

## WDA Reactivation Phone Script

### The Intro

*Hi, John, this is <Your Name> from Worldwide Discipleship Association. How are you today?*

*I'm calling to say a big thank you for your previous donation. Your generosity allowed 3 Restoring Your Heart leaders to receive training and launch Processing Pain groups.*

*Is now a good time for a quick chat?*

### The Problem

*We're reaching out to you today to give you a quick update about the work our team is doing.*

*So far this year, we have discipled 48,511 people around the world and trained more than 8,590 leaders – meaning, we've more than doubled our numbers compared to this time last year. This wouldn't be possible without the help of our incredible donors such as yourself.*

*However, our work is far from over. Pastors are still leaving the church due to poor leadership preparation and burnout. There is still a hunger and a need for more profound discipleship efforts and Christian leadership training. This trend is incredibly concerning, and we still don't have enough leaders to mentor and disciple all of the people coming to us seeking guidance.*

### The Ask

*We continue growing and training more leaders with help from supporters like you. Without these contributions, we wouldn't be able to run our online discipleship cohorts, training programs, or Restoring Your Heart groups.*

*Would you be able to help us disciple and train more Christian leaders with a small monthly 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.*