

# Making Cold Calls

## Sample Scripts



### Visit Request with Past Donor

- Hi. This is [name] with [institution]. Do you have a moment to talk?
- First, I want to thank you for your generous support of \_\_\_\_\_. You make such a difference for \_\_\_\_\_.
- I would love to thank you in person and:
  - hear more about your inspiration behind giving.
  - hear more about your experience at [institution].

### Visit Request with Non-Donor

- Hi. This is [name] with [institution]. Do you have a moment to talk?
- We are really trying to improve our alumni outreach. Would you be willing to meet with me and share your experience at [institution]?
- I'll be in [city] on [date], [date] and [date].
- Would another week work better?

### Renewal Ask

- Good afternoon, this is [name] calling from [institution]. May I please speak with [name]?
- Hi [name]. First and foremost, thank you for your generous support over the years. Your generosity makes such an impact on our students – you bring our mission to life.
- Can we count on you again this year with a gift of [% increase over last year's gift\*]?
- Thank you so much, [name]. We will put your gift to good use right away. Thank you for paying it forward.

*\*typically suggest a 20-50% increase, unless your culture of philanthropy is very young, or it's someone who has given \$20 consecutively for the past 40 years – then stick to \$20*

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### Special Initiative: A&M's Food Security Initiative

#### 1. INTRODUCTION

- Hi, this is [name], calling from A&M Commerce, formerly East Texas State. Is this [donor first and last name]?
- Awesome, I'm a [Freshman/Sophomore/Junior/Senior/Graduate Student] [Major] calling on behalf of A&M Commerce formerly known East Texas State. We are reaching out to alumni for a couple of reason this evening.
- First, I would love to take a few moments to update your alumni profile.
- If yes:
  - Is this the best phone number to reach you?
  - Are you still receiving mail at...?
  - We have [email] as your primary email on file, is that one still the best?
  - We love to see what our students are doing with their majors, are you still at? Do you have any employer info you would like to share with us?
- If no: Move on and BUILD RAPPORT.

#### 2. BUILD RAPPORT BEFORE ASK: Ask questions about their university life

#### 3. EXPLAIN INITIATIVE AND MAKE THE ASK

- We are also calling this year to inform you about our Food Security Initiative here at A&M Commerce. Last year more than 250 students applied for emergency food assistance through Student Affairs. Sadly, student affairs does not have enough money to meet the students' needs. We are asking for your help because students who are not eating properly have a harder time attending classes and even staying in school.
- With this in mind can we count on your support with a gift of \$50/100 tonight? This will cover breakfast for about 9/18 students.
- If yes: Great! Thank you so much. Will that be on a visa, master card or discover?
- If no: Okay. I understand. If you are interested in supporting other areas on campus you may choose to do so as well. You can join the alumni association, provide scholarships, support KETR our radio station, or you can give to the Greatest Need Fund and support them all!! Would you be more comfortable with a gift of \$25?
  - If yes: Great! Thank you so much. Will that be on a visa, master card or discover?
  - If no: Thank you — I would like to let you know that the choice is completely yours, you can donate a single meal (\$6 or \$9) or feed someone for a week (\$120), would you consider a gift of \$10 or a single meal today?
    - If yes: Great! Thank you so much. Will that be on a visa, master card or discover?
    - If you will hold for just a moment, my supervisor can process your payment over the phone right now.
    - If no: I understand. Our Giving Day campaign is going on until March 1st, so if you do decide to give, you can visit our website at [tamuc.edu/give](http://tamuc.edu/give). Thank you for taking time to speak with me this evening. Go LIONS!

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### Special Occasion: A&M's Valentine's Day Couples Ask

#### 1. INTRODUCTION

- Hi, my name is [name], a current Lion student at A&M Commerce. Am I speaking with [alumni's name]? Hi [alumni's name], I'm calling tonight on behalf of the University to wish you and [spouse's name] a very Happy Valentine's Day.
- SWITCH TO BACK-UP SCRIPT IF NOT TOGETHER ANYMORE

#### 2. BUILD RAPPORT

- How are you this evening? (respond appropriately)
- Well [alumni's name], as I said we are calling to wish you and [spouse's name] a Happy Valentine's Day; we have also been asking our alumni couples, why do you love being a Lion alumni? Would you like to share some of your happy campus memories?
- PROMPTS: Did you and your [husband/wife] happen to meet while attending? What is one of your favorite memories about your time on campus? (Ask about organizations, campus groups, etc. Get them talking. Be prepared to answer questions about campus improvements/updates.)

#### 3. TRANSITION

- I really enjoyed hearing your memories from when you were a student here. Hearing alumni speak so highly of their alma mater makes me proud to be a Lion.
- This year during Valentine's Day we're asking our alumni to show their love for the University by supporting the University's Annual Giving Day. During this event you can support what you miss on campus the most, like your major/department or even our KETR/radio station.

#### 4. ASK

- This is honestly a wonderful way for you to show why you love being a Lion alumni. So many of your fellow alumni have supported tonight demonstrating their love for your alma mater; would you be interested in joining with a gift of \$25? (be quiet and wait for response)
- If yes: Great! Thanks so much for your support, I appreciate it and I know that my fellow Lion students appreciate it as well. Let me verify your contact information before processing your gift. (ADDRESS UPDATE.) Awesome, which credit/debit card will that be on today?
  - Yes: I'll go ahead and transfer you to my supervisor and she will process your card. Once again thank you so much for speaking with me and for your support, GO LIONS!
  - No: When you use your credit card we can put your gift into immediate use. For example, it could benefit our new food insecurity initiative which will provide meals for students who are not able to afford them.
  - If alumni hesitates: Processing your donation with a card also saves the University on costs of paper and is in keeping with the University's environmental consciousness.
- If no: MOVE TO ADDRESS UPDATE (**cont'd on next page**)

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### Special Occasion: A&M's Valentine's Day Couples Ask (cont'd)

#### 5. ADDRESS UPDATE

- Well [alumni's name], while I'm talking to you let me make sure that your information is up to date; are you still at [address]? Great! Would you like to add a better contact number or is this the best one to reach you at? (Update if needed.) What about your email address?

#### 6. SECOND ASK

- I would love to offer you another opportunity to support the school. Would you like to give [graduation year in dollar amount] in honor of your graduation year?
- If yes: Great! Thanks so much for your support, I appreciate it and I know that my fellow Lion students appreciate it as well. We'll go ahead and process your gift. I will transfer you to my supervisor who will verify your card information with you. Once again, thank you so much for speaking with me and your support, GO LIONS!
- If alumni hesitates: I can also send you information to complete your gift online which is fast and convenient. / I can also offer the option to complete your pledge through the mail with a pledge.
- If no: [alumni's name] I want to wish both of you Happy Valentine's Day again; it's been really nice speaking with you. I appreciate you taking the time to share your memories of Commerce with me. I hope you'll stay in contact with the school, have a great night and GO LIONS!!

#### VOICEMAIL

- Hi, I'm calling for [alumni's name], my name is [name], a current Lion student at Commerce. I'm calling tonight to wish you and [spouse's name] a very Happy Valentine's Day. We love keeping up with our married Lion alumni; if you would like to update your contact information, please call XXX at XXX-XXX-XXXX. Happy Valentine's Day to you both and GO LIONS!!!