

**NEW YORK CITY BALLET
2020 ANNUAL FUND CAMPAIGN
NYCB RELIEF FUND SCRIPT**

INTRODUCTION

Hello, may I please speak with Mr./Ms. ____? Hi, I'm calling on behalf of New York City Ballet. My name is _____ with SD&A Teleservices and I promise to keep it brief. This is a difficult time for everyone, so I really appreciate you taking my call.

For Renewal Leads / One Year Lapsed Donors: First and foremost, I hope you are keeping yourself safe and healthy. I also want to let you know how much we appreciate your support as a donor. Your generosity means so much to New York City Ballet, and we can never thank you enough!

For Remaining Lapsed Leads: First and foremost, I hope you are keeping yourself safe and healthy. I also want to thank you for your past support as a donor. Your generosity played an important part in bringing the artistry of New York City Ballet to the world, and we will always be grateful for that. Thank you!

For Acquisition Leads: First and foremost, I hope you are keeping yourself safe and healthy. I also want to thank you for your interest in New York City Ballet. Your support as a _____ [ticket buyer/subscriber] means a lot to us.

PRESENTATION and FIRST ASK

I'm calling about the hundreds of New York City Ballet dancers, musicians and staff whose work and livelihoods have been impacted by the cancellation of our spring season at Lincoln Center. Despite the complete loss of ticket sales, New York City Ballet made a commitment to continue paying its artists and staff through the end of the spring season, which has led to a budget shortfall of approximately \$8 million through June 30th alone. To help meet the Company's immediate needs, and to continue supporting our artists and staff, NYCB has established a special Relief Fund to raise critical funding for the Company as we struggle to overcome these serious financial challenges.

To support our efforts, two generous NYCB Board Members have promised to match all donations to the Relief Fund, dollar-for-dollar, up to \$250,000, now through June 30th. Will you please join us in supporting the NYCB Relief Fund by making a tax-deductible gift of **[\$first ask]** today?

NEGOTIATION/SECOND ASK

I can understand that. That amount was just a suggestion. ANY gift you are able to make today will help the Company get through this challenging period.

Your generosity is especially important right now as New York City Ballet moves through this global health crisis while continuing to support the entire company during the spring season and beyond. The NYCB Relief Fund is a financial lifeline that will help to provide salaries for 100 dancers, 62 musicians and over 200 administrative and theater staff during this time of economic hardship. Your gift to the Relief Fund will also provide critical funding

to ensure that our Company is stronger than ever when we make our future return to the stage, making it possible for us to continue our legacy as one of the world's leading dance companies.

May we count on you today? Perhaps a donation at the ___ level is a better fit for you. Your donation will be matched, dollar-for-dollar, thanks to the matching gift challenge from two NYCB Board Members. Does a gift of **[\$[second ask]** work better for you?

FINAL ASK

I can understand that, Mr./Ms._____. Not everyone is able to make a gift at that level, but we're hoping you'll give whatever you can today to help sustain NYCB and the art form we love. We want to make sure that our dancers, musicians, administrative and theater staff get the support they need to weather this storm—and to ensure that NYCB is ready to return to the stage when this global health crisis is over. During times of uncertainty, it's important to rally behind the cultural treasures that matter to us and to help out in any way we can, no matter how much we're able to give. Remember, any amount you give today will be matched, dollar-for-dollar, doubling the impact of your donation on the Company and our artists and staff. Can we count on you for a gift of **[\$[final ask]** today?

CORPORATE MATCHING GIFT

Thank you so much for your generous gift of \$_____! We really appreciate your support. Many companies will match a gift made by an employee or their spouse, which can double the size of your gift. Does the company you work for have a matching gift program?

IF “YES”: Excellent. Please be sure to notify your company's Matching Gift Coordinator about the contribution you've just made to New York City Ballet.

IF “NO”: That's quite all right. *Your* gift is what matters most!

IF “I'M NOT SURE”: Ask your human resources department at work, they will know. It is perfectly okay to send the matching gift form separate from your gift at a later date.

CONFIRMATION

Thanks again, Mr./Ms._____. Your gift of \$_____ will go a long way in helping to support New York City Ballet's dancers, musicians and staff, and the future of our Company. Okay, I have all of your information right here in front of me. I have your mailing address listed as _____ and your email address listed as _____. Is this correct? (*Confirm addresses and make changes directly into the computer if necessary.*)

If no email address is listed on the record: May I add your email address to complete your account record? This is a great way for us to keep you updated on everything that's happening at New York City Ballet.

If the donor still does not want to give their email address: Like most organizations, we see ways to reduce costs by communicating with our members by email. By giving us your email address, you'll be helping us to save money. NYCB does not trade or sell email addresses.

Which card would you like to use for your gift today? For your convenience, New York City Ballet accepts MasterCard, Visa, and American Express. ***If necessary:*** We prefer this type of payment because it helps to cut down on mailing and processing costs. Most importantly, it puts your gift to work for New York City Ballet immediately. Which card would you like to use?

IF “YES”: Terrific. Do you have your card handy? (*Take card information. ***Remember to check the credit card expiration date. It cannot be later than the last scheduled payment for split payment gifts.*)

IF DONOR STILL RESISTS CREDIT CARD: No problem, Mr./Ms. _____, I'll send your gift acknowledgement and return envelope in the mail. New York City Ballet would really like to put your contribution to work right away, so we would be very grateful if you could send in your gift within 10 days of receiving the acknowledgement.

ASK EVERYONE FOR REFERRALS

Okay, Mr./Ms. _____, we're just about finished here. Before I let you go, there's one last thing you can do to help us. Who do you know – a friend, a relative, someone from work – who might also be interested in learning how to help New York City Ballet during this challenging time?

GIVE THEM TIME TO FLIP THROUGH THEIR MENTAL ROLODEX!

I'd be happy to wait while you find their phone numbers.

FEDERAL DISCLOSURE

And finally, the Federal Government requires that I provide you with New York City Ballet's administrative address. The address is 20 Lincoln Center Plaza, New York, NY 10023.

(If they ask why you're giving them this information: This law is designed to protect donors like you from fraudulent telemarketers.)

THANK YOU

On behalf of New York City Ballet, I would like to thank you once again, Mr./Ms. _____ for your generous gift of \$_____. Thank you for your time this evening. It has been a pleasure speaking with you. Have a good night!