
Cold Calling Tips

- ♥ Optimal calling time between 8-9am and 4-5pm
- ♥ What should you know before making the call?
 - Have a script/an idea of what you are going to say- but do not read directly from it
- ♥ How should conversations start?
 - Have a clear goal for each call – How much do you think this person could give? A specific number helps them say yes.
 - Start by (re)introducing the donor to yourself and Chispa Project. Give a brief overview of our successes in the last year (8 libraries, almost 15,000 books) and share some of our exciting plans for growth (our biggest library ever, 10 new libraries in 2019).
 - Talk about why you are so dedicated to the success of Chispa (make it personal!)
 - Thank them for their previous donation(s), let them know what has been done with their donation dollars (students getting their hands on their first children's books, teachers and community members trained on how to effectively maintain their libraries)
- ♥ Main talking points for the year:
 - 8 libraries so far in 2018 → goal of 10 in 2019
 - 14,000 books donated so far
 - looking to create our biggest library ever in 2019 with 1,000 books
 - more facts from the quick facts sheet
- ♥ Goals for 2019:
 - 10 new libraries
 - Installing our biggest library yet (with 1,000 books!)
 - Reaching 20,000 total books donated
 - Reaching 600 total teachers trained
 - Transitioning from 2 wheels to 4 (from motorcycle to car!)

