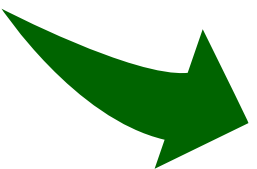


# Bradbury Hill Farm

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Before we begin....

in the chat, type your favorite item  
from the Bradbury Hill Farm store



# Bradbury Hill Farm

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Volunteer Fundraiser

Virtual Training

# Training Agenda

- 🌿 Introduction
- 🌿 Fundraising Program Overview
- 🌿 Volunteer Call Program
  - Program purpose and goals
  - Making an effective call
- 🌿 Closing and Next Steps





# *Introduction*

# Our Mission

Bradbury  
Hill Farm

Bradbury Hill Farm  
provides access to local  
produce for all in the  
Greater Bradbury region.

# Our Programs



- 🌿 Community Supported Agriculture (CSA)
- 🌿 Partnerships with food pantries
- 🌿 Partnerships with community kitchens

# Participant Introductions



Meet your fellow volunteers!

Name

Volunteer Experience with Bradbury Hill Farm

One thing you most want to learn today

# BREAKOUT ROOMS

Placeholder for breakout  
sessions & debrief



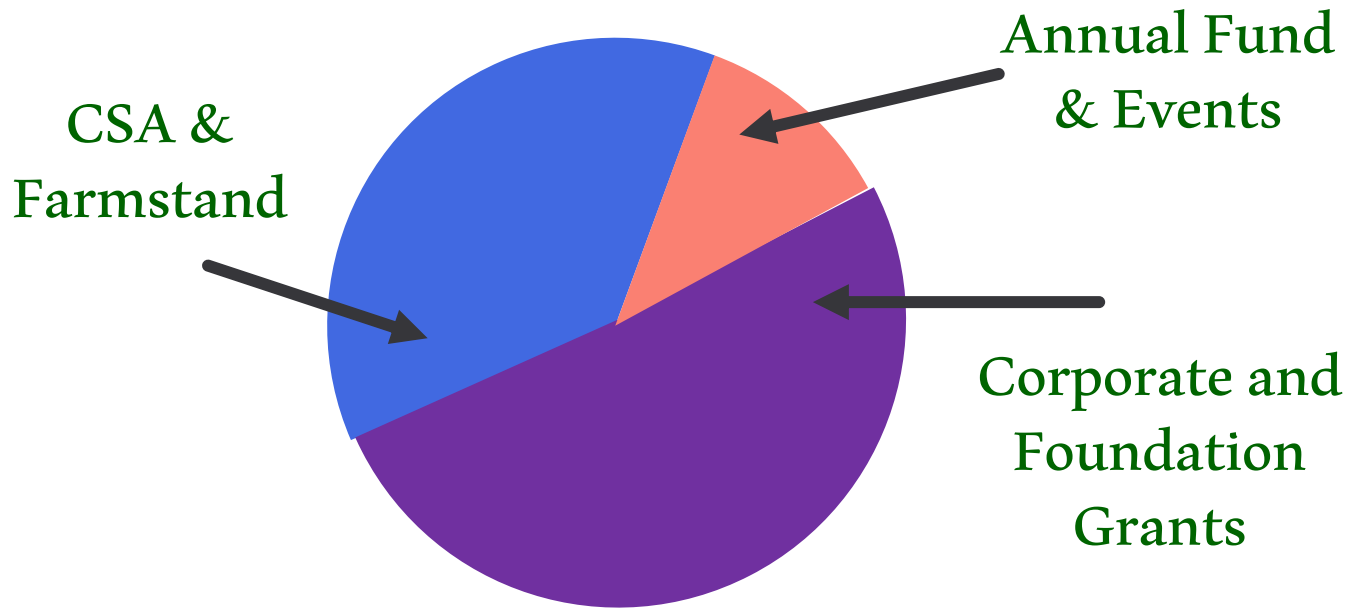


Bradbury  
Hill Farm

Fundraising  
Program

# Overview

🌿 Bradbury Hill Farm has an annual budget of approximately \$500,000.



# Fundraising Goals

Annual Fund & Events - \$150,000

- 🌿 Individual Gifts (one-time, monthly, recurring)
- 🌿 Matching Gifts
- 🌿 Percentage donation programs
- 🌿 Annual Farm Festival
- 🌿 Silent Auction

# Quiz Game

Placeholder for Kahoot vocabulary quiz game

Gift

Recurring gift

designation

unrestricted

Matching gift

Major gifts



# Volunteer Call Program

# Discussion

The background of the slide is a photograph of several carrots growing in a field. The carrots are orange with some soil on them, and their green leafy tops are visible. The image is slightly blurred, giving it a soft, natural feel.

Click the Jamboard link in the chat

Respond:

Why do you give to  
Bradbury Hill Farm?

# Discussion

The background of the slide is a photograph of a carrot field. In the foreground, several carrots are visible, some with their green leafy tops. The carrots are growing in a field covered with white plastic mulch. The overall scene is slightly blurred, focusing on the carrots in the foreground.

Placeholder for answers  
and discussion

# Discussion



Numerous studies have shown that  
the #1 reason that people give is...

...because they were asked.

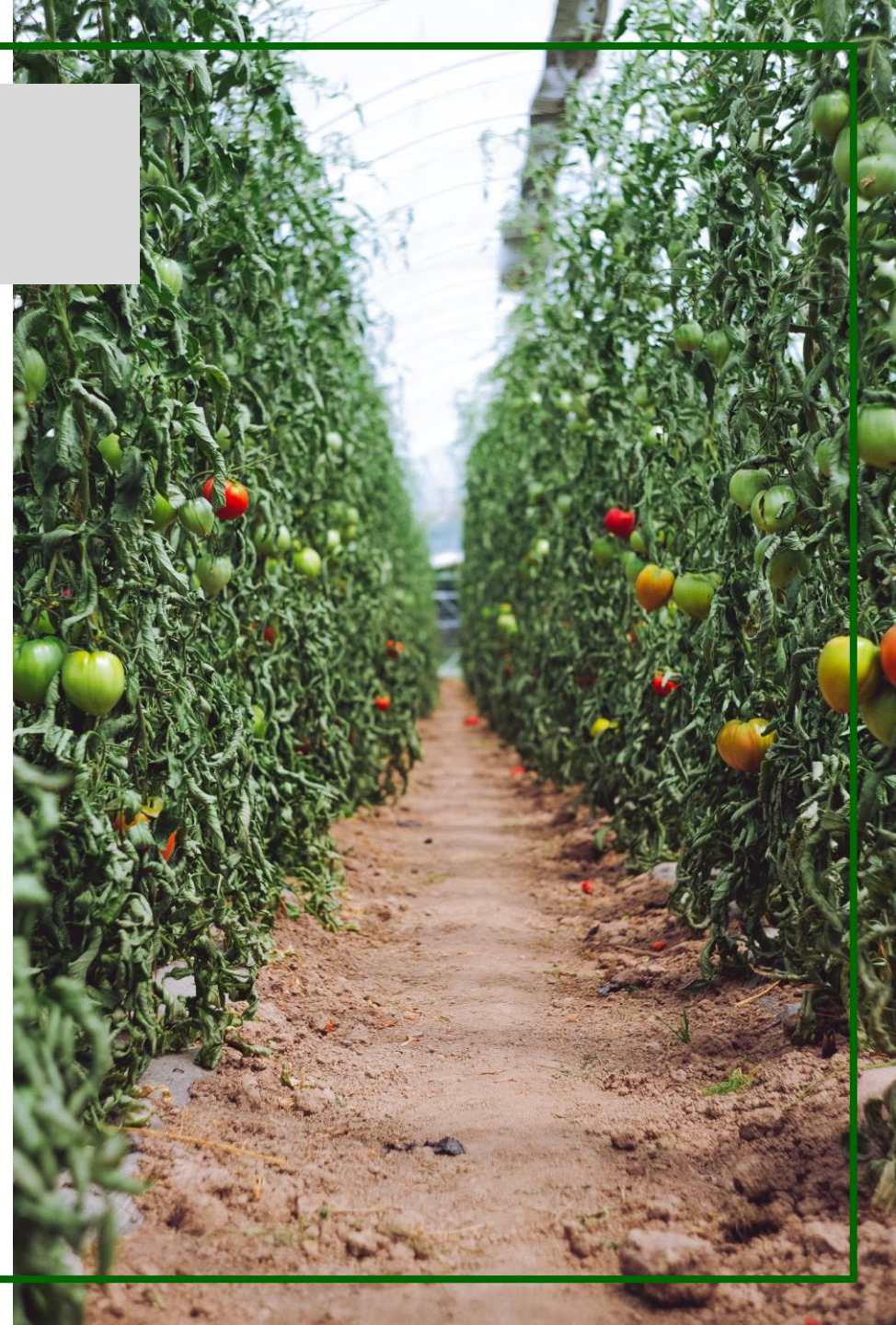


# Program Purpose

🌿 Engagement

🌿 Stewardship

🌿 Fundraising



# Preparing to Call

🌿 Review donor file

Attributes

Last gift (date & amount)



# Discussion



Click the Jamboard link in the chat

Respond:

What can we learn about  
each donor before you call?

# Discussion

**Name:** Sandra Main

**Phone Number:** (123) 456-7890

**Email:** Sandra.main@email.com

**Attributes:** Volunteer, CSA Member

Gift Date	Gift Amount	Gift Allocation
03/15/21	\$250	Farm Festival Auction
02/28/21	\$75	Farm Festival Tickets
08/08/20	\$25	Annual Fund

**Name:** Sam and Miriam Chavez

**Phone Number:** (987) 654-3210

**Email:** Chavez.family@email.com

**Attributes:**

Gift Date	Gift Amount	Gift Allocation
12/15/20	\$25	Annual Fund
11/15/20	\$25	Annual Fund
10/15/20	\$25	Annual Fund

# Discussion

Placeholder for answers  
and discussion



# Steps to a Successful Call

Script as a guide

Use script to practice with partner.

Greeting

Rapport

Stating the Case

Ask

Address Objections

Closing



# Steps to a Successful Call

Greeting

Introduce yourself and your role.

Rapport

Ask for the donor.

Stating the Case

THANK for past support.

Ask

Address Objections

Closing

The background of the slide features a close-up photograph of fresh beets and their leafy greens. The beets are round and reddish-brown, with some showing their roots. The greens are vibrant green with prominent red veins. The entire image is framed by a thin green border.

# Steps to a Successful Call

Breakout Rooms:  
Practice greetings





# Steps to a Successful Call

Ask donor questions.

Share your experiences.

Share updates or upcoming events.

Greeting

Rapport

Stating the Case

Ask

Address Objections

Closing

The background of the slide features a close-up photograph of fresh vegetables. On the left, there are vibrant green leafy greens with prominent red veins. On the right, several dark red beets are visible, some with their roots still attached. The overall composition is clean and natural, with a dark grey surface visible at the bottom.

# Steps to a Successful Call

**Breakout Rooms:**  
Practice building rapport



# Steps to a Successful Call

Explain what fundraised monies support.

Share the impact of individual donations.

Greeting

Rapport

Stating the Case

Ask

Address Objections

Closing

The background of the slide features a close-up photograph of fresh vegetables. On the left, there are vibrant green leafy greens with prominent red stems. On the right, there are several round, reddish-brown beets with their fibrous roots visible. The entire scene is set against a dark, textured surface.

# Steps to a Successful Call

**Breakout Rooms:**  
**Practice stating the case**



# Steps to a Successful Call

**ASK!**

Ask for donors to increase  
or renew their gifts.

Ask multiple times.

Greeting

Rapport

Stating the Case

Ask

Address Objections

Closing



# Steps to a Successful Call

First ask: Increase

Second ask: Renewal

Third ask: Participatory

Greeting

Rapport

Stating the Case

Ask

Address Objections

Closing

The background of the slide features a close-up photograph of fresh vegetables. On the left, there are vibrant green leafy greens with prominent red stems. On the right, there are several dark red beets with their roots visible. The entire scene is set against a dark, textured surface.

# Steps to a Successful Call

**Breakout Rooms:**  
**Practice the ask**



# Steps to a Successful Call

## Common objections:

Not in the budget

Timing not right

Not interested

Greeting

Rapport

Stating the Case

Ask

Address Objections

Closing



The background of the slide features a close-up photograph of fresh vegetables. On the left, there are vibrant green leafy greens with prominent red stems. On the right, several round, reddish-brown beets are visible, some with their roots still attached. The overall scene is set against a dark, textured surface.

# Steps to a Successful Call

**Breakout Rooms:**  
**Practice address objections**



# Steps to a Successful Call

Securing the gift

Assumptive credit card giving

THANK the donor

Confirm information

Greeting

Rapport

Stating the Case

Ask

Address Objections

Closing

# Putting it all together

The background of the slide is a photograph of a garden. In the foreground, there is a thick layer of light brown straw mulch. Behind it, several large, green, leafy plants, possibly cabbages or similar vegetables, are growing. The leaves are vibrant green with visible veins. The overall scene is bright and natural, suggesting an outdoor garden setting.

Volunteer for roleplay

Be prepared to share  
your thoughts!

# Putting it all together



Breakout Rooms:

Practice with a partner

# Debrief

🌿 *Roleplay Activity*

🌿 *Questions*

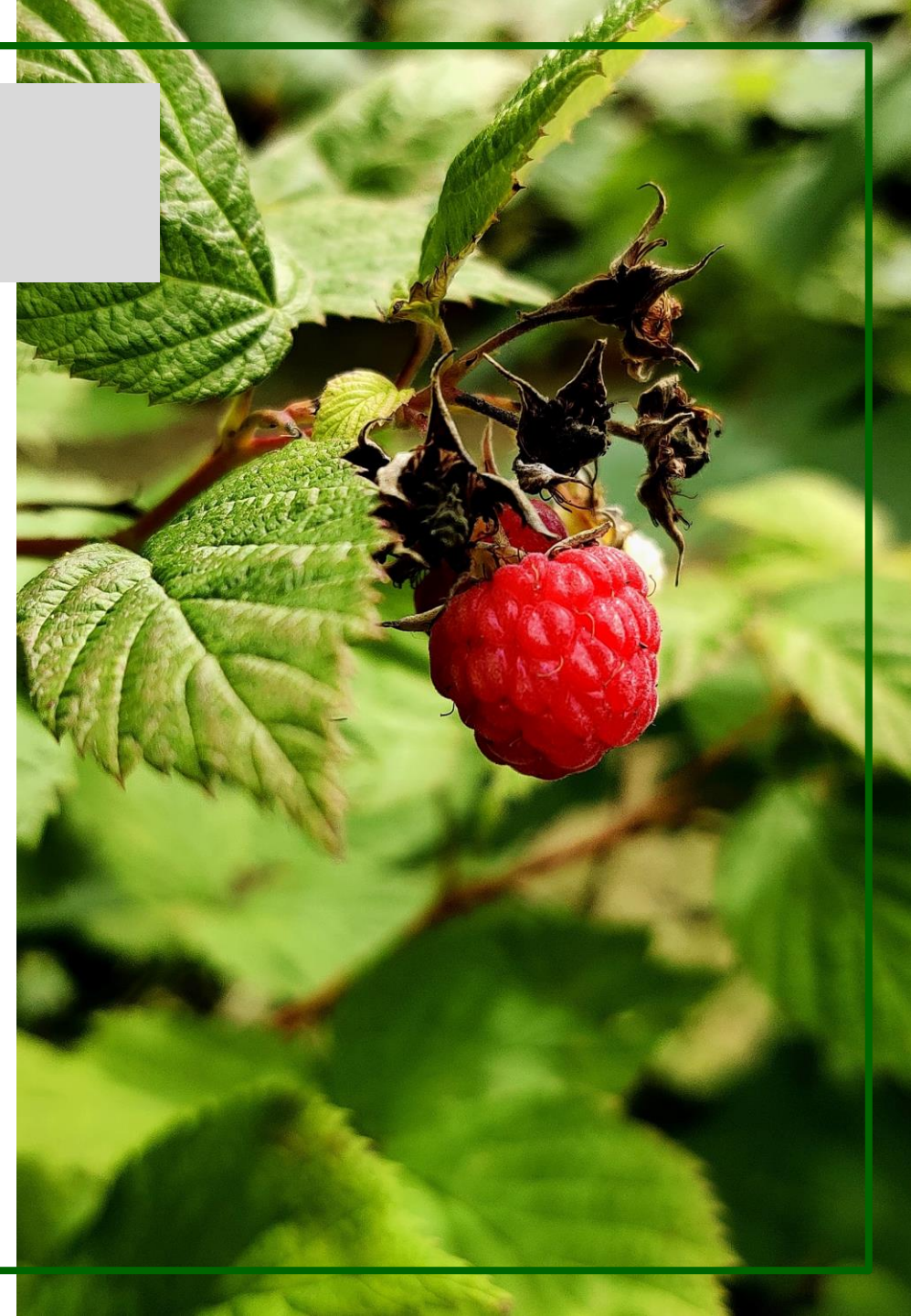




# *Closing & Next Steps*

# Upcoming Dates

- 🌿 Online Practice
- 🌿 Fall Calling Session



Bradbury  
Hill Farm

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THANK YOU!