



for every child

**2019 Sustainer Invite Campaign
UNICs109**

GOALS:

Sustainer Pledge Rate:
Sustainer Average Gift:

1x Gift Pledge Rate:
1x Gift Credit Card rate:
1x Average gift:

CONTACT INFO:

UNICEF USA
125 Maiden Lane
New York, NY 10038
Phone: 1-800-FOR-KIDS (1-800-367-5437)
On the Web: www.unicefusa.org

NOTES:

During this campaign, you will be calling current UNICEF USA members and inviting each of them to further their support for the organization's work by joining the *Guardian Circle*, UNICEF's monthly giving program. Recurring monthly gifts from *Guardian Circle* members provide the greatest impact on the organization's work because the fundraising costs for monthly giving are significantly lower, allowing a greater proportion of their gifts to directly benefit children.

Guardian Circle members receive a monthly communication from UNICEF that highlights how their support is being used. In addition, they receive quarterly editions of UNICEF's monthly newsletter, *The Power of U*, that highlights the lifesaving and life-changing interventions that their monthly gifts are helping to provide to vulnerable children all over the world.

ABOUT UNICEF USA:

Saving Lives, Building Futures. UNICEF USA supports UNICEF's work, and other efforts to save and protect the world's most vulnerable children, through fundraising, advocacy and education in the United States. UNICEF USA works with governments, civic leaders, celebrities, corporations, campus groups, churches, teachers and everyday people like you and me—anyone willing to help the organization advocate for the survival and well-being of every child.



UNICEF's community of likeminded people are determined to make saving and protecting the lives of children a priority in their lives. Membership support allows UNICEF to be fully engaged in life-changing work in over 190 countries and territories around the world.

UNICEF USA is rated one of the best charities to donate to: 89% of every dollar spent goes directly to help children.

Emergency Relief:

Millions of children under siege in Syria. The threat of starvation in Yemen. Escalating violence in Sudan. An earthquake and deadly tsunami in Indonesia. UNICEF is perhaps the only international relief organization that has the resources and global reach to send emergency supplies anywhere around the world at a moment's notice. Whenever an emergency affects children, UNICEF can mobilize response teams within 48-72 hours and then remain on the scene to ensure that children and families have the resources to rebuild their lives. UNICEF helps to keep children healthy and safe during nearly 300 emergencies a year.

Nutritional Support:

Proper nutrition is a child's first line of defense against disease and illness and is critical in a child's first 1,000 days of life. Malnutrition and lack of vital nutrients is one of the leading causes of death in children under 5, unnecessarily killing some 3 million children each year and stunting the physical and mental growth of countless others. In the Central African Republic, for example, UNICEF is providing Ready-to-Use Therapeutic Food (RUTF), medicine, equipment and training to treat tens of thousands of children with severe acute malnutrition and working with partners to reach hundreds of thousands of families who are food insecure.

Lifesaving Immunizations:

As the largest procurer of vaccinations in the world, UNICEF has helped drive the price of immunizations down to an all-time low, making them one of their most cost-efficient interventions. But even though they are low-cost, they are not no-cost. UNICEF's global campaign to eradicate polio is coming ever-closer to its final realization, with coverage rates reaching all-time highs. Since 1988, polio cases have been reduced by over 99%, with only 29 reported cases worldwide in 2018. A constant source of reliable funding from members helps to underwrite these global child protection efforts.

Helping Innocent Children on the Move:

Whether they are fleeing poverty in South Sudan or Central America, the Rohingya crisis in Myanmar or the wards in Syria, Yemen and Iraq, millions of families with young girls and boys around the world are being forced to make difficult and dangerous journeys. Today, 65 million people are on the move, including tens of millions of children. These children and their families have been driven from their homes by violence, natural disasters, famines or extreme poverty. Many have left behind schools, friends and family members. Some are traveling alone, putting them at increased risk of falling prey to traffickers. UNICEF is responding to this crisis across four continents, delivering lifesaving supplies to children and families.



SECTION ONE: INTRODUCTION

Introduction

Hello, may I please speak with Mr./Ms. _____ **[first and last name]**? Hi, I'm calling on behalf of UNICEF USA and I promise to keep it brief. My name is _____ **[first & last name]** with SD&A Teleservices, a professional fundraiser, and this call is being recorded for quality.

Thank you so much for your support as a member! Your generosity and willingness to help others plays an important role in our work to save and protect the world's most vulnerable children, and we can never thank you enough!

Presentation and First Ask

I'm calling because UNICEF is committed to doing even more to help children around the world who are suffering from malnutrition, violence, natural disasters and extreme poverty—and that's why we're inviting you and all of our dedicated members to join UNICEF's *Guardian Circle*, an efficient and convenient way to help UNICEF move faster, reach farther and protect even more young lives.

By making small, automatic gifts each month on a credit or debit card or directly from a bank account, *Guardian Circle* members provide UNICEF with a steady stream of reliable support throughout the year, which reduces fundraising expenses and allows a greater proportion of your gifts to directly benefit children.

Our goal is to enroll 10 new *Guardians* today. May we count on you to be one of them with a monthly, tax-deductible gift of **[\$first sustainer ask]**?

GO TO CLOSE (Section 4) OR SECOND ASK

If they have questions about how monthly giving works: As a *Guardian Circle* member, you remain completely in control of your membership. You decide the amount that's right for you on a monthly basis, and you decide how you would like to have your gift automatically processed. We can set up a monthly charge to your selected credit or debit card or make an electronic transfer from your preferred checking account. There are no checks to write every month, no need to find a stamp or an envelope, and no need to mail in a payment. If you wish to decrease, increase or suspend your monthly gift, you can do so at any time. UNICEF USA has a dedicated Monthly Giving Team that can make any changes you wish, by phone at (212) 922-2626 or by email at monthlygiving@unicefusa.org.

SECTION TWO: NEGOTIATION

Second Ask

I can understand that. We're asking you to join the *Guardian Circle* because we know you have a heart for children. ANY amount you can give each month will certainly make a difference.

Every day, UNICEF representatives work to save children's lives in more than 190 countries and territories. They work in some of the world's most dangerous places—Syria, Yemen, South Sudan and other conflict zones—risking their lives to provide suffering, malnourished children with Ready-To-Use Therapeutic Food (RUTF), clean drinking water, medical care and lifesaving immunizations against preventable diseases such as polio. (*Choose the appropriate bullet point below according to the dollar amount of your second ask*).

- For just \$10 per month, you can provide 25 pouches of Ready-To-Use Therapeutic Food each month to help children recover from severe acute malnutrition.
- A gift of \$15 per month can provide 3,100 water purification tablets that can keep waterborne illnesses from spreading during emergencies.
- A generous gift of \$25 per month can provide 16 cholera testing kits (a total of 320 individual tests) to help communities prevent an outbreak of this disease.

As a nonprofit organization, UNICEF relies on monthly donations from caring people like you to help us respond at a moment's notice whenever children are in crisis. Joining the *Guardian Circle* is a simple and powerful way to make saving children's lives a part of your daily life. Does a smaller monthly gift of **[\$second sustainer ask]** work better for you?

GO TO CLOSE (Section 4) OR FINAL ASK**Final Ask**

We understand that monthly giving is not for everyone, but there is another way you can help. UNICEF is committed to reducing the number of children who die every day from preventable causes. Will you please join us in our efforts by making a one-time, tax-deductible gift of **[\$final ask]**? Does that work better for you?

GO TO CLOSE (Section 4) OR MANDATORY REFUSAL LANGUAGE BELOW**Mandatory Friendly Refusal Language**

No problem, Mr./Ms. _____. I appreciate you taking the time to speak with me. Before I let you go, UNICEF USA would like to thank you again for your support as a member. If you have any questions, or if you decide to join the *Guardian Circle* at a later date, please don't hesitate to contact us. Thank you so much. Have a nice day/evening!

NOTE: Treat the Mandatory Friendly Refusal Language as a 4th Ask. Once the prospect gives you a third "no", roll right into it. When at all possible, fit this in before the end of the call. UNICEF USA expects an additional cultivation value from refusals whenever possible. Thanking prospects in a friendly manner increases the chance that they will give in the future. This is very important.



SECTION THREE: RESPONSES TO OBJECTIONS

- **PERSON OBJECTS TO USING CREDIT CARD AND WANTS TO SEND A CHECK**

We're asking members to place their contributions on a credit card because this type of payment can be processed much more efficiently and it also requires fewer administrative resources – meaning that more of your gift will go directly toward our efforts to help children in need.

- **I CAN'T AFFORD TO GIVE**

I can understand that, Mr./Ms._____. Many people feel that if they can't give a large amount, they shouldn't give at all. But please know that your participation is very important to us, no matter what size the contribution. If you could participate at a level that is most comfortable for you, we would be most appreciative. How does a basic gift of \$_____/month sound?

- **I GIVE TO OTHER ORGANIZATIONS / CHARITIES**

That's wonderful. Most of our donors also give to other worthy organizations. I'm sure you'll agree that every child deserves access to nutritious food, clean water and medical care. It takes significant resources to carry on with our mission, and that's why we're asking for your support today. Your gift will provide emergency relief, nutritional support and lifesaving immunizations to children in dire need. Will you reconsider with a gift of \$_____/month this evening?

- **INSTANT "NO" OR "I'M NOT INTERESTED"**

[Ask if this is a bad time to call. If they say, "No, I am just not interested," then mark the record as a refusal. If they say, "No, I am just busy/eating dinner/running out the door/etc.," then set up a callback.]

- **"MAYBE"**

That's great, Mr./Ms._____. I'm happy to hear that. Just so we can get an idea if we're meeting our projections, we prefer to put down a pledge amount. Is there an amount that you're thinking about that I can put down for our records?

- **CAN'T AFFORD**

I certainly understand that you have to keep an eye on your expenses, Mr./Ms._____. Your participation is very important to us, no matter what size the contribution. Becoming a monthly donor is the most convenient way to support UNICEF USA because it provides a way for you to split your gift into small monthly payments to better budget your support. It's that simple! If you could participate at a level that is comfortable for you, we would be so appreciative. How does a monthly gift at the \$_____ level sound?

- **WON'T GIVE SPECIFIC AMOUNT / WANTS TO THINK ABOUT IT**

1. Mr./Ms. _____, is there some specific information you're looking for that I can clear up for you over the phone? I'd be happy to do so if that's possible.
2. Mr./Ms. _____, if it's just a bad time for you to talk, I'd be more than happy to call you back when it's more convenient.

- **I NEED TO SPEAK WITH MY SPOUSE. CAN YOU CALL BACK?**

I do understand. If I may ask, does your spouse also have an interest in the work of UNICEF USA? (*hopefully yes*). Well, Mr./Ms. _____ we are fully committed to saving and protecting the world's most vulnerable children and monthly support is critical to our efforts. Why don't we start you off at the minimum of \$_____ per month and you can always speak with your wife/husband about possibly doing more at a later date. How does that sound? (*Once the presentation has begun, OFFERING TO CALLBACK IS NOT PERMITTED!*)



SECTION FOUR: CONFIRMATION AND CLOSE

Credit Card/EFT Close

That's wonderful, Mr./Ms. _____! Thank you so much! Your monthly/one-time gift of \$_____ means a lot to UNICEF USA.

May I confirm the information I have in front of me? I have your residential address listed as _____ and your email address listed as _____. Is this correct? **(Confirm addresses and make changes directly on screen if necessary.)**

If no email address is listed on the record: Do you have an email address you'd be willing to share with us so we can keep you updated on how your donation is being used? UNICEF USA does not sell email addresses to other organizations. And if you change your mind, you can always unsubscribe. May we add your email address to your record?

Okay, Mr./Ms._____, we're ready to process your monthly/one-time gift of \$_____. Would you like to setup automatic payments from your bank account or use a Visa, MasterCard, American Express or Discover card?

Resists Credit Card

For Monthly Givers: I understand your concern, Mr./Ms._____, but you can rest assured that monthly giving with UNICEF USA is completely safe and secure. The monthly giving program is built on convenience and efficiency, and that's why UNICEF USA is asking members to place their monthly gifts on a credit card, or to use a bank transfer. One of the benefits of automatic giving is that it cuts down on the expense of paper and postage, and it also minimizes administrative processing costs—and that means more of your monthly gift will be used where it's needed most. Considering this, may we go ahead and set up your monthly gift on your credit card or with an automatic bank transfer?

For One-Time Gifts: I understand, Mr./Ms._____. UNICEF USA prefers this type of payment because it eliminates the cost of paperwork, postage and processing, which means more of your contribution can be used where it counts the most. It also ensures that your contribution can go to work for UNICEF USA right away. Considering this, would you please make an exception for us this evening and place your one-time gift on a credit or debit card?

- **IF PROSPECT STILL OBJECTS:** That's no problem, Mr./Ms._____. I'll mail you a pledge form and return envelope for your \$_____ contribution. We'd like to put your gift to good use right away, so we're asking members to send in their gifts within a week of receiving the pledge form. Can we count on you to send it right back?

Federal Disclosure and Sign-Off

Before we hang up, the Federal government requires that I provide you with UNICEF USA's administrative address. The address is: **125 Maiden Lane | New York, NY 10038**. I also need to let you know that I'm a paid, professional fundraiser with SD&A Teleservices, Inc.

- **For Virginia Residents:** I am also required to let you know that a financial statement for the last fiscal year is available from the State Office of Consumer Affairs.

On behalf of UNICEF USA, I'd like to thank you again, Mr./Ms. _____, for:

- joining the *Guardian Circle* monthly giving program with a generous monthly gift of \$_____.
- your generous one-time gift of \$_____.

Thank you for taking the time to speak with me. Have a good day/evening!

