

FY25 AGAWAM PHONATHON CALLER INSTRUCTIONS

Camp Agawam Phonathon

Agawam's Fiscal Year
October 1 to 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 (FY24 and FY23) but has not made their gift yet this year. We are prioritizing people who made gifts between October 1 and December 31, 2023, since this is around the anniversary of when they gave last fiscal 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 FY25 (fiscal year runs 10/1-9/30);
3. to provide updates on Agawam news (see "Additional Talking Points" document); 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.
 - a. **Your caller sheets will denote the focus you should prioritize: Annual Appeal or Seek the Joy.**
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 four-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 22.75 full tuitions) because of funds raised last year; this helps ensure access to the camp experience for those in need
 - iii. Summer Staff support: Financial support helps Agawam keep its pay rates for seasonal staff competitive, which helps to attract and retain the best counselors.
 - d. Seek the Joy Impact on Agawam:
 - i. Over 140 donors each of the past 3 years to support the summer staff experience
 - ii. Contributions have focused on the areas of: Welcome and Belonging, Sustenance, Experiences, and Team Building & Memory Making
 - iii. Examples of uses can be found at www.givebutter.com/seekthejoy
3. Calling Order (**Pay attention to TIME ZONE!**)

MAKING CONTACT

1. The right method varies. Depending on the person, starting with a text or email might be better than a phone call or vice versa. Trust your gut, but know you're always leading with a "thank you."
2. Bad Contact Info:
 - a. If the phone number or contact information is incorrect, select "Bad Number" from the Outreach Status field on the Phonathon Contact Report Form (www.campagawam.org/phonathon) and note the outdated information 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 renewed participation with a gift to this year's **Annual Appeal** (Agawam Camperships, the Main Idea, and our summer staff) or **Seek the Joy** **[LOOK AT "FOCUS" AT THE TOP OF YOUR CALLER SHEETS]**
 - b. *Engage in conversation and give any updates on camp they might find interesting.*
 - i. See "Additional Talking Points" doc

4. Making the Ask:

a. **FOCUS - SEEK THE JOY:**

i. If the person has previously participated in Seek the Joy campaigns, thank them for their help and let them know that they have helped to establish a new annual fundraising tradition within the Young Alumni community.

1. *We really appreciate you participating in the Seek the Joy campaign in the past. Since COVID, it's evolved into an annual fundraising campaign that raises gifts to support the summer staff experience to keep them unified as a team by supporting initiatives around the following themes:*

- a. *Welcome and Belonging*
- b. *Sustenance*
- c. *Experiences*
- d. *Team Building & Memory Making*

2. *You can see examples of what it supported last year at www.givebutter.com/seekthejoy*

3. *Would you be willing to participate again this year to support the 2025 staff experience?*

b. **FOCUS - ANNUAL APPEAL:**

i. Funds raised through the Annual Appeal 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**.

1. *Would you be willing to support the Annual Appeal this year to help fund the Main Idea and our 7-week Camperships programs? These are scholarship programs that enable financially disadvantaged boys to have an Agawam experience that they otherwise would never get. It's amazing how many boys start in those programs and become full-staff members and great members of the Agawam family.*

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

c. **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!)

1. **If they want their gift to go to Seek the Joy, tell them to put "STJ" or "Seek the Joy" in the notes**

ii. If they want to make a pledge, Agawam will send them a follow-up letter

d. **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

e. **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](#).

5. No Answer:

a. **Leave a message on the first attempt.** Inform prospects of why you're calling and how they can give. They may contact Guide Walton at guide@campagawam.org if they have a specific question.

SAMPLE VOICE MESSAGE:

"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 support and to see if you would like to make a gift again this year to [Seek the Joy to enhance the 2025 staff experience or the Annual Appeal for Agawam Camperships, The Main Idea, and Agawam's summer staff]. There are many ways to donate - online, check, or Venmo – you can find more details at www.campagawam.org/makeagift. 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 Phonathon.

I wanted to reach out to say thanks for your past support and to see if you would like to make a gift again this year.

[SEEK THE JOY FOCUS] *Since COVID, Seek the Joy has evolved into an annual fundraising campaign that raises gifts to support the summer staff experience to keep them unified as a team throughout the summer. You can see what sort of activities were funded for the staff last summer at www.givebutter.com/seekthejoy.*

[ANNUAL APPEAL FOCUS] *Annual Appeal 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

[SEEK THE JOY FOCUS] *If you want to participate in the 2025 Seek the Joy campaign, just add "STJ" or "Seek the Joy" in the notes. Thanks again for your consideration and ongoing support of Agawam!*

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)