crisis.
2. What your most pressing concerns are (beyond just finances) and how you are addressing them.
3. Be prepared to talk about your most immediate needs if asked.
4. Explain what your organization has done anything to help address the issues we are facing right now.
5. Share stories about any programming or services impacted by this crisis.
6. Tell an inspirational story that highlights that your work is still relevant. Practice the story before making the call.