



Ontario Farmland Trust

Donor Appreciation Calls

Telephone Script

By Julia Vachon

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Initial Thank You:

"Hi _____, my name is _____ and I am working with Ontario Farmland Trust. (You could mention that you are NOT calling to ask you for money). I'm just calling to thank you for supporting Ontario Farmland Trust. I wanted to tell you personally how much we appreciate it."

One of these things is likely to happen next...

1. The donor will be silent, think it is a sales call, be caught off guard, or openly confused about what to do or say.
2. The donor will say something in response but may not seem particularly enthused or seem interested in chatting.
3. The donor will say something wonderful about your organization or about how much they appreciate the call.

If its option #1 or #2, simply say -- *"Well, I don't want to take up any more of your time. Thanks again for your support, and have a wonderful day/evening/weekend"*. Then move on to make your next call.

If its option #3 and the supporter is particularly engaged or enthusiastic, you can have a short conversation about their connection to the organization, why they give, etc. But gauge their interest level and don't overstay your welcome.

Continued Conversation:

For that donor who seems chatty, you can say -- *"I don't want to take up much of your time but can you tell me how you came to be involved/interested with Ontario Farmland Trust?"* (Keep this part fairly short).

Possible Questions: (adapt to interest of donor)

- Why does protection of farmland matter to you?
- What interests you most about our organization?

- Do you buy farm produce from local sources?
- Did you grow up on farm or in a rural area?

Conversation Closing: (be sincere and thankful)

Explain to the donor how their donation has helped the organization in the past year. Keep it short, and only go into detail if they ask you specific questions.

*“You have helped us work towards the protection of five farms this year. One is the **Morrison Farm** – a farm on the southern edge of Collingwood.”*

Additional Details:

- 175 acres with some of the best soils in Ontario
- Forests, a river, and open fields
- Protecting species: (wood thrush, eastern wood-pewee, bobolink and snapping turtle)

*“Another is **the Robson Farm** – a farm within Oxford County.”*

Additional Details:

- 85 acres
- The farm produces various crops (hay, soybean, corn)
- Provincially significant wetland on site, that we are working with the landowner to expand. We are also creating connecting wildlife corridors to nearby natural areas

“Thank you again for supporting Ontario Farmland Trust; we really appreciate it”

De-Brief:

Note any interesting comments that could be recorded for future reference.

Check names off the list when the call is completed and advise OFT office.