

# 2024 Marathon Phone Call Template\*

\*TEMPLATES ARE MEANT TO BE A STARTING GUIDE, PLEASE BE SURE TO PERSONALIZE THEM\*

YOU: Hi! This is **[NAME]**. How are you doing? I was just calling to talk about an organization that I am participating in this year called raiseRED Dance Marathon. Do you have a quick second to talk?

1. (Yes) Have you heard of raiseRED before?
2. (No) Is there a time I can give you a call back, It'll only take a second?

## A. (IF THEY HAVE NOT HEARD OF RAISERED)

YOU: We are the largest philanthropic organization at the University of Louisville where we benefit the fight against pediatric cancer and blood disease by raising money for patient needs as well as life-changing research. This organization is completely student run and last year we raised over \$551,000. This year my goal is to raise **[INSERT GOAL]**. Do you mind if I share some details with you about this and you can let me know if you would like to help me out?

1. (YES): follow the script below
2. NO: No worries, I understand! One last question, I'm working really hard to fundraise and could use all the help I can get... Do you know of anyone who may want to learn more about this cause or would be interested in donating?"

## B. (IF THEY HAVE HEARD OF RAISERED)

YOU: **(Insert why you chose to dance this year)** I'm really excited for the event, and I was wondering if you were able to support me on this journey by donating **[\$[INSERT A NUMBER, aim for \$50]]**?

1. (YES): Amazing! Thank you so much - my fundraising page is online. Can I text you the link to donate or would you prefer to mail a check?
2. (NO): No worries, I understand! One last question, I'm working really hard to fundraise and could use all the help I can get... do you know of anyone who may want to learn more about this cause or would be interested in donating?"

C. Thank you so much for your time! Your support will give so many kids a fighting chance!