

The Call — Script Card

THE CALL — FOUR BREATHS

(Keep this card in front of you. Church phone. Leader in the room. First name only.)

BREATH 1 — WHO YOU ARE

"Hi, my name is _____ and I'm calling from the youth group at _____ Church here in town."

BREATH 2 — WHAT YOU NOTICED

"We noticed that _____ doesn't have a website, so people can't find your hours or what you do when they search for you."

BREATH 3 — THE GIFT

"So our group went ahead and built you one. It's real, it's finished, and it's free — we do this as a ministry project. Can I send you the link so you can take a look?"

BREATH 4 — THE CLOSE

"There's nothing to sign and nothing to pay. If you like it, we'll put it online for you and hand you the keys."

...then STOP TALKING and let them respond.

IF THEY SAY YES:

"Wonderful! What's the best way to send you the link?" Get it, thank them, tell them someone will follow up in a couple of days. Write it all on the log.

IF THEY SAY NO:

"No problem at all — the offer stands if you ever change your mind. Have a great day." Warm, short, done. No convincing. No extra sentence.

IF THEY SAY "WHAT'S THE CATCH?":

"No catch — our youth group builds websites for local places as a service project. The site is yours free either way."

LATER: THE POWERED-BY ASK (at launch, after they approve the site)

"Would you like the bottom of the site to mention that it was built by our youth group? It links back to our church and helps people find out about

what we do."

YES -> leave the footer line in and fill it in. NO -> remove it, cheerfully.

LATER: THE WEBSITE NAME ASK (at launch, after the powered-by ask)

"Right now your site lives at a free address we'll show you. If you'd like a real name like yourbusiness.com, that costs about \$10-15 a year, and that part you'd pay directly — it's your name, owned by you. We can either walk you through getting it over the phone, or do it for you while you watch. Either way is easy, and if you'd rather skip it, the free address works forever."

WALK-THROUGH or DO-IT-FOR-YOU -> leader follows the Cloudflare steps in the kit README. SKIP -> free Railway address, gift complete.

LATER: THE DONATION ASK (a week or two AFTER launch — never with the gift)

"We're so glad the site is working for you. One thing you might not know — our youth group keeps it online through donations to the church; the hosting runs about five dollars a month per site. If you ever wanted to support that, it would help us keep doing this for other churches and businesses like yours. No pressure at all either way — the site is yours regardless."

Money goes to the CHURCH only. Every answer gets a thank-you.