



Tips for House Party Turnout Phone Calls

- ★ Get to the point early on in the conversation: that you are calling to follow up on the house party invitation. Otherwise you'll find yourself tempted to have a long chat with your friend and then have a hard time bringing the conversation around to your fundraiser.
- ★ Ask directly if your friend will come to your house party.
- ★ If they cannot come, ask them if they can send in a contribution and mention a specific amount.
- ★ After you ask for a commitment, be silent and wait for the answer. Avoid nervous chatter.
- ★ Thank your friend for their time.
- ★ Carefully record commitments.

House Party Turnout Call Script

<u>Structure of the call</u>	<u>What to say</u>
Opening – you're calling people you know, so be yourself and chat. Be friendly, but make sure to move to the house party.	"Hi, Uncle Huey, this is Ramona. How are you?"
Tell them why you're calling : to follow up on the invitation to your house party.	"Good to hear. Well, as you know, I lost my neighbor last month because her home got foreclosed. I've learned through my work with a community group, Causa Justa :: Just Cause, that the foreclosure crisis is hitting working class communities of color the hardest, but that there are ways we can fight to keep families in their homes. So I'm holding a house party to invite my friends and family to learn more and to raise money for Causa Justa :: Just Cause. Did you get my invitation?"



Remind them of the details: Tell them when and where the house party is and ask directly if they can come.

“Great. Well, the house party is on Sunday, May 16, from 4:00 to 6:00 in the afternoon. It will be a barbeque in my backyard and lots of the family will be there. We’ll have a short program to explain what Causa Justa :: Just Cause is doing and then you’ll have a chance to ask questions and make a donation. Can you join us?”

If they can’t come, ask them to make a donation.

“Oh I’m sorry that it’s at the same time as your self-defense class. We’ll miss you, but I’d like to ask if you can still make a contribution to Causa Justa :: Just Cause. Can you join us at \$60?” (Be silent.) “You’d like to give \$40? Great, I’ll write that down. Thanks, Uncle Huey, that will make a difference for the campaign. You can make your check payable to Causa Justa :: Just Cause and use the reply card and return envelope included in the invitation I sent you.”

If they are planning to come, remind them of the logistics and to bring their checkbooks.

“Glad you can make it! Again, the barbeque will be from 4:00 to 6:00 in the afternoon; get here at 4:00 so you can catch the program. Be sure to bring your checkbook. Oh, and of course, feel free to bring any of your friends.”

Thank them!

“Thanks so much for your time, Uncle Huey, and I’ll look forward to seeing you there!”