



OUTREACH CALLS

Instructions: Follow script to assist with outreach calls (feel free to adjust to fit your style). It's usually best to practice a few times just to get the feel of the conversation and message you're conveying. If you don't follow the script exactly—the main points to touch on are:

- Who you are
- Where you're calling from
- What ABF does (helping girls pursue their dreams!)
- Why you're calling (to tell them about our grant programs and the next deadline)
- What you want them to do (refer girls!)
- Application deadline (Fall—October 1 and Spring—April 1)

Provide examples and field general questions using the Key Talking Points sheet. If there are additional questions or one that you may not be sure about—refer to a staff member or take down their questions and send to ABF staff for more information:

- info@annbancroftfoundation.org or 612-338-5752.
- Can also refer to website for grant applications and guidelines: AnnBancroftFoundation.org

CALL SCRIPTS

If they answer the phone:

"Hello! My name is _____ from the Outreach Committee for the Ann Bancroft Foundation. I am contacting you today to let you know about our grants for girls programs. We have a grant application deadline coming up [April 1st or October 1st] and are looking for your help to spread the word know about the availability of our grants.

"At Ann Bancroft Foundation, we award grants up to \$500 to Minnesota girls in grades K-12 to participate in experiences that encourage them to imagine something bigger. We often fund an experience for a girl to attend a camp, class, or assist with fees and equipment for participation in athletics. The grants we fund are as diverse as the dreams our girls have. With the help of a mentor, the girl has the opportunity to have someone listen and encourage her and she learns how to advocate for herself."

A few follow-up questions:

- "Do you know any girls at your school that would benefit from our grants?"
- "Would you help us spread the word at your school?"
- "Can I send you a link to our website or send you a copy of the guidelines and application?"

Post Call Follow-Up:

- Send follow-up e-mail and attachments

Follow-Up E-mail:

- Hello _____!

Thank you so much for taking a few moments to speak with me today. I have attached a copy of our grant guidelines and application for you. Please feel free to print or forward the information to anyone you think might benefit from our grant programs. Grant applications and more information is also available on our website at www.AnnBancroftFoundation.org. Girls can now apply online at <https://annbancroft.fluidreview.com/>.

If you have any questions, please feel free to give the ABF office a call at 612-338-5752. Thank you again!

[Your Name]
Outreach Committee Member
Ann Bancroft Foundation

If call goes to voicemail:

"Hello! My name is _____ from the Outreach Committee for the Ann Bancroft Foundation. I am contacting you today to let you know about our grants programs for girls. We award grants up to \$500 to Minnesota girls in grades K-12 to participate in experiences that encourage them to imagine something bigger. Our next grant application deadline is [April 1st or October 1st] and we would love to help some girls in your community. I'm sorry that I missed you and will send you some follow-up information about the grants via e-mail. If you have any questions, please feel free to give us a call at 612-338-5752. Have a great day!"

- Send follow-up e-mail and attachments:
 - Attach Grant Application.
 - Follow-Up E-mail:
 - Hello _____!

My name is _____ from the Outreach Committee for Ann Bancroft Foundation. I recently left you a message regarding our grant programs for girls.

At Ann Bancroft Foundation, we give grants up to \$500 to Minnesota girls in grades K-12 so they can participate in experiences that encourage them to imagine something bigger. Our next grant application deadline is [April 1st or October 1st] and we would love to help some girls in your community.

I have attached a copy of our grant guidelines and application for you. Please feel free to print or forward the information to anyone you think might benefit from our Dare to Dream or Let Me Play grant programs.

Grant applications and more information is also available on our website at www.AnnBancroftFoundation.org. Girls can now apply online at <https://annbancroft.fluidreview.com/>.

If you have any questions, please feel free to give the ABF office a call at 612-338-5752.

Thank you!

[Your Name]
Outreach Committee Member
Ann Bancroft Foundation