

1. Prepare

Review the donor's history. Take a moment to look at their past giving, involvement, and any notes your organization has.

2. Mindset

Get into the right mindset. Your attitude going into the call makes a big difference. Provide the donor with your undivided attention.

3. Speak Naturally and Smile

Keep an unhurried, conversational pace—not a script. Smiling as you speak adds warmth and helps you sound open and genuine.



4. Start with a Thank You

Begin by thanking the donor, then pause to let it land. Keep the focus on appreciation first—this call is about making them feel seen and valued for what they've already done.

5. Ask Gently

If you invite them to renew their gift, do it gently. Think of it as opening a door, not pushing them through one. You're giving them an opportunity to continue supporting something they care about—not pressuring them.

6. Follow-Up

Follow through. Record your notes right away, add them to the database, and if the donor requests anything, get it to them within 24–48 hours.

