



Telethon Volunteer Call Guide

During the "A New Home for Our Warriors" Live Telethon, you will be making **real-time calls** to past donors, potential supporters, and businesses to encourage participation and donations. These calls will happen **while the telethon is live**, so we can **direct them to watch and donate in real-time**.

Welcome & Thank You!

First and foremost, **thank you** for volunteering your time and energy to support **A New Home for Our Warriors – A Live Telethon**. Your dedication to this mission is what makes this event possible. By being involved in this effort, you are not just making phone calls—you are **changing and saving lives**. Every conversation you have today brings us closer to giving more veterans a **safe, stable home** and the **support they need to thrive**. We deeply appreciate your commitment to standing with those who have sacrificed so much for our country. Your time, your voice, and your passion truly make a difference.

Overcoming Fear & Finding Confidence in Making Calls

It's no surprise that **cold calling and asking for donations** can feel intimidating. Many people experience **fear, anxiety, or discomfort** when making these calls, and that's okay. This feeling often comes from a **deep-seated mindset about money**—what's sometimes referred to as a "**money program**." Society teaches us that money is a sensitive topic, and many of us have been conditioned to believe that asking for it is intrusive or burdensome. But today, we challenge that belief.

Instead of thinking of this as asking for money, **think of it as inviting people to be part of something bigger than themselves**. You're not just requesting donations—you're offering an opportunity to **change a veteran's life**. The people you call today **want to help**; they just need to know how. Your confidence, enthusiasm, and belief in this mission will inspire them to take action.

Tips to Stay Confident & At Ease When Making Calls

- ✓ **Reframe the ask** – You're not taking from them; you're **giving them a chance to make a difference**.
- ✓ **Smile when you talk** – Even over the phone, people can hear a **warm, friendly tone**.
- ✓ **Make it personal** – If you have a connection to the cause, **share why this matters to you**.
- ✓ **Stay positive** – Not everyone will say yes, and that's okay. Every call brings us closer to success.
- ✓ **Breathe & take breaks** – If you feel overwhelmed, take a moment to reset and refocus.
- ✓ **Celebrate the wins** – Every donation, no matter the size, is a step closer to our goal!

***The key to success today is **believing in the impact of what we're doing**. You are part of something truly **life-changing**, and your calls today will help provide a **home, hope, and a new future** for our warriors. Thank you for being here. Let's make this telethon a success! us

TIPS FOR SUCCESSFUL CALLS

- ✓ **Be Warm & Friendly:** The goal is to engage, not pressure. Thank them whether they donate or not.
- ✓ **Mention We're LIVE:** This creates urgency and makes it feel more exciting and interactive.
- ✓ **Listen & Engage:** If they share a personal connection to veterans, acknowledge it.
- ✓ **Use the Link:** Always direct them to the telethon link, so they can watch and donate immediately. The telethon will be playing live on the event page, as well as YouTube, Facebook, and Instagram
- ✓ **Ask Them to Share:** Even if they can't give, spreading the word helps!

CALL SCRIPTS FOR TELETHON DAY

***[NOTE: IF YOU CREATED YOUR PERSONAL FUNDRAISING PAGE AND SET YOUR OWN GOAL, PLEASE SHARE YOUR PERSONALIZED PAGE LINK TO YOUR DONORS. THIS WILL TRACK YOUR EFFORTS AND ENSURE DONATIONS ARE COUNTED TOWARDS YOUR PERSONAL GOAL.]**

General Call to New Supporters

Volunteer:

"Hello, is this [Donor's Name]? My name is [Your Name], and I'm calling as part of the **"A New Home for Our Warriors" Live Telethon for Houses For Warriors**. We're **LIVE right now**, raising funds to provide **safe housing, mentorship, and personal development** for homeless veterans.

We're reaching out to people like you who care about our veterans to **invite you to tune in now and be part of this incredible mission**. Would you be open to watching the telethon and considering a donation to help us expand our **Warrior House**?"

 **Watch & Donate Live Now:** WARRIORHOUSE.GIVESMART.COM

(Pause, engage in conversation, and answer any questions—see FAQs below.)

"Every contribution goes directly to ensuring our veterans never end up homeless again. Even if you can't give, just watching and sharing makes a difference!"

SHARE EVENT PAGE: VIEW LIVESTREAM OR DONATE

- Open QR Code Link with your Camera.
- A pre-filled text message will populate on your Smart Phone.
- Enter Donor's phone number
- Send Text



Call to Past Donors

Volunteer:

"Hello [Donor's Name], this is [Your Name] with **Houses For Warriors**. We are **LIVE right now** hosting "**A New Home for Our Warriors**" Telethon, and I wanted to personally thank you for your past support.

Today, we are working toward a huge goal—raising **\$500,000** to expand our **Warrior House** and provide **safe housing, mentorship, and life-changing opportunities** to more homeless veterans. Your past generosity made a difference, and I'd love to invite you to **tune in now and help us reach this goal**.

 **Watch & Donate Live Now:** [WARRIORHOUSE.GIVESMART.COM](https://warriorhouse.givesmart.com)

"Would you consider making another donation today or even **sharing this event** with your friends and family? The more people who join, the bigger the impact we can make!"

Business/Corporate Sponsorship Call

Volunteer:

"Hello [Business Name Representative], my name is [Your Name], and I'm calling as part of the **LIVE "A New Home for Our Warriors" Telethon** for **Houses For Warriors**. Right now, we're raising funds to expand our **Warrior House**, a program that helps veterans **transition out of homelessness permanently** by providing **stable housing, personal development, and career training**.

We'd love to invite you to **tune in right now** and consider joining us as a **business sponsor**. We are offering **sponsorship opportunities, including room naming rights** in our new home for major supporters like yourself.

 **Watch & Donate Live Now:** [WARRIORHOUSE.GIVESMART.COM](https://warriorhouse.givesmart.com)

"Would you be interested in learning more about sponsorship opportunities? Even if sponsorship isn't an option, just watching and sharing this telethon would mean the world to us and the veterans we serve."

SHARE EVENT PAGE:

VIEW LIVESTREAM OR DONATE

- Open QR Code Link with your Camera.
- A pre-filled text message will populate on your Smart Phone.
- Enter Donor's phone number
- Send Text



Major Donor Call – Naming Rights Opportunity

Volunteer:

"Hello [Donor's Name], this is [Your Name] with **Houses For Warriors**. We are **LIVE right now** hosting "**A New Home for Our Warriors**" Telethon, and I wanted to personally reach out to you because we have a **unique opportunity** for major donors who want to make a lasting impact.

As we raise funds to **purchase a larger Warrior House**, we are offering **exclusive room naming rights** to honor those who are stepping up in a big way. These naming rights are a lifetime legacy opportunity to show your commitment to our heroes and be permanently recognized in the new Warrior House.

Would you be interested in securing a naming opportunity to leave a lasting impact on our veterans' lives?*

Naming Rights Opportunities

- **Bedroom Sponsor (\$25,000+)** – (7 Available) - Permanent name recognition inside the bedroom.
- **Study Room Sponsor (\$50,000)** – (1 Available) - Permanent naming rights on a dedicated study space.
- **Movie Room Sponsor (\$50,000)** – (1 Available) - Your name on a dedicated entertainment space for relaxation and recovery.
- **Fitness Room Sponsor (\$75,000)** – (1 Available) - Support veteran health and wellness with your name on the fitness space.
- **Game/Rec Room Sponsor (\$75,000)** – (1 Available) - Create a space for camaraderie and mental wellness for veterans.
- **Warrior House Naming Rights (\$150,000 – Lifetime)** – (1 Available) - Your name permanently attached to our new home, recognized in all materials and media.

Each naming right donation includes:

- ✓ **A customized plaque with your name or dedication** inside the designated room.
- ✓ **Exclusive recognition at our grand opening event.**
- ✓ **Lifetime acknowledgment on our website and donor recognition materials.**
- ✓ **Media and promotional exposure as a key supporter of veteran housing.**

Would you be interested in one of these **incredible legacy opportunities** to change the lives of our veterans forever?"

SHARE NAMING RIGHTS PAGE: VIEW NAMING RIGHTS OPPORTUNITIES

- Open QR Code Link with your Camera.
- A pre-filled text message will populate on your Smart Phone.
- Enter Major Donor's phone number
- Send Text



FAQs & COMMON RESPONSES

Our Commitment to Transparency

At **Houses For Warriors**, we believe every donor has the right to know **exactly how their contributions are being used**. Our mission is to **end veteran homelessness permanently**, and we ensure that funds raised during this telethon go directly toward **housing, mentorship, and life-changing support for our Warriors**.

? "What exactly does my donation support?"

A: "Every donation goes directly to **purchasing and expanding Warrior House**, where we provide **stable housing, mentorship, and personal development programs** for veterans transitioning out of homelessness. Unlike traditional shelters, our program **ensures veterans never become homeless again** by giving them the tools, skills, and support they need to reintegrate into society successfully."

? "How is Warrior House different from other veteran housing programs?"

A: "**Most veteran housing programs are temporary solutions**—they provide a place to stay but don't solve the deeper issues. Our motto is '**A Hand Up, Not a Handout.**' We focus on **personal growth, mentorship, and real transformation** so veterans can thrive independently and never return to homelessness. We're not just housing veterans—we're rebuilding lives."

? "How many veterans will this new house support?"

A: "Right now, our Warrior House only houses **four veterans at a time**. With the ****new home**, we'll be able to **double that capacity** and create **dedicated spaces** like a **game room, movie room, gym, and study area** to support mental and emotional healing."

? "Why does it cost \$500,000?"

A: "This funding will allow us to **purchase and furnish a larger home** specifically designed for veterans to **live, heal, and transition back into society successfully**. Unlike government-funded programs, we rely entirely on **community support** to create long-term solutions that **break the cycle of veteran homelessness**."

? "Can I donate after the telethon?"

A: "Absolutely! While today is our big push, donations will still be accepted after the event. You can donate anytime at [WARRIORHOUSE.GIVESMART.COM](https://warriorhouse.givesmart.com), and we'll continue providing updates on our progress toward our goal."

? "Can I make a monthly donation?"

A: "Yes! Monthly donations help provide **ongoing, sustainable support** for our Warrior House program. You can set up a recurring gift on our donation page at [WARRIORHOUSE.GIVESMART.COM](https://warriorhouse.givesmart.com)."

? "I don't like donating online. Is there another way to give?"

A: "Of course! We also accept **checks and direct donations**. I'd be happy to provide details on how to send a donation offline." (If applicable, provide a donation address or connect them to the right person.)

? "Is my donation tax-deductible?"

A: "Yes! **Houses For Warriors is a registered 501(c)(3) nonprofit** organization, so all donations are **tax-deductible to the fullest extent of the law**. You'll receive a donation receipt for tax purposes."

? "What if I can't donate, but I still want to help?"

A: "That's totally okay! The best way to support us is by **sharing the telethon link** with your network or even **starting your own fundraising page** to help raise awareness. The more people who see this, the bigger the impact we can make!"

? "How can I get involved beyond donating?"

A: "We're always looking for **volunteers, business sponsors, and partners** who want to support our veterans. If you'd like to get involved beyond today's event, we'd love to connect with you!"

? "Do you work with only homeless veterans?"

A: "While our primary mission is helping **homeless veterans transition to stable, independent lives**, we also support **at-risk veterans** who need mentorship, career assistance, and personal growth opportunities to prevent them from falling into homelessness."

? "Who started Houses For Warriors?"

A: "Houses For Warriors was founded by **Andrew Canales**, an Air Force veteran who personally experienced **homelessness, PTSD, and the struggles of reintegrating into civilian life**. He created this program to ensure no veteran goes through what he did, and to **break the cycle of homelessness for good**."

? "How do I stay updated on the progress of the Warrior House?"

A: "We post regular updates on our website at <https://housesforwarriors.org>, and you can also follow us on social media to see how your donation is making a difference!"

? "How will the money raised from this telethon be used?"

A: The funds raised during the telethon will go directly toward **purchasing and expanding Warrior House**, allowing us to **double the number of veterans we serve**. This includes securing a larger home, furnishing essential living spaces, and funding **mentorship and personal development programs** that help veterans transition out of homelessness permanently.

? "What percentage of my donation goes directly to helping veterans?"

A: We prioritize putting every dollar where it **makes the most impact**. The majority of donations go **directly toward housing and veteran support services**, with only a small percentage allocated for essential administrative costs. You can review our full financial breakdown here: <https://housesforwarriors.org/financials>.

? "Is my donation tax-deductible?"

A: Yes! **Houses For Warriors is a registered 501(c)(3) nonprofit organization**, and all donations are **tax-deductible**. You will receive a donation receipt for tax purposes.

? "Can I see proof of how the money is spent?"

A: Absolutely! We are committed to **full financial transparency**. You can view our **impact reports, financial statements, and spending breakdowns** at <https://housesforwarriors.org/financials>.

? "Does Houses For Warriors receive government funding?"

A: No, we are **fully funded by private donations, corporate sponsors, and fundraising events like this telethon**. This allows us to remain **independent and mission-driven**, ensuring we focus on **long-term solutions** instead of government-funded short-term shelters.

CALL LOG TEMPLATE

(Each volunteer should keep track of their calls and pledges.)

Call #	Name	Phone Number	Spoke With?	Donation Amount	Pledge Follow-Up?	Notes
<i>Sample</i>	<i>John Smith</i>	<i>555-123-4567</i>	<i>Left Message</i>	<i>TBD</i>	<i>Yes</i>	<i>Follow Up Monday</i>
<i>Sample</i>	<i>Jane Doe</i>	<i>555-987-6543</i>	<i>Yes</i>	<i>\$500</i>	<i>No</i>	<i>Wants to attend opening ceremony</i>
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						
11						
12						
13						
14						
15						
16						
17						
18						



A NEW HOME FOR HEROES

JOIN US FOR A LIVE TELETHON
RAISING \$500,000 TO
EXPAND OUR WARRIOR
HOUSE AND TRANSFORM THE
LIVES OF HOMELESS
VETERANS
—TUNE IN, DONATE, AND BE A
HERO FOR OUR HEROES!

TELETHON
22 FEBRUARY 2025
3-6pm

