

Sample Phone Script for P2P Fundraising

This is a sample script to help with outreach. You can use as much or as little of it as you deem fitting for your network. The best outreach will be personal and individualized, so think about who you are speaking with and what your relationship is to them. The script is designed to be generic, but think about who you are speaking with and what the ask should be: joining your team, starting their own, or donating to your fundraising efforts.

Hello,

I would like to tell you about an organization that means a lot to me, and an upcoming event I am participating in.

Good Grief is a NJ nonprofit that is dedicated to building resilience in children, strengthening families, and empowering communities to grow from loss and adversity. I am participating in their annual 5K run and walk on June 1st to support the thousands of kids and families who benefit from Good Grief programs. I would love to have you and your friends join my team, or start your own [*or support me and my team directly in our fundraising efforts*].

To give you a sense of the urgency and enormity of our task, 1 in 7 children will lose a parent or sibling before the age of 25. That is over 280,000 kids in NJ. However, with the right support and resources that grief experience can be one of strength, empowerment, and success.

Direct engagement with our events is crucial to building out our safe and supportive community. Will you join me in participating [*supporting*] and help us show the children and families of NJ that have been impacted by grief that they are loved and supported by their community?