



# Sustaining Donations via Electronic Bank Transfer

## Phone Script

Conducting a phone campaign to encourage donations? Here's how to encourage sustaining donations via electronic bank transfer, which is shown to increase giving, improve cashflow for nonprofits and boost donor engagement.

### Potential donor agrees to make a gift

“ Wonderful! With a monthly donation to our program, you'll be supporting us year-round. And monthly donations help us accomplish our goals and plan ahead. Would you like to make a recurring donation or a one-time gift?

### Donor chooses to make one-time payment

“ OK, great! If you would ever like to join our membership program, just let us know at any time.

### Donor chooses to make recurring gift

“ Thank you! We appreciate your ongoing support, and you won't have to remember to donate once we set it up.

“ Before I start getting your information, I wanted to ask, have you heard about the benefits of donating with an electronic bank transfer? With electronic bank transfers your donation is automatically withdrawn from your bank account on the date you choose without you having to do anything. Additionally, while many payment options — such as credit cards — have transaction fees, electronic bank transfers are more cost effective so more money goes toward our cause.

“ Would you like to go ahead with this donation using an electronic bank transfer?

## Donor chooses to make one-time or recurring gift via Electronic Bank Transfer

- “ To sign you up for an electronic bank transfer, I'll need your bank account number and routing number. You can find this on the bottom left hand of a check or in your bank's online portal or app. Once you have that, if you could just read those numbers to me that would be great.
- “ And may I ask whether that is for a checking or savings account?
- “ OK, great. If you ever want to change the amount of your donation or cancel it, you can do so at any time on our giving website or by giving us a call.

## If donor is worried about their financial information being safe with Electronic Bank Transfer

- “ Electronic bank transfers are safe and confidential. Unlike checks, which contain your account details and can pass through many hands, electronic bank transfers are encrypted and move electronically – protecting your personal account information.
- “ And just as you can dispute a fraudulent credit card dispute, you can dispute a fraudulent electronic bank transfer and be credited by your bank.

## As the phone call wraps up

- “ Thank you so much for joining our sustaining donors program! You will see the first donation withdrawn from your account on [month, day]. Thank you again, and I hope you have a wonderful day!



For more information on how your organization can benefit from electronic bank transfers, go to [nacha.org/nonprofits](https://nacha.org/nonprofits).