

# Donor Drop-Off Follow-Up Scripting

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Life is hectic, and donors often get distracted midway through making a gift. An urgent email could come in, or they could forget where they put their credit card, or their baby could start crying—the possible disruptions are endless. Regardless of the cause of the distraction, advancement staff must make every effort to reengage these drop-off donors and bring in their donations.

The scripting below provides examples that advancement staff can use for email follow-up, as well as possible subject lines.

## Scripting Option 1

Hello [NAME],

Thank you for your recent visit to the [INSTITUTION] giving page! We noticed that you started a gift but something must have happened along the way. If you submitted your gift online already, please disregard this email. Otherwise, please give me a call at [NUMBER] with questions or visit [GIVING PAGE URL] to complete the giving form!

Your gifts make it possible for the college to continue to deliver a world-class education for today's students. Thank you for your past support. Our current fiscal year ends on [END DATE OF FISCAL YEAR]. I hope to hear from you!

Very best,

[NAME]

## Scripting Option 2

[NAME],

We appreciate that you recently checked out [INSTITUTION]'s giving page. It looks like you may not have filled out all your information. Would you still be interested in making a gift?

If so, you can give online at [GIVING PAGE URL]. You can also give by phone—feel free to call me directly at [NUMBER].

Donors like you provide support for students and make [INSTITUTION] an excellent school. Thank you for all you've done for us and for our students.

Sincerely,

[NAME]

## Possible Subject Lines

The giving form

Make your gift soon

A quick follow-up

Following up on your visit

Did you leave something behind?

I wanted to ask...

Complete your gift today

We'd appreciate your support

Leaving so soon?

Making sure you don't forget

Giving back

Wrapping up the donation