# Text Script

Hi **[NAME]**! This is **[YOUR NAME]** from Denver JDS. Today is our 24-Hour Campaign for tuition assistance to support families who would not otherwise be able to attend DJDS. Can you give **[$AMOUNT]** and join me in supporting Denver JDS? Here's the link to make it easy: https://denverjds.amploadvance.com/campaigns/alumni-families - Thank you!

# Call Script

Hi, it's [YOUR NAME]! Is this a good time to talk?

[IF THEY SAY NO:] Ask if/when you can call back.

[IF THEY SAY YES:] I just wanted to let you know about DJDS's 24-Hour campaign to raise money for tuition assistance. Because we have some incredible match donors, if you give, your donation will go four times as far! (Example: $50 becomes $200. $100 becomes $400. $180 becomes $720.)
[PUT YOUR OWN SPIN ON IT -- see Peer to Peer Fundraising Tips re: "Explaining the 'Why'"]

[IF THEY AGREE TO GIVE] Thank you so much! I can send you a link to give online. Is that okay?
- Note: If someone wants to give you payment directly, let them! (Credit card over the phone, or a pledge that they plan to mail a check, for example.) Take the information and pass it along to Development Staff. We will process the donation and add the info to the online campaign page. Just please make sure to ask them how they would like to be listed on the campaign page, or if they wish to remain anonymous.

[WRAP UP THE CALL AFTER THE ASK. Even if they said 'no' be understanding and gracious, and thank them for listening.

[AFTER THE CALL, regardless of whether you made an ask on the phone]: Send them an email/text with a link to the campaign, unless they specifically said they didn't want to get a link.
- Note: If they agreed to give, thank them (again) when you send the email/link. If they haven't agreed yet, let them know how much you'd appreciate it if they gave!

**Link to give people:**
**https://denverjds.amploadvance.com/campaigns/alumni-families (for alumni families)**
**www.denverjds.org/24hour (for general donors)**

# Email Script

Hi **[RECIPIENT'S NAME]**,

I hope you're doing well. **[Add any personal notes or greetings here, but keep it brief.]**

As you may know, I care deeply about my alma mater, Denver JDS **[Make it personal -- It's such an amazing school and community to have been educated in!]** I'm helping the school with its 24 Hour Campaign for tuition assistance! It's so important for so many families right now--and that's why all donations will be quadrupled! $18 becomes $72, $36 becomes $144!

We need your help to raise a total of $200,000 by 3:00pm tomorrow.

**[If you gave a gift yourself:]** I've already given **[YOUR GIFT AMOUNT]**. Please join me!

You can make a donation online at: https://denverjds.amploadvance.com/campaigns/alumni-families

No donation is too small or too large! Please give what is meaningful to you!

Thank you!
**[YOUR NAME]**

# Facebook Chat Script

## For All
- Refer to your email script.
- Break it up into a **bunch of small messages**, so recipients receive several notifications instead of one notification.

**Message 1:** Hi **[RECIPIENT'S NAME]**!

**Message 2:** I hope you're doing well. **[Add any personal notes or greetings here, but keep it brief.]**

**Message 3:** As you may know, I'm an **[alumnus/alumna]** of Denver Jewish Day School, and I care deeply about my school.

**Message 4:** Today I'm helping the school with its 24 Hour Campaign for tuition assistance! It's so important for so many families right now--and that's why all donations will be quadrupled! $18 becomes $72, $36 becomes $144!

**Message 5:** We need your help to raise a total of $200,000 by 3:00pm tomorrow. I've already given **[YOUR GIFT AMOUNT]**. Please join me! Donate at: https://denverjds.amploadvance.com/campaigns/alumni-families

**Note:** If they give, ask them to post on FB and see if they will send it out to their friends also.