



## John Paul II Catholic School 2011 Auction Gala

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John Paul II Catholic School • 1400 Parkway Plaza Drive, Houston TX 77077 • voice: 281-496-1500 • fax: 281-496-2943 • www.jp2.org

***Is asking for a donation hard for you?? Well here is a suggested script to help you out. Make changes as needed to make it more personal – especially if you know the donor. Good luck!!***

### **SCRIPT – PREVIOUS DONOR**

#### **Making a Compelling Case**

“Sam, John Paul II Catholic School’s gala will be held on November 11, 2011 and is our most significant fundraising event for the year. All funds raised will directly benefit the quality educational programs of John Paul II Catholic School. We are a two time U.S. Department of Education National Blue Ribbon School. Our mission is to prepare our students spiritually, academically, and personally to succeed in their future life endeavors.”

#### **Using Transitional Statements**

“Sam, you have been such an important influence on our program in the past. Because of generous donors like you, last year’s Gala raised much needed funds which were directly applied to academic programs and equipment purchases. More than 700 students are depending on your support. We rely on the generosity of friends who can make a difference in providing quality education in West Houston.”

#### **Asking for a Specific Amount**

“Sam, we would like you to consider a full page ad which only costs \$500 (or a donation of \_\_\_\_\_). Your advertisement will be seen by more than 350 Gala attendees and volunteers. (Your donation will be part of our \_\_\_\_\_ auction). And your donation may be tax- deductible.”

#### **Detailing Benefits of Gifts**

“Sam, your business is located in the John Paul II community and we encourage our families to patronage the businesses that support our school. Your contribution will be acknowledged throughout the evening in a prominent display and your business will be included in our gala program. Your gift would strengthen our community’s support for our children’s education.”

#### **Remaining Silent – They Should Speak Next**

Remain silent and you will be able to better read their reaction or to listen to their response for clues. Be prepared to answer their questions.

#### **Close**

Thank the prospect for their time and for listening. Give a date when you will get back to them with further information. Ask for additional comments or concerns. Ask prospect for time and date to meet again. – “Sam, thank you for your time, if you have any additional comments or concerns I will be glad to answer them. If you would like more time to consider, I would like to schedule a time for next \_\_\_\_ so I can meet with you.”

## **SCRIPT – NEW DONOR**

### **Making a Compelling Case**

“Hi Sam, my name is \_\_\_\_\_ and I am here representing John Paul II Catholic School. Our annual auction gala will be held November 11, 2011 is our most significant fundraising event for the year. All funds raised will directly benefit the quality educational programs of John Paul II Catholic School. We are a two time U.S. Department of Education National Blue Ribbon School. Our school mission is to prepare our students spiritually, academically, and personally to succeed in their future life endeavors.”

### **Using Transitional Statements**

“Sam, your contribution and support of education will be acknowledged throughout this highly anticipated event in a prominent display and your business will be included in our gala program for our families to see. Because of generous donors, last year’s Gala raised much needed funds that were directly applied to academic programs and equipment purchases. More than 700 students are depending on your support. We rely on the generosity of friends who can make a difference in providing quality education in West Houston.”

### **Asking for a Specific Amount**

“Sam, we would like you to consider a full page ad which only costs \$500 (or a donation of \_\_\_\_\_). Your advertisement will be seen by more than 350 Gala attendees and volunteers. (Your donation will be part of our \_\_\_\_\_ auction). And your donation may be tax- deductible.”

### **Detailing Benefits of Gifts**

“Sam, your business is located in the John Paul II community and we encourage our families to patronage the businesses that support our school. Your contribution will be acknowledged throughout the evening in a prominent display and your business will be included in our gala program. Your gift would strengthen our community’s support for our children’s education. We recognize that you receive many requests for your charitable support. We hope that you will consider John Paul II.”

### **Remaining Silent**

They should speak next – remain silent and you will be able to better read their reaction or to listen to their response for clues. Be prepared to answer their questions.

### **Close**

Thank the prospect for their time and for listening. Give a date when you will get back to them with further information. Ask for additional comments or concerns. Ask the prospect for time and date to meet again. – “Sam, I appreciate you taking the time to listen to our request. If you have any additional comments or concerns I will be glad to answer them. If you would like more time to consider, I would like to schedule a time for next \_\_\_\_\_ so I can meet with you.”