



Member Renewal Phone Banking Script

POSITIVE RESPONSE

<p><u>Before the Call</u></p>	<p>Review each person’s information in the Call List. Have it in front of you to refer to it later as well as to facilitate the engagement process and rapport building. Keep in mind the <i>date and amount of last donation</i> as well as <i>membership expiration date</i>.</p>
<p><u>Making the Call</u></p>	<p>Hi, I’m _____, a council member for Metro Justice. You should have recently received a membership renewal letter in the mail in the last few months?</p> <p>“YES” Response: Great! We’re reaching out to you to update you briefly about what we have been doing in hopes that you would renew your membership with the organization and to remind you about our Annual Members Meeting!</p> <p>“NO” Response: It’s possible that your information may not be up-to-date. Can I confirm your contact information? (If yes, note and discrepancies on the call sheet, thank them for the information before moving on). We’re reaching out to you to update you briefly about what we have been doing in hopes that you would renew your membership with the organization.</p>
<p><u>Engaging and Building Rapport</u></p>	<p>Ask Questions, get to know them:</p> <ul style="list-style-type: none"> ● Have you ever worked on any of our campaigns or committees? ● What issues have you been following in the news? ● What Metro Justice events have you attended in the past? <p><i>I would like to start out by telling you a little about me. I became a member of Metro Justice because _____ USE YOUR OWN WORDS!</i></p> <p>*Note to caller: Think about how you would answer these questions? What makes Metro Justice unique to you?</p>
<p><u>Problem</u></p>	<p>Currently, some of the issues we are working on are: Rochester for Energy Democracy, single-payer healthcare, and safe staffing of nursing homes and hospitals. Which of these issues are important to you?</p> <p>(Covid-19: This week, we’ve all experienced the results of having an inadequate healthcare system. Now more than ever we need Medicare for All and Safe Staffing to ensure the public health. We’ve also seen how working people feel the squeeze of economic disruptions, and that utilities are a public necessity and therefore should be run by the public.)</p>



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	<p><i>If someone asks you a question that you don't know the answer for, don't fake it. Tell them that you'll connect them with a committee leader or staff person who will follow up to answer their questions.</i></p> <p>***Have Mohini fill you in if you need more background on any of these***</p>
<u>Solution</u>	<p>I am a member of Metro Justice because I believe that a better Rochester is possible and because I think that we, as a community, should take a stand. The dues of Metro Justice members like you and me allows us to maintain our autonomy and democracy in doing the justice work that we are called to do.</p> <p>We are asking you to stand with us.</p>
<u>The Ask</u>	<p>We would appreciate your renewal (looking for a minimum of \$5 a month or \$60 annually, unless low or fixed income); can we count on your continued support as a Metro Justice member?</p> <p><i>This is an opportunity to try to upgrade someone's membership. Refer to the call sheet and see what they've given in the past and what kind of member they are (i.e. sustainer or annual). See if you can get them to give more. No need to be pushy once you've asked but if we don't ask they won't give more.</i></p> <p>Example: <i>It looks like you've been giving \$20 a month. Could I get you to commit to increasing that to \$25?</i></p> <p><i>Also, if they are an annual member, see if you can get them to become a sustainer.</i></p> <p>Example: <i>It looks like you've been giving \$100 annually. Any chance I could convince you to become sustainer at \$10 a month? Having monthly income, spread out through the year helps Metro Justice plan and be more financially stable.</i></p> <p>(STOP AND STAY SILENT!)</p>



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<p><u>YES</u></p>	<p><i>“Great! Thanks so much for pledging your support for Metro Justice.”</i></p> <p><i>Best option: Direct them to online donation sustainer page: www.metrojustice.org/membership</i></p> <p><i>Next best: Encourage them to send a check in the return envelope they received in the mail.</i></p> <p>“Thank you again for your support; are there any questions I can answer for you today about current events or projects MJ is doing?”</p> <p><i>When done: FILL OUT REPORT BACK FORM and then move to CLOSE (below)</i></p>
<p><u>NO</u></p>	<p>Investigate!</p> <ul style="list-style-type: none">• Are they really saying no, or simply NOT NOW?• Is there some concern the former member has?• Don't argue, just note concerns on call sheet! <p>If they make a pledge to pay dues: Move to YES, above!</p> <p>If they do not make a pledge: Move to PLEASE NOTE IT ON THE CALL SHEET, then move to CLOSE</p> <p>*** REMEMBER TO MAKE THEM FEEL GOOD ABOUT METRO JUSTICE REGARDLESS OF HOW MUCH THEY GIVE IN DUES! THEY ARE PUTTING ECONOMIC, RACIAL, AND SOCIAL JUSTICE FIRST!</p> <p>***</p>
<p><u>Close</u></p>	<p>“Thank you again for speaking with me...”</p> <p><i>If they said they will rejoin or will consider becoming a member:</i></p> <p>“...and thank you for being a Metro Justice Member.”</p> <p>(Feel free to add a “stay safe” or something for the coronavirus.)</p>
<p><u>Voicemail</u></p>	<p>Hi, I'm _____, a council member for Metro Justice. We're all making calls today to touch base with members so that we can, speak directly with members about the ongoing work of the organization and encourage lapsed members to renew their dues. I'm sorry I missed you. I hope you'll consider renewing your membership with us, which you can do by sending a check in the mail using the remittance envelope you may have received in the last few months or by visiting our website at www.metrojustice.org/membership</p>



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