

Objection Responses

Here are some examples of responses you can use when someone does not seem particularly interested in giving. Print these out and have them in front of you when you make calls!

JONES' TECHNIQUE – (this can arise with anyone you ask. This covers everything from people who just bought a new house or a new car, are still in school, just had a baby etc., out of work)

Congratulations/That's great/I understand, _____, I have spoken with many of my other contacts tonight who want to show their support of The Borgen Project but feel they cannot due to (whatever circumstances are applicable). Your participation makes such a difference and can be done at a level that is comfortable for you...

GIVING TO A DIFFERENT ORG., SCHOOL, UNIVERSITY ETC.

That's wonderful that you support _____ and we **certainly** do not want you to stop giving. We simply hope you will think about The Borgen Project and support our efforts to help aid in poverty reduction.

ECONOMY OBJECTION RESPONSE – (when someone says that the economy is too bad so they can't give)

Many other people I have talked to expressed similar concerns about the economy and their ability to make a gift. The Borgen Project is actually working to improve the economy because eliminating poverty helps to create more consumers for U.S. products. A gift to The Borgen Project can actually be seen as a potential investment in improving the overall economy! Many friends of the organization are choosing to show their support for The Borgen Project by making a gift that they are more comfortable with this year.

MONEY \$: ARE YOU CALLING FOR MONEY/DONATION? –

I'm calling you for a few reasons. One is to ensure that you received my letter. Another is to see if you have any questions about The Borgen Project that I can answer or see if you would like to know more about my involvement with the organization. And yes, that is part of the call because without private support The Borgen Project would not exist! We count on support from people like you to help keep us going.

NOT INTERESTED -- I understand

May I ask why you are not interested? The Borgen Project would appreciate your comments or feelings. (Listen and respond, if they say something like "The US does enough already so my gift is unnecessary" try and contest that using the responses below). Thank you for your thoughts. I will make a note of that and pass it on.

**If they give you an ambiguous "Send me more info" response, gage their interest by asking if you can give them a call in a week or so after they have had time to consider supporting you. Also if they say they'll give at some point, ask them for a (nonbinding) ballpark amount, so that you know where you are in terms of goals, this way they are much more likely to follow through. Offer to send them a reminder email about their pledge with the link to the donation page.