

# The 90-Second Phone Pitch



This week marks just over 200 days until Election Day. **Just 29 more weeks. If you haven't started fundraising yet, now is the time.**

In previous episodes, we've covered how to overcome your fear of fundraising, how to make your first ten calls, who makes the best donors, and how to think of the people you're calling as partners in your campaign.

**But this is a unique environment.** What do you actually say when you get someone on the phone? Here's a short script that sets the stakes, makes the ask, and shows why the donor should partner with you.

## Your Phone Script

### Warm Intro

*Small talk for 2-5 minutes. Ask about them first, then share a bit about yourself if they don't know you.*

### Set The Stakes

I know you are busy, but I just wanted to take a minute to update you on my campaign. Last cycle, the Left dumped over \$4 million into a single Pennsylvania House race. They'll do it again. But this time, we'll be ready.

We are one seat away from taking back the House majority, and the Left knows it. Look at what happened in Virginia in just three months when they got unchecked power. We can't let that happen here.

### Why Partner With Me

1. First, hard work. I'm already knocking doors and I'll hit [X] thousand more before November. No mailer, lawn sign, or social media post beats looking someone in the eye, hearing what matters to them, and asking for their vote.
2. Second, affordability. People are struggling to make ends meet, and lowering costs for Pennsylvanians will be my focus from day one.
3. Third, money. None of that happens without the money to compete. That's why I'm calling you today.

### Close

Let's take back the House and get Pennsylvania back on track.

*[Make a strong ask]*

**\*\* Note:** You could easily and effectively swap out this script language for a House, Senate, or other race.

# The 90-Second Phone Pitch (cont.)

## Two Ways To End Your Close With A Strong Ask

### Ask For A Range

I'm looking for 30 committed supporters to join me with a donation between \$1,000 and \$10,000.

Will you be one of them?

### Ask For A Specific Amount

Will you support my campaign with a donation of \$2,000?

That's it. Don't overcomplicate it. Tweak the script to fit your voice, and start making calls.

The first few will be uncomfortable. Then you'll find your rhythm. Make calls every week, and within three weeks money will start coming in. Give it two months, and you'll have real fundraising momentum.

But it only starts when you make the ask. No one can do that for you.

**And here's the truth—the people you're calling want to be part of something that matters.** You're giving them the chance to partner with your campaign and be part of something that changes Pennsylvania. But it only happens if you call them and ask.

### Fundraising Path



### The Bottom Line

This week, call ten people and use this script to ask for a donation.