

2024 AGAWAM PHONATHON CALLER INSTRUCTIONS

Camp Agawam Phonathon

Annual Appeal Year End
Deadline = September 30



Ways to Give

Online: www.campagawam.org/makeagift

Venmo: @camp-agawam

Mail checks to:
Agawam Council
6 Fundy Rd, Suite 100
Falmouth, ME 04105



Step 1: Review Training Materials
Located at campagawam.org/phonathon



Step 2: Review Prospect Sheets
Emailed to you from Ensign Auerswald or Guide Walton.



Step 3: Calls & Messages
Be yourself! Follow the guides available on campagawam.org/phonathon.



Step 4: Log Results
Enter call results using Phonathon Contact Report Form on campagawam.org/phonathon.

Our Objective

Contacting alumni, camper and staff parents or other relatives, and friends of Agawam to ask for support of Agawam's Annual Appeal. Everyone on the list has made a gift within the last two fiscal years (FY23 and FY22) but has not made their gift yet this year. Our goals are to have a minimum of two contact attempts (phone, text, or email) to:

1. thank people for their previous support;
2. to solicit an Annual Appeal gift or verbal pledge for FY24 (fiscal year runs 10/1-9/30);
3. to provide updates on Agawam news; and
4. to confirm/gather biographical information

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BE POSITIVE. BE YOURSELF. HAVE FUN!

BEFORE THE CALLS – REVIEW PROSPECT SHEETS

1. Carefully review the prospect's personal information. Check with Guide Walton or Ensign Auerswald if you have any questions.
2. Remember: Participation Matters!
 - a. Making a gift to the Annual Appeal represents a strong belief in the Agawam mission, community, and culture
 - b. Our three-year average donor renewal rate is 70% - we appreciate our community's renewed commitment to our work each year
 - c. Examples of the impact of the Annual Appeal on Agawam:
 - i. The Main Idea program is 100% supported by gifts from the Agawam community
 - ii. Camp Agawam Camperships: this summer, 26 boys will be awarded aid (equivalent of 23.1 full tuitions) because of funds raised last year; helps ensure access to the camp experience for those in need
 - iii. Summer Staff support: Financial support helps to ensure that Agawam can attract and retain the best counselors.
 - iv. Ancillary programs
 1. Expanding Main Idea to include a program for 15-year-olds featuring a 5-day hiking/canoeing trip
 2. Leveling the playing field for boys in need: trip fees, uniforms, travel, etc.
 3. Transportation for campers who live farther away
 - d. We have had nearly 600 households participate in the Annual Appeal during the last two fiscal years – raising over \$450,000 in FY22 and over \$500,000 in FY23
3. Calling Order (**Pay attention to TIME ZONE!**)

Priority	Giving Status (Last Gift Year)
1	FY23 donor who has missed their gift anniversary
2	Last gift between 10/1/21-9/30/22

4. If you complete your assigned calls and have interest in taking additional prospects, please contact Guide Walton or Ensign Auerswald.

MAKING THE CALL

1. Determine a target gift amount.
 - a. If a “Priority 1” (someone who gave last year), propose that they increase last year’s gift OR renew at the same level
 - b. If a person is a “Priority 2”, propose repeating at the amount of their last gift
2. Bad Number:
 - a. If the phone number is incorrect, select “Bad Number” from the Outreach Status field on the Phonathon Contact Report Form (www.campagawam.org/phonathon) and note the bad number in the “Contact Report Summary” field. If you can locate or know of a different number, note the correct number in the “Contact Report Summary”, attempt your call, and choose the appropriate Outreach Status based on the outcome.
3. Conversation Pointers:
 - a. Identify yourself and your purpose.
 - i. Be yourself! Let them know that you’re participating in Agawam’s phonathon with other volunteers to ask for participation in this year’s Annual Appeal to support Agawam Camperships, the Main Idea and our summer staff.
 - b. Engage in polite conversation.
 - i. Let them know what’s going on at camp (see “*Additional Talking Points*” doc)
 - c. If you get the wrong person (a parent, spouse, sibling, etc.)
 - i. Explain that you’re calling on behalf of Camp Agawam
 - ii. Ask if there’s a better time or number to reach them
 - iii. Attempt as appropriate
 - d. Explain the success of community support of the Annual Appeal and how funds are used for the **Main Idea** and **Camp Agawam Campership** Programs as well as to help ensure that Agawam can attract and retain an amazing seasonal staff with competitive pay.
 - i. *“Our Annual Appeal primarily raises money for Camperships, the Main Idea week, and summer staff compensation support. Because of our results last fiscal year, Agawam is able to provide over 25 full or partial camperships in 2024 and in addition to continue to provide a free week of camp for Maine boys.”*
 - e. Ask for a gift:
 - i. If you’ve identified a target amount, ask them to consider it
 1. *“Thanks for your previous donations to Agawam. This year, would you consider a gift of \$XXXX to support Agawam Camperships and the Main Idea?”*

PAUSE AND WAIT FOR A RESPONSE. GIVE PEOPLE TIME TO MAKE A DECISION.

- f. **If “Yes”**
 - i. Encourage them to make a gift online today at www.campagawam.org/makeagift and send them the link (CONFIRM THEIR EMAIL FIRST!)
 - ii. If they want to make a pledge, Agawam will send them a follow-up letter
- g. **If “Considering”**
 - i. Thank them for their consideration, remind them that participation matters and that Agawam would be grateful to have their support at any level that feels impactful to them
- h. **If “No”**
 - i. Thank them for taking time to speak with you, see if they are willing to provide a reason (if not already given) and note it in the “Call Report Summary” field on the [Phonathon Contact Report Form](#).

4. Closing Remarks:

- a. Thank donors/pledgers for their commitment. Remind them that they will receive a reminder from Agawam with payment instructions.

5. No Answer:

- a. **Leave a message on the first attempt.** Inform prospects of why you're calling, how they can give, and that they may contact Guide Walton at (207) 627-4780 if they have a specific question.

SAMPLE VOICE MESSAGE (IF WE HAVE EMAIL):

"This is (NAME), I'm calling on behalf of Camp Agawam and volunteering for this year's Phonathon. I'm sorry that I missed you, but I was hoping to connect with you to thank you for your past participation in the Annual Appeal and to see if you would like to make a gift again this year to support Agawam Camperships, The Main Idea, and Agawam's summer staff. There are many ways to donate - online, check, or Venmo. I'll send you an email with the details. Thanks again for your consideration and ongoing support of all things Agawam!"

SAMPLE VOICE MESSAGE (IF WE DON'T HAVE EMAIL):

"This is (NAME), I'm calling on behalf of Camp Agawam and volunteering for this year's Phonathon. I'm sorry that I missed you, but I was hoping to connect with you to say thanks for your past participation in the Annual Appeal and to see if you would like to make a gift again this year to support Agawam Camperships, The Main Idea, and Agawam's summer staff. If you would like to make a gift, you can take care of it online at campagawam.org/makeagift, via Venmo (@camp-agawam) or mail a check to Agawam Council, 6 Fundy Rd, Suite 100, Falmouth, ME 04105. Thanks again for your consideration and ongoing support of all things Agawam!"

- b. **Send a follow-up email after you leave your message (sample below).**

Hi (NAME),

It's (NAME) from Agawam! I left you a message but wanted to follow up by email as well. I'm participating in Agawam's Annual Appeal Phonathon to support Camp and the Main Idea.

I wanted to reach out to say thanks for your past participation - it makes a big difference and means that Main Idea continues to be free for deserving campers as it is fully funded by the Agawam community. The Annual Appeal also kicks in to provide roughly 20% of campers with full or partial Camperships for the 7-Week session and helps Agawam attract and retain seasonal staff because of competitive pay.

I'm hoping that you'll consider participating again this year and wanted to let you know that you can make your gift a few different ways:

- Online: www.campagawam.org/makeagift
- Venmo: @camp-agawam
- Check: Agawam Council, 6 Fundy Rd, Suite 100, Falmouth, ME 04105

Thanks for considering and I hope that you're having a great fall.

AFTER EACH CALL

1. Complete the “Phonathon Contact Report Form” (<https://campagawam.org/phonathon/>)
 - a. Outreach Status
 - i. Will Give Online
 - ii. Pledge Made
 - iii. Left Message
 - iv. Considering
 - v. Declined
 - vi. Bad Number
 - b. Amount Pledged or Considering (if applicable)
 - i. Note the amount of the pledge. If a prospect agreed to give, but the amount was not determined, put “?”
 - c. Write update in “Contact Report Summary” field

NOTE: Complete the online Contact Report Form for each call you make (including multiple calls to the same prospect)

2. Send a follow-up email to prospects who made a pledge:

SAMPLE EMAIL TEXT:

Hi (NAME),

Thanks again for taking my call today, it was great to catch up (ADD ANY OTHER DETAILS FROM THE CALL THAT YOU FEEL ARE APPROPRIATE TO REFERENCE). We are grateful for your pledge this year. Just a quick reminder that you can fulfill it a few different ways (outlined below) and gifts need to be received by 9/30/24 to count.

I hope that you have a great fall and thanks again for being there for Agawam!

Best,
(NAME)

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