

WDA Cold Call Phone Script

The Intro

Hi, is this <insert donor name>?

Hey there! This is <Your Name> calling from Worldwide Discipleship Association. We're reaching out today because we need your help.

The Problem

Did you know that 90 percent of pastors report feeling inadequately trained for ministry? And that twenty-six percent of Christian parents report feeling unconfident in their ability to nurture their children's faith? These statistics demonstrate a hunger and need for more profound discipleship efforts and Christian leadership training. That is where WDA comes in.

These young Christians need Biblical guidance and discipleship to grow, the same way that the Disciples needed it in their relationship with Jesus. Without the support of a network of mentors, it is easy to fall away from Christian faith. We believe that this deficit is part of the growing generation of 'nones' that walk away from Jesus.

To counter this problem, WDA helps to train, mentor, and disciple Christians around the world. So far this year, we've disciplined more than <X number> and trained <X number> leaders across the globe.

The Ask

However, there's still a lot of work to do. We don't have enough leaders to mentor and disciple all of the young Christians seeking guidance, which means we are still forced to turn people away every single day.

With your help, we can disciple and mentor more young Christians and stop the younger generation from leaving the church. Would you be able to help out with a contribution of \$X?

Objections

Potential Objection 1: Too expensive/can't afford it

I understand completely – \$X allows us to train 3 leaders(?) for an entire year.

How about a smaller contribution of \$Y instead? This would be enough to provide the training for 1 leader.

Potential Objection 2: I support other charities

I appreciate that you already contribute to other charitable organizations.

However, we don't ask for help unless we really need it. Our organization doesn't make calls all the time.

We rely on our supporters to help us make disciples who disciple.

This is a growing problem – we're seeing more and more leaders leaving the church with each passing day.

Closing

Contact says yes

Excellent – we really appreciate your support. Do you have your credit or debit card on you at the moment by any chance?

(Once payment has been made, you can reinforce the importance of their contribution. Ensuring that **the payment occurs** smoothly is also very important to ensure that the contact does not abandon the call. Once the payment is complete, maintain the positivity.)

Thank you so much for your contribution. Your support will go a long way towards helping us train Christian leaders and help grow the Church's maturity.

Contact says no

No worries, thank you for your time today. We'll follow up about our progress at a later date.