

1. Objection: Are you going to ask for money?

Script: "We would like to earn your support but regardless of that I would appreciate the chance to inform you just what we do and how your support would help The Greater St. Louis Area Council."

Why it works: You can make the potential donor more comfortable as you are not being pushy. By engaging in conversation, you are creating opportunities to get donations in the future.

2. Objection: I can't afford the amount you want.

Script: "You decide the amount; it's completely your decision. Even small donations make a big difference to the Youth in our Council where as little as \$25 can provide a uniform shirt for an outreach Scout."

Why it works: People love to know that they are making an actual difference. By giving a clear indication of what difference they are making they will be more engaged.

3. Objection: I support other groups, so I'm done for now

Script: "I agree, there are many great causes out there so let's not worry about money at this stage. I'd still like to have a quick chat though so I can let you know what we are about so when you are next considering a charity you remember us."

Why it works: It removes the financial obligation and still gives you a chance to explain what the Council does. During this time, you have the potential donor's attention and have an opportunity to change their mind.

4. Objection: We are down to one income, so we don't have the money right now

Script: "I'm sorry to hear that. Could I explain to you what we are about so we can see if there is some other way you can get involved?"

Why it works: They are going through a tough time and they will appreciate that you acknowledge that and that even when money is not involved you are trying to engage them.

5. Objection: I already give enough because I invest in my own community/my family/myself

Script: "I appreciate that you are already giving and if you could perhaps shift a small amount of that to The Greater St. Louis Area Council, it could make a big difference. Most people don't realize that just \$ \_\_\_\_\_ per month can sponsor a youth who otherwise would not have the resources to participate."

Why it works: You are acknowledging their objection and not resisting it. Instead of trying to get them to part with more money each month you are just trying to educate them on what a big difference they could make if they just adjust their donations.

#### 6. Objection: I've already donated this year

Script: "Thank you for your donation it was much appreciated. I just wanted to make sure you were aware that you could make regular donations. Small amounts such as \$ \_\_\_\_\_ per month could sponsor a youth who otherwise would not have the resources to participate."

Why it works: You need to show gratitude towards the donor. Once this is done it is about education and showing them the impact of their donations.

#### **Time Objections**

#### 7. Objection: Maybe later/I don't have time right now

Script: "Ok, that is not a problem how about next week Tuesday at 10:00 or Thursday at 14:00? [Or whatever time works for you]."

Why it works: Potential donors need to be given a choice rather than an open-ended question. If you say "when would you like to meet" it is easy for them to blow you off. When they are presented with 2 choices it makes it easy for them to just pick one.

#### 8. Objection: I'm busy during work hours

Script: "I understand that you are busy. How about we meet before you start work for a cup of coffee on Wednesday or do something after work on Thursday?"

Why it works: You acknowledge their objection and that they are busy and by providing them with 2 options you make it easier for the potential donor to make a decision

#### 9. Objection: It sounds interesting, but I would like some time to think about it.

Script: "That's understandable; could I give you our website address and grab your email to send you some more information so you can look through it in your own time?"

Why it works: You don't put any pressure on the potential donor and they should be more willing to provide their email. Once you have their email it is easy to engage them in the future.

#### **Cause Objections**

#### 10. Objection: I donated last time, but I'm not a fan with what you are doing as an organization

Script: "I'm sorry and I would like to hear what concerns you have. Do you mind sharing your thoughts with me so I can get some feedback?"

Why it works: One of the biggest parts of dealing with objections like this (which are actually complaints in disguise) is just hearing out the other persons. In many instances if a donor is unhappy they just want to be heard. By hearing their side of the story you can firstly show you care by listening to them and secondly find out exactly what it is they are unhappy about. Chances are it is a misunderstanding and you may be able to get the donation after all.

11. Objection: I care about environmental [or whatever it may be] issues so that is who I donate to. I think environmental issues or more important than yours.

Script: "Environmental issues are a great cause and it is great that you support them. However, I'd appreciate it if we could have a quick chat so that you know what we do for the Environment and what are all about."

Why it works: You must acknowledge that their current charity is a good one and respect this. If you criticize their current charity in anyway then as you are implying that they have made a wrong decision. It is not a good sales move to tell someone they have made a bad decision as this insults their judgement and will offend them.

12. Objection: My donation would be so small it wouldn't make a difference

Script: "I understand your concern but you would be surprised by what a big difference a small donation can make. For example, \$\_\_\_\_\_ would be sufficient for a \_\_\_\_\_"

Why it works: By giving them a dollar value and explaining the benefit it makes it more real for potential donors. This way the potential donor can see the problem and the solution they are providing.

13. Objection: People should solve their own problems.

Script: "I agree with you and this is a good point. However, sometimes people just need support structures to get started. This is why the Greater St. Louis Area Council sponsors \_\_\_\_\_ Scouts in our Outreach program. They need help to develop life skills to support and help themselves."

Why it works: This is quite an aggressive objection so agreeing with the potential donor upfront disarms them. You then have a brief moment to show why our Scouts need the support so they can "solve their own problems"

14. Objection: I don't have to solve other people's problems

Script: "You are correct, you don't, and we apologize if we made you feel as you have to support Scouting in St. Louis. Giving is just an option which we would like you to consider."

Why it works: This is an aggressive objection so you need to agree with the potential donor to disarm them. Using words such as 'option' and 'consider' will make the potential donor feel more comfortable and open to hear more information.

## **Organization Objections**

15. Objection: The work you are doing sounds great, but I don't know much about you

Script: "Thank you, is there anything specific about our Council you would like to know?"

Why it works: Firstly, this gets them talking which is great as they lead the conversation. Secondly, by asking the right questions you can find out exactly what they are concerned about. Then once you overcome their main concern they should gladly donate.

16. Objection: How do I know what my donations will be used for?

Script: “That is a good question. We outline clearly what all funds are used for in our annual report and on this brochure. Did you have any specific concerns that I can answer”?

Why it works: By answering this question confidently and accurately the potential donor will feel more comfortable knowing that you are a transparent organization?

17. Objection: I’ve donated before, but I can’t say I have felt any better after donating

Script: “Thank you for donating in the past and I’m sorry you have this feeling. We keep all our donors up to date with all our developments and we communicate everything we do. So when you donate to us you will be able to actually see the impact of your donation on Facebook, Instagram, Twitter, our email newsletter, and the Duffle Bag magazine.”

Why it works: Although this may seem like a vain question at first, it can be a real issue due to lack of engagement. Too many times people make a donation and never hear from the charity again. It is very important that we make it clear our supporters will be informed and engaged at all times.

18. Objection: I would like to donate but I’ve heard a lot of donations go to corruption?

Script: “Unfortunately this is true in some instances. This is why we provide transparency in our annual report and keep donors up to date with newsletters and social media.”

Why it works: This is not such a bad objection as the potential donor just needs some reassurance. You need to provide this and explain how he/she can be certain that the funds are being used appropriately. Social media and emails are great as you can use pictures which are highly engaging.

19. Objection: You raised Membership Fees and so you shouldn’t need more money.

- We are a local Council with a national affiliation. Membership dues go directly to national, and we do not collect anything locally for membership. All of the money we raise through Friends of Scouting stays local and supports local programming.