

TALKING ABOUT THE DONATION

It can sometimes feel as though you are putting people on the spot when you encourage them to donate. Sometimes we may skip that part of the tour, because it can be uncomfortable. Sometimes we may simply forget. Fully informing our visitors about who we are and how they can help is half of our mission in giving tours. As a docent, you give your time and generate revenue for MPPP through the ticket sales from the tour you give. You can increase your impact exponentially with a good strategy for the donation ask. We all have different styles as docents, and will go about this very important part of giving the tour in different ways. When finding your style, here are some things to consider.

Is the visitor fully informed? Does the visitor fully understand what MPPP is, and everything we do? Let them know how much the project relies upon donations, and how much farther we need to go to truly obtain our mission. If they feel they are just visiting a petroglyph site, they may not understand the importance of giving more. Make sure your introductions are thorough, but also continue to bring up MPPP and our mission throughout the tour. For example: As you walk up the hill and gain a view of the mesa cap, talk about how vast the Mesa is, and what we are doing to record and protect it. Talk about the school children who visit the preserve and the Summer Youth Intern Program. Or tell them there have been times that our recording teams have worked in advance of bulldozers - in some cases our petroglyph recording data is the only remnant of what was once here.

1. **The Brochure** – The brochure is extremely effective in bringing donations. Decide when you want to give out the brochure. At sign in? When you walk by the box on tour 1? After the tour? When does it make the most sense to you?
2. **Context for the Brochure** – If you give the brochure on sign in, but don't mention it during the introduction after explaining all we do and what we do, your visitor may regard it as a piece of paper rather than an avenue by which to give a donation or get involved. After your introduction you can say, "You all were given brochures. If after your tour you would like to donate to further support the project, use the envelope inside your brochure or make a donation online at our website. If you choose to give out brochures at another time, you can say, "You can use the envelope inside to donate to MPPP."
3. **Tell them why you give** – Share your story! Why do you volunteer as a docent? Encourage our visitors to volunteer themselves, attend our events, and sign up for the newsletter.

Some docents find it very helpful to visit the docent box with their visitors (It is often shaded!). Even if you are coming down the hill at the end of the tour, you can say "I want to give you some more information, and show you our t-shirts and books." There you can hand out brochures, talk about the donation, sell merchandise, and hand out flyers to our events (These are stocked in the Green Folder that floats around in the box.)