

Fundraising Scripts

These scripts are ready-to-use resources for fundraising as part of the RP Campaign. Included are email templates, phone scripts, and a checklist to help you plan and track your efforts.

Fundraising Checklist

1. Set your fundraising goal (ask your RVC if unsure)
2. Pull donor history for the past 10 years
3. Identify who you will ask (members, companies, sponsors)
4. Choose the best approach: email, phone, event
5. Use templates in this toolkit to make your ask
6. Track who you asked and follow up
7. Send thank-you notes promptly
8. Report progress at each BOG meeting

Email Templates

First-Time Donor Solicitation

Subject: Join Us in Supporting ASHRAE Research

Dear [Name],

I'm reaching out as part of the [Chapter Name] ASHRAE Chapter to invite you to support our Research Promotion Campaign this year. Your gift will fund ASHRAE research projects, scholarships, and educational programs that benefit our industry and future generations.

Would you consider making a gift of [Suggested Amount] this year? You can give easily online at www.ashrae.org/contribute/ - select [Chapter Name] when making your gift to support our campaign.

Thank you for considering supporting this important work.

Sincerely,
[Your Name]

Renewal Ask (Past Donor)

Subject: Your Continued Support Makes a Difference

Dear [Name],

Thank you for supporting the ASHRAE RP Campaign last year. Because of donors like you, ASHRAE was able to fund [insert example].

This year, we hope you'll continue your support with a gift of [Last Year's Gift + modest increase]. You can renew your gift quickly online at www.ashrae.org/contribute/ - select [Chapter Name] when making your gift to support our campaign.

Thank you for being part of our mission.

Sincerely,
[Your Name]

Corporate Sponsorship Ask

Subject: Partnership Opportunity with ASHRAE [Chapter Name]

Dear [Name],

I'm writing to share an opportunity for [Company Name] to partner with the [Chapter Name] ASHRAE chapter this year.

Through our Research Promotion Campaign, we fund vital ASHRAE research, student scholarships, and educational programs. We invite you to participate as a chapter sponsor and receive recognition at our events and online.

I've attached our sponsorship packet outlining the levels and benefits. Could we schedule a short call to discuss?

Thank you for supporting our industry and community.

Best regards,
[Your Name]

Thank-You Email

Subject: Thank You for Supporting ASHRAE Research

Dear [Name],

On behalf of the [Chapter Name] ASHRAE chapter, thank you for your generous support of our Research Promotion Campaign. Your gift of [Gift Amount] helps fund research, scholarships, and programs that move our industry forward.

We look forward to recognizing your support at our next chapter meeting and in the annual Honor Roll of donors.

Sincerely,
[Your Name]

Event-Specific Ask

Subject: Support Our Upcoming [Event Name]!

Dear [Name],

Our chapter is hosting [Event Name] on [Date], and we'd love for you to be part of it. Proceeds benefit the ASHRAE RP Campaign.

Would you consider supporting the event as a sponsor or donor? Opportunities include:

- [List Sponsorship Level #1]
- [List Sponsorship Level #2]

Reserve your sponsorship online at [Link] or reply for details.

Best,

[Your Name]

Phone Scripts

First-Time Donor Ask

Hi [Name], this is [Your Name] with the [Chapter Name] ASHRAE chapter. Do you have a minute?

We're working to reach our Research Promotion goal this year, and we'd love to have your support.

Would you consider making a gift of [Suggested Amount] to help fund ASHRAE research and education programs?

Thank you — you can give online at online at www.ashrae.org/contribute/, or I can send you an email with the details.

Past Donor Renewal

Hi [Name], this is [Your Name] with [Chapter Name] ASHRAE. I wanted to thank you for your support last year.

We're kicking off this year's campaign and I'd love to invite you to renew your gift.

Would you consider giving [Last Year's Gift + modest increase] again this year?

Thanks — I can email you the link to make it easy.

Corporate Sponsorship Ask

Hello [Name], this is [Your Name] with [Chapter Name] ASHRAE. Do you have a quick minute?

I wanted to share an opportunity for [Company Name] to support our chapter and RP through sponsorship.

Could I email you our sponsorship packet and set up a time to discuss?

Thanks — I'll send that over today.

Donor Thank You Call

Hi [Name], this is [Your Name] with [Chapter Name] ASHRAE.

I'm calling to personally thank you for your gift of [Gift Amount] to the Research Promotion campaign.

Your support helps fund ASHRAE research and scholarships. We're so grateful to have you as part of our campaign.

Thanks again, and we hope to see you at our next chapter event.