

BOARD SCRIPT FOR DONOR OUTREACH

BEFORE YOU GET STARTED:

Know Their History:

Note specifics about their past participation and the qualities they bring to the table. **We will provide you with any background you need on each donor.**

Know Your Ask Amount:

This is probably the toughest part of fundraising. We don't know a person's financial condition. We have to make a best effort guess.

Don't make this difficult. Here's a simple approach: Know how much the donor has given in the past and at what frequency. Use that as your guide. If the donor has been supporting ALYN for three or more years at the same level, they may be ready for a more significant ask. Decide on that ask with a specific amount (not a range).

Have Tools in Place Early On:

Have the office contact information (212-869-8085, friends@alynus.org) and the donation link handy: <https://alynus.org/donate-now>

Phone "Ask"

Since a phone conversation is more personal, your script will adjust based on where the conversation goes and the tone. If possible, hit these basic points:

- Introduce yourself. State you are on the board, want to hear why they support ALYN, and hope they will continue to join you in supporting the hospital.
- Use the donor's first name as much as possible.
- Acknowledge their previous support and convey a "thanks" and let them know how grateful you are for their ongoing support.
- Share a story of impact. Identify a story meaningful to you. Your passion will show through when you tell a story meaningful to you.
- Let the donor see how deeply passionate you are about ALYN. Your passion will be contagious. Be enthusiastic and excited to be there.
- Your goal is to draw the donor in and for them to see themselves as part of the solution, the hero.
- Leave time for questions.
- If the answer is "yes", discuss payment options and/or email that person a link to the website to get started.
- If the answer is "no", thank them for their time and let them know they can change their mind anytime. Set a definitive timeframe to follow up.

SCRIPT: FIRST PHONE CALLS TO DONORS

Hello, this is YOUR NAME, from American Friends of ALYN. Is this DONOR NAME/is DONOR NAME home?

We are making an effort to reach out to all our donors just to check in and say thank you for your past generosity to ALYN (add specifics about their giving history – we will provide that for you. If there is a specific project they donated to, i.e. Wheels of Love, an earmarked gift for equipment/a project, mention that.)

We are so appreciative of everything you have done for ALYN.

I would love to hear how you originally became connected to ALYN. (Follow-up questions could include if they have visited the hospital, what giving to ALYN means to them).

How are you doing during this time? Is everyone well? What are you doing to pass the time at home? Where is your family? How are they doing? Fill in your own questions.

I'm a board member for American Friends and we are in touch regularly with the staff from the NYC office who have been keeping close contact with the hospital in Israel as well as providing the board members with updates.

Thanks to your donations, ALYN Hospital managed through the pandemic by finding innovative solutions like remote therapies and managed to keep all patients and staff safe. We have been able to reopen programs and our education program without any cases of COVID-19. At this point, most of the staff has even been vaccinated!

Have you been getting the monthly newsletter? It's a great way to see how well ALYN is doing, even during the course of the pandemic.

If **yes** – do you have any questions?

If **no** – I will send you the link to the most recent newsletter and I encourage you to look at past months as well. Can you confirm your email address?

If they ask questions that you cannot answer:

Thank you for expressing interest/asking about... I want to make sure you receive an accurate answer and can have Maayan or Deborah reach out or I can circle back.

If they ask how the hospital did during the pandemic, use any of the following:

- Of course, it was a tough year for the hospital – early in the pandemic, they had to shut down a lot of programs, they did some structural work to separate the ventilated children from the rest of the hospital, they invested in extra respirators and protective gear and had a shortage of staff as individuals had to go into quarantine.
- Now that Israel is doing so well with the vaccination programs, most of the staff has been fully vaccinated, programs have restarted, and the hospital is busy with children coming in for their various rehabilitation services.
- Even with the pandemic, ALYN served close to 3,000 children in 2020!

- The staff found some amazing ways to adapt quickly to the circumstances – such as using remote therapies so that the children who needed rehabilitation could continue their progress. We conducted hospital- and community-based research in pediatric medicine and rehabilitation and held remote trainings for our staff and professionals all over the world.
- The ALYNnovation portfolio continues to grow and PELE developed more than 200 solutions for the day-to-day challenges of children with disabilities. ([Let us know if you are unfamiliar with these programs](#)).

[If they don't ask about the pandemic:](#)

I hope you received the cookbook we sent you as a thank you for everything you have done for ALYN! [If they haven't, confirm their email address and you or we can resend it:](#)
<https://quickflipbook.com/flip/cook-book/whats-for-dinner-tonight>

[Other conversation points:](#)

Did you see the email/attend our Cocktails, Coffee & Conversation event on Zoom about Microsoft's development of the adaptive game controller?

[If yes:](#) What did you think? I thought it was fascinating and so great to see the partnership between Microsoft and ALYN Hospital. We hope they will have more exciting products that the children at ALYN can help them test and then enjoy.

[If no:](#) It was fascinating. We had someone from Microsoft who has worked on developing a game controller adapted for people with disabilities. A number of these controllers were then gifted to the children of ALYN during the pandemic. We have a video recording of it and I encourage you to watch. [Either you can email or it, or we can:](#) <https://youtu.be/MrNGUk9ABXE>

[If they have no other questions/comments:](#)

Thank you so much for your time and, again, for your commitment to the children of ALYN Hospital. I look forward to speaking with you again soon.

[If you only get voicemail – leave a message:](#)

This is YOUR NAME from the board of American Friends of ALYN. We are calling our most cherished donors to check in and see how you're doing during this difficult time. We would love to hear from you. Please check in and let us know and we'd be happy to answer any questions you have about what is happening at ALYN. Here is my cellphone number: XXXXXX
Hope to hear from you. Stay safe and healthy!

SAMPLE FOLLOW-UP SCRIPT

Hi, [DONOR NAME](#), I'm [YOUR NAME](#), calling on behalf of American Friends of ALYN Hospital. We spoke back in [DATE](#).

I wanted to check in again. Do you have time for a quick talk?

As before, I want to give you a huge thank you for your history of giving with us.

I'm calling you today because moving forward into 2021 we need to make up for some of the losses of 2020. Annually, we have to make up for the difference between government healthcare reimbursement and what ALYN considers best-in-class treatment ([if they ask, the shortfall for 2021 is predicted to be over \\$6M](#)). We want to keep the momentum we have created and make sure ALYN remains a leader in pediatric rehabilitation.

[The Ask \(which will depend on the donor\):](#)

Would you consider increasing your gift this year to \$X? [OR](#)

Can we count on you to donate the same \$X that you donated last year/in previous years?

[If yes:](#)

Great! Discuss options – check, DAF or credit card. [Offer to either walk them through the transaction on the donate page \(link above\) or offer to email it to them.](#) If they want to pay then and there, and you are comfortable, take the credit card information and pass it along to the office, or one of us can follow up immediately.

[If no:](#)

Thank you for your time, and I hope you will reconsider at a future date. How about I follow up in ... ([timeframe will depend on the reason they said no](#)).