

Use this as a script to call those who have given to the Annual Campaign before. Try not to read this word-for-word: rather, put into your own words why the Campaign is so important for our community.

The Greeting

Hello _____, my name is _____ and I'm a volunteer calling on behalf of UJA. Is now a convenient time to talk?

I'm calling about UJA's 2025 Annual Campaign and want to begin by thanking you for your incredible support in the past.

UJA's Annual Campaign, though, funds many community priorities that we still need to support. **Each year, we look to strengthen and grow our community, which requires ongoing investments.**

With your support, the 2025 campaign will be investing in three key areas to build up the Jewish people:

- 1. Securing our place in Canadian society**
- 2. Strengthening Jewish pride and identity**
- 3. Lifting up Jews experiencing vulnerability**

The Ask

We so appreciate your commitment to our community.

[See the donor card for:]

- Last gift amount
- Our recommended increase-ask amount

Given our urgent priorities, we are asking our donors to consider increasing their gift this year to make the greatest possible impact.

Last year around this time, you generously pledged **[\$XXX]**.

Can we count on you to renew your support this year with a gift of **[ASK AMOUNT]** to help us meet this year's urgent needs?

● If YES donation

That's wonderful. Thank you so much for your generosity.

● If they offer to give, but at a lower amount than requested:

Not a problem – thank you! We're grateful for your support.

● If they hesitate or ask for more info

If it helps, I can connect you with a UJA Professional to follow up to discuss your questions.

● If NO donation

Thank you for your time. I hope you will be able to support UJA in the future. Is there a specific reason that I can pass on to the campaign team as to why you are unable to donate at this time?

The Close

- Option A: **One Time Gift (Annual)**
- Option B: **Monthly Gift (Recurring)***

*Making a gift on a monthly basis—like paying for a Netflix subscription—helps provide a steady, reliable source of funding so UJA can tackle the big challenges and strengthen Jewish life.

Ways to Give

Credit Card – please use the form on the back of the pledge card for a One Time Payment OR a Monthly Payment.

If Donor does not wish to pay immediately or pay over the phone other options include:

- **Donors Services Hotline:** 416-631-5705
- **Online:** ujadonations.com/payment
- **Internet Banking:** Select “United Jewish Appeal of Greater Toronto” as payee. Include the numeric portion of your UJA account number.
- **E-transfer:** donorservices@ujafed.org
- **Cheque:** 4600 Bathurst St. Toronto, ON, M2R 3V2.
- **Scheduled Payments (not monthly giving):** Make your payment when it is convenient for you.

→ You can pay your gift in full or divide your gift into payment installments between now and the end of the calendar year.

The End

Thank you again for your generosity. I hope you have a great day!

After every call: make sure you follow up via email to provide a written confirmation of the contribution