

# Instructions for Letter and Phone Call – Love NYC

## 1. Mail out 20-40 letters

- a. Every letter is typed and addressed to each individual.
- b. Every letter has a person hand-written signature and nice PS note at the bottom, “Hey Joe! Hope you and the family are well, look forward to talking with you soon!”

## 2. Wait 1 week.

## 3. Call them – If they don’t pick up...

- a. Don’t leave a message after first call.
- b. Call following night... leave a message this time...
  - i. “Hey John, hope you are doing well! I’m calling as a follow up to the letter I mailed you last week, hope you had a chance to read it. I would love to share a little bit more and answer any questions you have, so when you have a minute give me a call back! My number is.....”

## 4. When they pick up...

- a. “Hey John, this is Doug from church, how are you?”
  - i. “Thanks for taking my call, I am following up from the letter I mailed you last week about this ministry opportunity I have in New York City. ***DID YOU HAVE A CHANCE TO READ IT?***”
  - ii. “Well I’m super excited about the amazing things I have been experiencing here with Trinity Works and being equipped to share the Gospel with the people in my life God has surrounded me with, and have an opportunity with this training to go to NYC as a ‘capstone’ event and do outreach for 7 days.
  - iii. “I’m raising a financial partner team to go...”
  - iv. ***“JOHN, WOULD YOU GUYS FINANCIALLY PARTNER WITH ME FOR THIS EVENT?”***

## 5. When they say Yes:

- a. “John that’s great! Have you guys talked about how much?”
- b. “Make the check out to Trinity Works and you will receive a tax-deductible receipt. Mail the check to my home address and I will bring it to our Saturday training.
- c. “THANK YOU! When the trip is completed I will follow up with you about the experience and the lives that were touched.”

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## 6. If they say No:

- a. “John, I really appreciate you taking my call and reading my letter. If something changes let me know! Would you like me to send you an update of the trip via email or letter when I return?”

### **Some things to remember:**

- People are evaluating their financial stewardship when you call: Don’t take it personally when they don’t pick up right away, don’t respond with excitement the way YOU THINK they ought to, or say ‘no’ or don’t return your call. This is between them and the Lord, it’s OUR RESPONSIBILITY to give them the opportunity.
- Finally: For this ‘fundraise,’ I would only focus on believers. Trust me on this one. ☺