



Before we begin....

in the chat, type your favorite item

from the Bradbury Hill Farm store





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
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

A close-up photograph of several small, green seedlings with two leaves each, growing out of dark, textured soil. The background is slightly blurred.

Placeholder for breakout
sessions & debrief

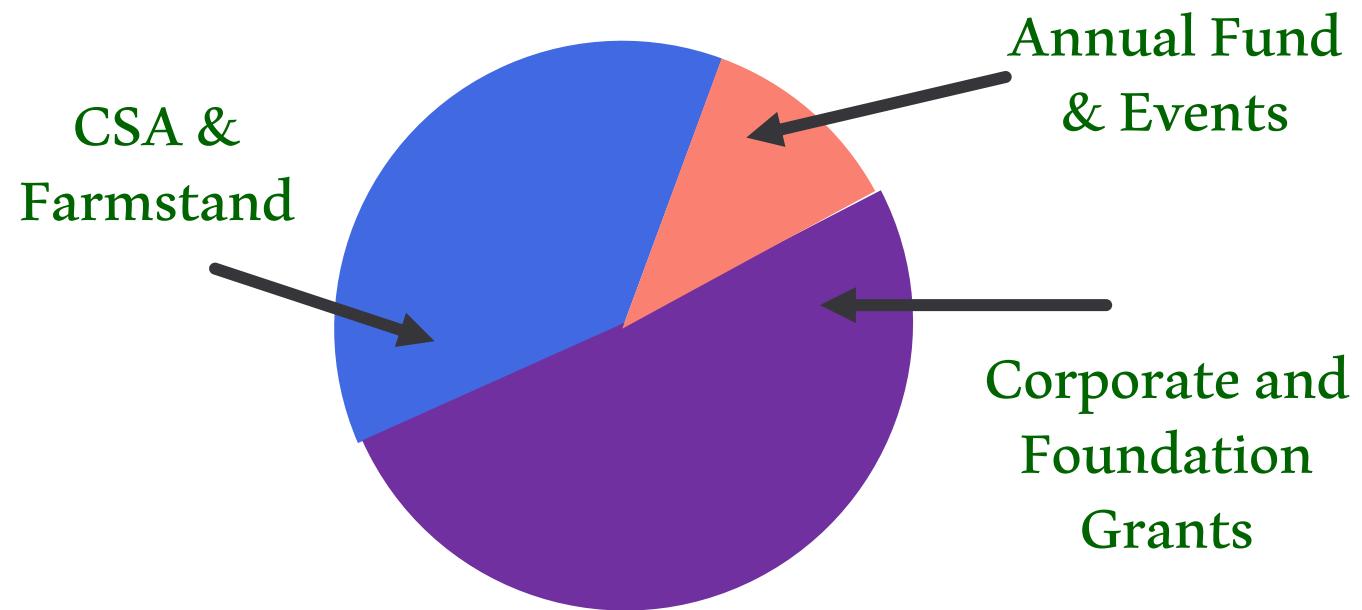


Bradbury
Hill Farm

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

designation

Matching gift

Recurring gift

unrestricted

Major gifts



Volunteer Call Program

Discussion

Click the Jamboard link in the chat

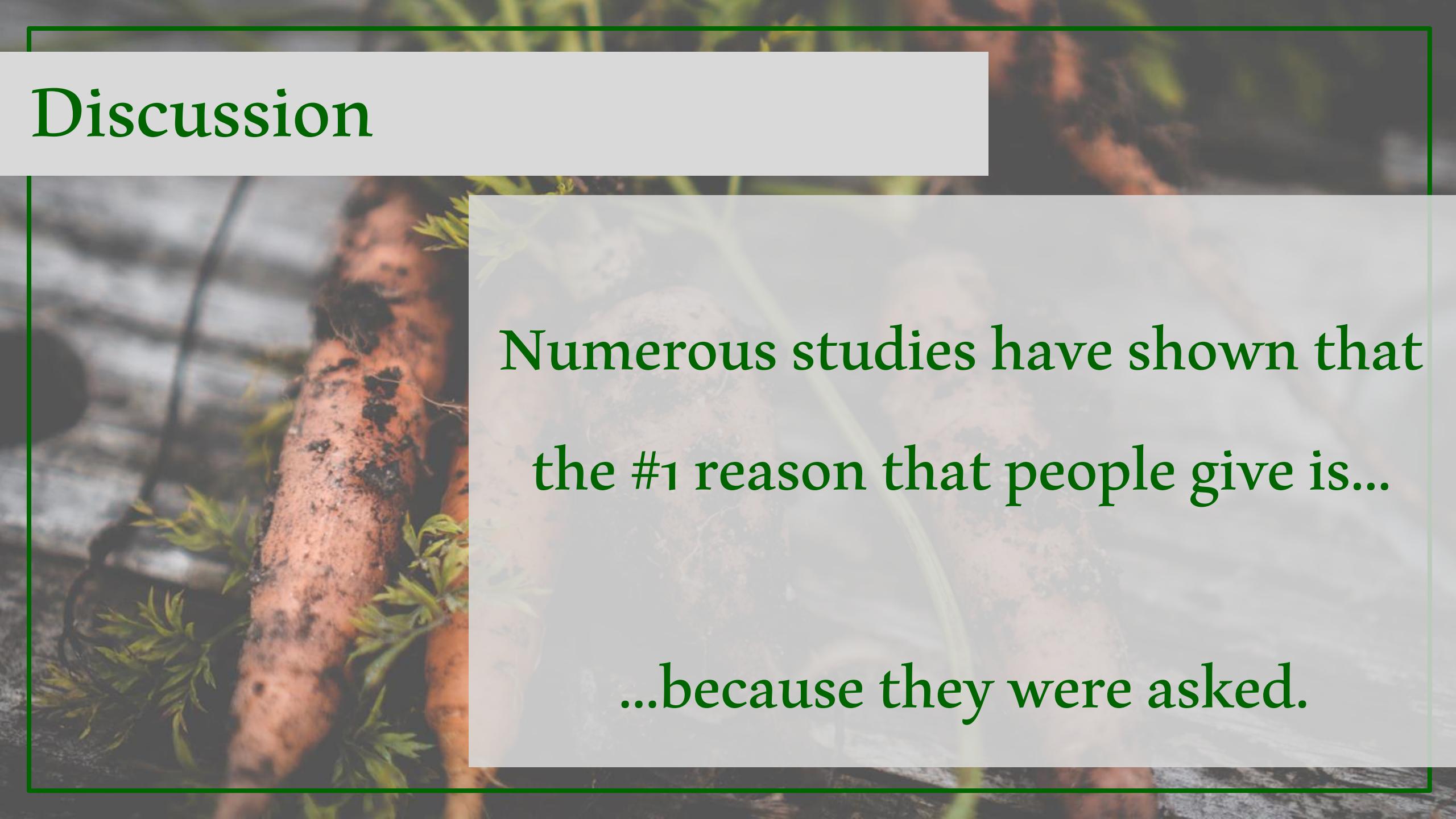
Respond:

Why do you give to
Bradbury Hill Farm?

Discussion

Placeholder for answers
and discussion

Discussion



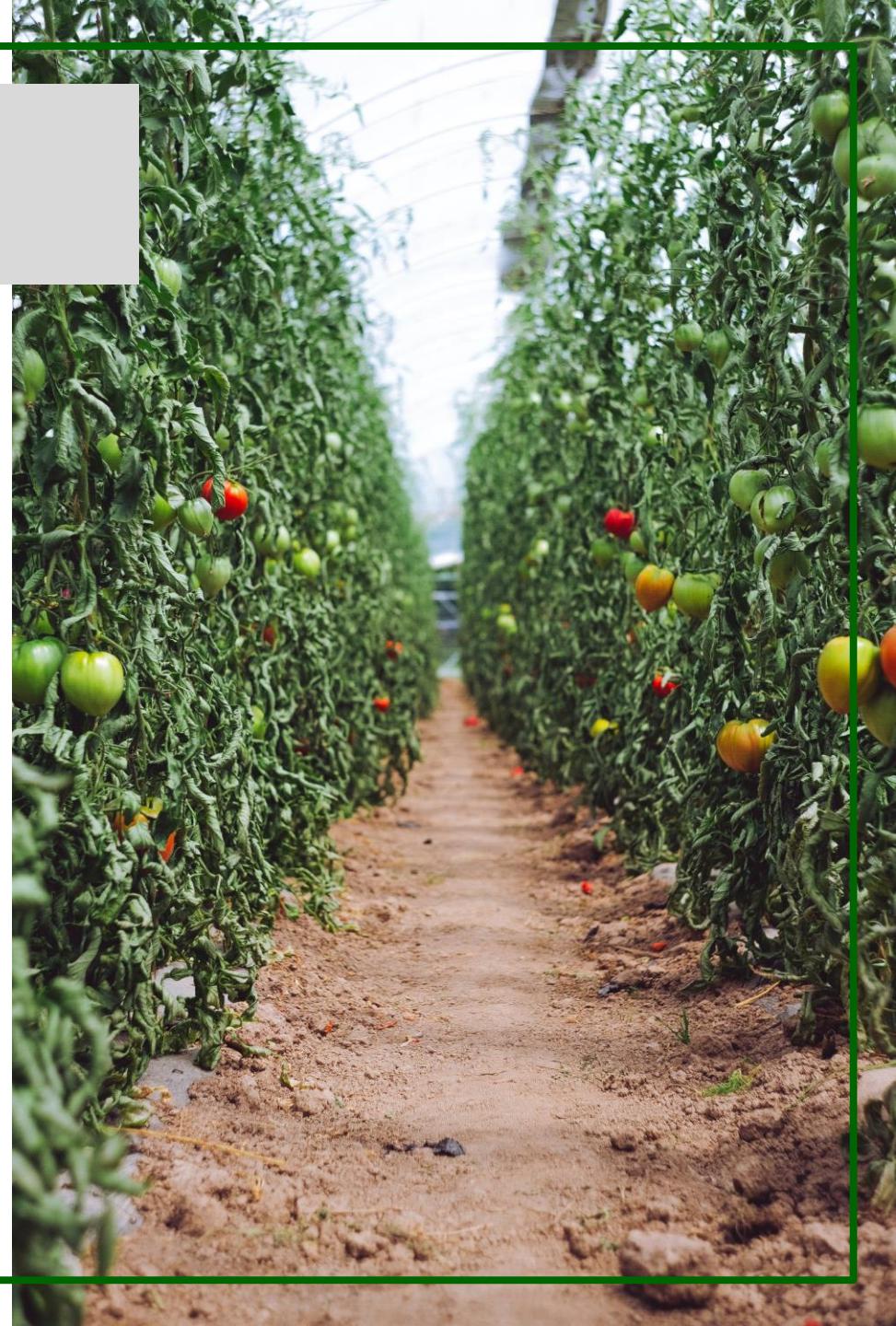
Numerous studies have shown that
the #1 reason that people give is...
...because they were asked.

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.

Ask for the donor.

THANK for past support.

Rapport

Stating the Case

Ask

Address Objections

Closing

Steps to a Successful Call

Breakout Rooms:
Practice greetings



Steps to a Successful Call

Greeting

Rapport

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Ask

Address Objections

Closing

Ask donor questions.

Share your experiences.

Share updates or upcoming events.

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

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



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

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

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





THANK YOU!