

AFP – CHICAGO CHAPTER

MEMBERSHIP ACQUISITION & RENEWAL COMMITTEE

Six Month Member Call Script

Revised 9-09

If person answering phone asks who is calling: This is (your name) calling from the Chicago Chapter of AFP about his/her membership.

Hi, my name is _____ and I am a volunteer with the Membership Committee of the Association of Fundraising Professionals' Chicago Chapter. If you have a couple of minutes, I'd like to ask you a couple of questions about your experience with AFP thus far. **Is now a good time to talk?**

If "no": Is there another time when it would be better for me to call?

If "yes," proceed.

Have you been receiving your subscription to Advancing Philanthropy and regular email announcements from AFP?

If "yes": Good. We hope you've been finding them useful.

If no: offer to contact the Chapter office for them to fix the problem, then call them back at a later date to resume the conversation.

Have you been able to attend any of AFP Chicago's networking or educational events yet?

If yes: Good. Did you have the chance to meet any other AFP members? Did you find the event interesting or helpful for your professional development?

If no: As a reminder, all members can attend all special interest and network events for free. Our next chapter event is (title of event). It's a (describe event). It will be held on (day, date, time period, name of location, and address of location), starting with a free coffee reception for members from (time period). The cost of the event is (\$\$), but again, the reception is free and I encourage you to come and meet other members. If you wish to go to the event, you can RSVP by visiting our website at www.afpchicago.org.

Have you visited the chapter's or national's websites?

If no: encourage them to visit www.afpchicago.org and www.afpnet.org

If yes: Did you find the information useful?

I also would like to encourage you to become more involved in the chapter. Can I tell you briefly why I've gotten more involved myself?

If they don't have time: Move to next question.

If yes, proceed:

There are two main reasons. The first is that AFP has made a real difference in my career. Its professional development courses and social events have provided me with great opportunities to network with other development professionals and to pick up fundraising ideas that I can use in my job.

The second is that AFP is the only organization that helps build strong communities by advancing the fundraising profession. It recognizes that strong communities need healthy nonprofits, and that healthy nonprofits need well-prepared professionals. That's what AFP is all about.

Would you like to hear about a couple of easy ways that you can become more involved?

If yes: One opportunity would be to participate in the peer-mentoring program—as either a mentor or protégé—and another would be to join an AFP committee. These are some great ways to meet your colleagues in the field to help you get the most out of your AFP membership.

Are you interested in either of the opportunities?

If yes: You can fill out a preference form located on our website or I can fax one to you. Which would you prefer?

Do you have any questions I might be able to answer?

Answer questions to the best of your ability, but refer them to chapter office if uncertain.

We would also like to extend invitations to others in your department regarding upcoming AFP Chicago chapter programs. Could I get the names/titles/e-mails of those individuals?

Name
Title
E-mail

Also, please call or e-mail me with any questions that you might have in the future. My phone number is _____ and my e-mail is _____. And please don't hesitate to contact the AFP office if you have questions about events, membership, special projects, etc. Their phone is (630) 416-1166 and their website is www.afpchicago.org.

Thanks again for joining AFP Chicago and I look forward to meeting you at one of our events.

Good-bye.