# Getting the Meeting:

Each donor deserves individual attention! We encourage you to avoid copying and pasting the same message from one prospect to another. People can tell when they’re being mass texted or emailed.

If your assigned donor isn’t returning your text, then try picking up the phone or sending an email. Each person prefers to be contacted in a different way. If they aren’t responding, reach out to our Philanthropy team professionals; they are here to help!

**Sample language for GETTING the meeting…**

## …Via Text

For authenticity, a text message invitation should include a few exchanges, rather than one long text message to the recipient. Wait for the recipient’s response before texting them another exchange.

Ambassador: Hi, \_\_\_\_\_\_ (prospect’s name)! If they don’t know you yet, make sure to identify yourself in this initial text. It was great (seeing you/running into you/attending the event you chaired, etc.) at\_\_\_\_\_\_\_\_, and I was hoping we could meet soon to discuss your gift to Federation’s 2023 Community Campaign. (wait for reply)

Ambassador: Let’s meet for coffee or lunch! How does your calendar look on \_\_\_\_\_ (proposed date/time)? (wait for reply)

Ambassador: Sounds great! I look forward to our meeting. Enjoy the rest of your day.

TIP: Texting is the most informal form of communication, so if you are comfortable using emojis and images, that is a good way to break the ice.

## …Via Phone

Ambassador: Hi, \_\_\_\_\_\_\_\_ (prospect’s name)! I enjoyed \_\_\_\_\_ (seeing you/running into you/attending the event you chaired, etc.)

We’ve just launched Jewish Federation’s 2023 Community Campaign, and I wanted to know if you had time this week to discuss your gift and what community priorities are important to you and how you can address them. Are you available for coffee or lunch on \_\_\_\_\_ (proposed date/time)?

TIP: Your body language can be interpreted through your vocal patterns, so remember to smile and stand up while talking on the phone

## …Via Email

Ambassador: Hi, \_\_\_\_\_\_\_\_\_\_\_\_\_ (prospect’s name),

This is \_\_\_\_\_\_\_\_\_\_\_\_ (your name). I’d like to grab coffee or lunch with you to learn more about what you’re passionate about in our Jewish community and to discuss your commitment to Jewish Federation this year.

Do you have time to meet at \_\_\_\_\_\_\_\_ (location) on \_\_\_\_\_ (proposed date/time of meeting)?