

How do you call to action?

Speaker: What happens after a person has heard about your organization and has bought into the cause? You give them a particular path and tell them how you want them to take action. Typically think of 2-3 ways in which they can be part of your team and your organization. It is not only about donating. If you give them up to 10 options for donations, it still adds to only one aspect, i.e., donations.

You could ask them to buy your product or contribute in a certain way. You could also ask them if they are skilled in any particular area and would be interested in working with the organization. These are some of the options you can suggest. This would be a great time to reiterate the emotional connect in your belief and cause. Imagine if the brochure has two pages, then this reiteration can be done in one line. The next steps and expected action are recommended only if you have thought this through and have a process in place.

Typically when you make a commitment of reverting in 3 days or in 24 hours and no response is given in time, then it could become a tiny point against you. There can be valid reasons for not been able to respond like server down, not working day, etc., But people do not want to hear that kind of excuse so use 'call to action' only once you have thought the process through and you are 100 % sure that you can pull it off.