



**2013 Gilda's Club Twin Cities  
Roseanne Roseannadanna Golf Benefit  
Sponsorship and Silent Auction  
Phone and Email Scripts**

Here are some scripted suggestions for you – please customize them to your comfort level --

**1. Making the Connection:**

If you know the contact:

- ***Hi [Name], I'm volunteering with Gilda's Club Twin Cities this year on their golf event committee. Do you have a few minutes to talk right now?***

If you have been referred :

- ***Hi [Name] my name is \_\_\_\_\_, and \_\_\_\_\_ suggested I give you a call regarding Gilda's Club Twin Cities upcoming golf tournament. Do you have a few minutes to talk right now?***

**IF contact has time to talk**, give them a brief snapshot of GCTC – this is a good place to personalize, but make sure they understand that we are a local nonprofit that provides cancer support services, and that we provide support at no cost to our “members” to ensure sure no one has to face cancer alone – men, women, teens and children, for the cancer patient and their family and network of friends and co-workers alike.

- ***Great, thanks! Gilda's Club is a nonprofit (501c3) organization that will provide social, emotional and psychological cancer support services to our community—all at no cost. We will open the doors of our new facility in Minnetonka later this year and are holding our annual golf tournament on August 5<sup>th</sup> to help raise the final funds needed. We've raised \$2.9 of our \$3.8 million dollar goal!***

**IF contact DOES NOT have time to talk**, be gentle, but ask when you might touch base at a more convenient time.

- ***I really appreciate that this is a busy time for you, is there a time when I could call you back, or may I email you information?***

**VOICEMAIL:** Be prepared to leave a message. Leave your name, number and keep it as short as possible.

***Hi John! This is \_\_\_\_\_, and my number is \_\_\_\_\_.  
I'm volunteering with Gilda's Club Twin Cities and would like to talk with you about our upcoming golf tournament. Thanks and I'll give you a call back tomorrow and look forward to talking with you.***

2. Making the ASK: (have your sponsorship level sheet in front of you so you can refer to the benefit levels)
  - ***We hope you will consider being an event sponsor [consider a silent auction item] this year. Businesses, organizations and individuals that support our organization in this way will be recognized in event publicity and during our golf event on August 5<sup>th</sup>.***
3. Making the THANKS for a YES:
  - ***Thanks for taking the time to speak with me today, and thanks so much for agreeing to be a sponsor [donating a silent auction item] this year. I'll have the sponsorship form [silent auction form] sent to you directly, you'll receive it in the next couple of days.***

The THANKS for a NO:

- ***Thanks for taking the time to speak with me today and for considering our request. May I keep you on our list for next year?***

Sometimes phone contact is tough, so below is sample email language for sponsorships if that's the best follow-up. Modify as needed for a silent auction request.

***Hi Name,***

***Per my phone message earlier today, I'm volunteering for the Gilda's Club Twin Cities' upcoming golf tournament. Gilda's Club is a nonprofit (501c3) organization that will provide social, emotional and psychological cancer support services to our community—all at no cost. We will open the doors of our new facility in Minnetonka later this year, and we are holding our annual golf tournament on August 5<sup>th</sup> to help raise the final funds needed. We've raised \$2.9 of our \$3.8 million dollar goal!***

***We're looking for event sponsors [silent auction items] for this event. I also hope you will join us at the beautiful Golden Valley Country Club on August 5, 2013. Attached is a one page summary of our sponsorship levels and benefit. Please feel free to contact me if you have any questions about the event or about Gilda's Club Twin Cities.***

***Thank you for your kind consideration of this request!***

***Regards,***

***Name***