



COLD CALL *script*

3011 W. GRAND BLVD., SUITE 500
DETROIT, MI 48202

UnitedWaySEM.org

Good morning/afternoon,

My name is <NAME> from <YOUR COMPANY>. I'm calling today because I serve on United Way for Southeastern Michigan's Campaign Cabinet, and I wanted to ask if we can set up a time to talk more about the impact United Way makes in the community and how your company can help. Can we set up a time to discuss some possible opportunities?

IF YES

(Set up meeting particulars.) In the meantime, I'd be glad to send you material to review, or you can learn more about the organization at UnitedWaySEM.org.

Thank you and have a great day.

IF NO

OK. I appreciate your time. I'd be glad to send you material to review if you'd like, or you can learn more about the organization at UnitedWaySEM.org.

Thank you and have a great day.



United Way
for Southeastern Michigan