



WHAT SHOULD I SAY?

LETTER TIPS AND PHONE SCRIPT

Feel free to ask a UCO staff or mentor to look over your letter and give you feedback.

It is okay for the main body of the letter and the giving information to be the same for each letter, but the opening and closing paragraphs should be personalized for each person.

A week later, follow up with a phone call to make sure that they received your letter and to get an answer about whether they would like to give or not. People who receive both a letter and phone call are more likely to donate.

LETTER TIPS AND EXAMPLE

Opening Paragraph

The point here is to give context. Introduce yourself and greet them in an appropriate way. If this is someone you know well, ask them about how a specific part of their life is going. Make sure to tell them about what's been going on in your life recently.

If this is to someone you don't know very well then let them know how you know each other. If you're writing to your pastor, tell them you're a member of their church. If you're writing to a friend of your parents, tell them you're the son or daughter of your parents. Detail your connection as is fitting – how long you've been a part of the church, different ways you've participated, perhaps with youth group or mission trips, especially if you have served in some way. Also let them know where you're at and what you're doing (*I'm finishing my second year studying engineering at the University of America, etc.*)

Explain a bit about UCO

"I got involved in UCO (how, when) and this is what UCO is and does..." You can mention specific UCO events or programs here - Campus Mission Academy, a Fan Into Flame Retreat, a Formation Retreat, small group, men's or women's outreach, etc. Or you can highlight an aspect of UCO that's been particularly important to you (e.g. *the Christian community I experience in UCO has provided the day-in and day-out support I needed to be successful in living as a Christian in college, etc.*)

Explain the need

Talk about Campus Mission Academy as an opportunity to be trained to share the gospel on your specific campus. Indicate the total amount you would like to raise and ask them for a specific amount of that. (Note: most people would not consider \$50 a big ask. This should be your minimum ask). Make sure to indicate and be clear about how you would like them to donate. We would encourage you to preference giving by check to you personally, and then submitting your fee as a lump sum. If your donor would like a tax receipt, please talk to your staff member and they will help you from there.

Closing Paragraph

Tell them that you appreciate them taking time to read this letter. Close by saying that you'll contact them in about a week to follow-up.



PHONE SCRIPT

Below is a basic phone script you can use to follow up after you've sent your letters. You'll want to make adjustments and add to it as needed based on the relationship you have with the person you are calling.

Initial Greeting

Hi ___(THEIR NAME)____. This is ___(YOUR NAME)____. How are you today?

I won't be long, but am I catching you at a good time?

Great! Well, I was calling to follow up on the letter I sent you last week about an opportunity I have this summer to receive mission training with University Christian Outreach. Have you had a chance to read my letter yet?

Making the Ask

They respond – “NO”

Ok, not a problem. Well, as you might know I am going into my (YEAR IN SCHOOL) year at (YOUR SCHOOL NAME), and during my time at (YOUR SCHOOL NAME) I have been significantly involved with a Christian group called University Christian Outreach.

Through my involvement, I have been able to take on more leadership with the ministry, and this coming year I have been asked to be a student missionary, which means I will play a significant role in peer leadership. I'm going to receiving ongoing training with UCO throughout the year, but the most exciting part of this training is that in August I am joining 100 other students from around the country to attend a week-long conference called Campus Mission Academy.

The cost of the conference is \$500, so this summer I am reaching out to family and friends to ask if they would be willing to support me with a gift of \$50 or \$100 dollars so that I can receive this training and become a missionary on my campus. Is this something you would be willing to do?

They respond – “YES”

Great! Did you have any questions about my letter?

Thank you so much for taking the time to read it. Are you interested in making a gift of to help me reach my \$575 goal?

Closing

They respond – “YES”

Wonderful! Thank you so much. I really appreciate your generosity! Do you know already how much you are planning to give?

Great, thank you! Would you be willing to send in your gift in the next few days so I can count it towards my goal? The deadline for donations is June 7th, but it would be helpful to have it in as soon as possible. You send a check to me directly. The instructions are in my letter but I can give them again to you now as well if that would be helpful.
(ADDITIONAL INSTRUCTIONS AS NEEDED).

They respond – “NO”

Not a problem. Thank you for considering it! I understand that not everyone I ask will be able to contribute financially. If you're willing though, could I ask you to pray for our conference? It will be the week of Aug 8-15.

Thank you again for your time! I was great to talk to you. I hope the rest of your day goes well!