

INTRODUCTION

Hi, may I speak with **First Name, Last Name** please?

Hello, **Mr./Mrs./Dr./Ms Last Name**, my name is **Your First Name** (and I'm a (freshman/sophomore/junior/senior) at the calling on behalf of **Emory University**. How are you?
Listen and respond appropriately.

I'm calling to share some exciting updates with Emory, and to discuss annual support to the school. (Do not pause here. Go right into asking...)

Record Update

[Back to](#)

Record Update:

First I'd like to verify your address so we can stay in touch. Are you still living at?

We're also working to update our email directory, would you be able to confirm your email address? (Spell back address.)

Additionally, it's helpful to have employer records for our database, do you still work at **XXX**?
or
Where are you currently employed?

***Carefully update these demographics in the "Log Activity" portion of Volunteer by Evertrue.
Copy any updates into an email at the end of the night to your Team Supervisor.

Build Rapport

Build Rapport:

Review “Info” in Volunteer by Evertrue for more information.

One of my favorite parts about calling alumni is hearing about their Emory University experience...

Choose One

- When was the last time you visited campus?
- I see here that you have degrees in **(XXX)**. What was it that interested you in those areas?
- What was the best thing about your EMORY experience?
- Do you still keep in touch with any professors or classmates?

Talking Points

Talking Points:

- Your support can help Emory continue to advance its mission of education, research, patient care, and service to others.
- At Emory, students, faculty members, staff, physicians, nurses, researchers, and others are hard at work, excited by the possibilities of the year ahead. Your support affirms that work.
 - Help a scientist make a breakthrough in the battle against a deadly disease.
 - Help a scholar uncover research that transforms our understanding and knowledge of the world.
 - Provide a student with a dynamic, world-renowned education and life-changing experience.
- Gifts make an immediate and lasting difference for students, scholars, researchers, scientists, doctors, patients, and many others.
- By supporting those in the Emory community who push the frontiers of knowledge, you make a difference for everyone who will benefit from the resulting advances in the years to come.
- Your ongoing support does more than move Emory forward. Your contributions create progress throughout the country and around the world.
- Support the areas at Emory closest to your heart and the priorities most meaningful to you.
- Your investment in Emory is an investment in a better world for all.

Non-Donors

Past Donors

[Back to Talking Points](#)

DONORS:

I'm also calling to thank you for your past support of the **(SCHOOL/DESIGNATION)**. I know that current students truly appreciate the resources your support helps make possible.

Primary Ask

[Back to Talking Points](#)

NON-DONORS:

I'm also calling to speak with you briefly about supporting the **(SCHOOL)**. Alumni gifts are truly what help the University reach beyond what tuition and state support covers to give students the best education possible and provide the level of excellence we are known for...

Primary Ask

PRIMARY ASK

Gifts to the **(SCHOOL/Designation)** support resources like: **Mention resources from the school.**

Alumni like you have helped make Emory one of the most respected schools in the country. Can we count on your participation with a gift of **2 x Last Donation**? You can designate your gift to one or all of the schools you graduated from or designate to area of interest.

If gift history, remind alumnus of last designation(s).

Text Link

Second Ask

Allied Health

Athletics & Campus

Business

Carlos Museum

College

Dental

Graduate

Law

Medicine

Nursing

Oxford

Rollins

Theology

[Back to Primary Ask](#)

SECOND ASK

Increasing support for scholarships is always a top priority. Scholarships help make it possible for all deserving students to pursue a degree at Emory, regardless of their financial background. Competitive scholarships also help EMORY to compete with other universities for the best and brightest students.

A gift of **1.5 X last donation** would do a lot to support student aid. Is that an amount you could help with tonight? Remember, you can designate your gift to one or all of your schools. **If there is a giving history, remind alumnus of last designation(s).**

If Yes: Proceed to your closing script to complete the call.

[Text Link](#)

[Third Ask](#)

[Back to Second Ask](#)

THIRD ASK

Emory doesn't fund its many programs with a few large gifts, but rather with the collective support of many alumni and friends. Emory's support levels for our students are under constant competitive pressure and gifts from our alumni have helped our students with grants and scholarships. We were only able to do this because of alumni like you

With this in mind, will you participate with a gift of just **Same as Last Gift** today?

If Yes: proceed to your Closing Script.

If No: Proceed to Engagement Script:

[Text Link](#)

[Engagement](#)

[Back to Primary Ask](#)

Text Donation Link

Thank you very much for your gift of **\$XXX.XX**. Given the pandemic we are working in a remote environment and encourage our donors to fulfill their gifts virtually as well. May I send you a text message with a link to donate? (If no) May I speak the link to you—it's a simple link.

Text #1 Copy/Paste: We appreciate your pledge to Emory University today! You can give today and check your employers matching program by following this link:

Text #2 Copy/Paste: *Copy and send link from appropriate Evertrue Pool*

Fantastic - I just texted you a link, can you confirm that you received the text message? Great - I'm happy to stay on the phone to answer any questions as you navigate the donation page.

Text #3 Copy/Paste: Thank you again for supporting Emory University. If you have any questions, please reach out to us at 404-727-6200. Have a great evening!

Engagement

[Back to Text Link](#)

Engagement and Giving

We also want to give our donors the chance to make an even bigger impact by volunteering with Emory. We are seeking community members who are interested in interviewing prospective students, providing career advice for current students, participating in community service projects, or spearheading outreach during our day of giving. Are you interested in receiving more information on any of these initiatives?

Closing

[Back to Third Ask](#)

Engagement and Not Giving

We understand that it is not always the right time to make a gift, but perhaps you are able to support Emory by volunteering. We are seeking community members who are interested interviewing prospective students, providing career advice for current students, participating in community service projects, or spearheading outreach during our day of giving. Are you interested in receiving more information on any of these initiatives?

Closing

[Back to Engagement](#)

Closing Giving

Thank you very much for your pledge of **\$XXX.XX** to Emory University. We are grateful for your support, and I appreciate your time this evening.

Wrap-Up

[Back to Engagement](#)

Closing Not Giving

Thank you for speaking to me this evening about Emory University. We are always grateful for your support, and I appreciate your time this evening.

Wrap-Up

Start Over!

Wrap Up

- 1) Stage your Record Appropriately
- 2) Log Notes of each call, even if they didn't answer
- 3) Add Committed Amount under Gifts

Compile List for Team Leaders:

- Opt outs
- Demographic updates

[Back to Primary Ask](#)

Allied Health Professions:

- Emory's Physician Assistant program ranked 3rd in the nation according to U.S News and World Reports 2018 edition of "America's Best Graduate Schools" guide.
- The Physical Therapy program is ranked 5th nationally.

Athletics/Campus Life:

- 113 Emory student-athletes have received NCAA Postgraduate Scholarships for achievements in athletics, academics, and community service and 184 have received Academic All-American awards.
- The athletics program has claimed 24 NCAA Division III national championships.
- Emory Athletics finished fourth in the NCAA Directors Cup for Division III, which includes over 350 schools.
- Volunteer Emory—one of the largest student-run organizations in the nation—provided opportunities last year alone for thousands of Emory students to give more than 15,000 hours of service to communities in metro Atlanta and beyond.

Business School:

- Goizueta's strategic plan is well underway. Its pillars include such initiatives as Leadership Development, the Business of Healthcare, Real Estate & Private Equity, Business Analytics, and Behavior & Decision Insights. You can learn more at goizueta.emory.edu/strategicplan
- This fall, Goizueta welcomed the third class of Goizueta's **new Masters in Science in Business Analytics**. The new class cited the strong curriculum and positive alumni reviews as their top reasons for choosing this program over its competitors. More info can be found on the Goizueta website.
- Do you currently subscribe to **Emorybusiness.com**? Goizueta provides a real-time platform for you to stay current on faculty news and research, rankings, as well as special interest stories from both students and alumni. Visit often to get fresh news every week!
- **[For Evening MBA graduates only]** Did you know that the Evening MBA program ranked 15th, moving up 10 and securing a spot in the top 15 for the ninth time since 2008?
- **[For Executive MBA graduates only]** Did you know Goizueta's Executive MBA program ranked No. 23 and has now been in the U.S. News Top 25 for 11 of the past 12 years?
- **[For full-time and 1-year MBA graduates only]** Did you know that the Full-Time MBA program remained in the Top 20 for the third-straight year in 2018, landing at No. 20 on the list?
- **[For BBA graduates only]** Did you know that our BBA program has some of the best career placement statistics of in the country? Thanks to our dedicated BBA Career Management Center staff, 96% of our graduates receive offers for employment by three months after graduation.

Carlos Museum:

- As a museum supporter, you likely know that the museum features ancient art and artifacts from around the world. And that the museum hosts a range of special exhibitions that change throughout the year including exhibitions of works on paper.
- Did you know that all of the museum's educational programs and special exhibitions are funded solely by private donations including membership revenue?
 - We have a membership level that may apply to you or family and friends. It is the Doric Patron membership (\$150) and includes reciprocal benefits at over 1,000 participating museums in North America, not to mention all of the basic benefits of membership such as free admission.

College:

- Applications for Emory University's undergraduate programs have hit an all-time high, with a record-breaking total applicant pool of 28,517 students seeking to join the Class of 2024!
- Emory University religion professor Deborah Lipstadt's acclaimed memoir, "History on Trial: My Day in Court with a Holocaust Denier," was made into the feature film "Denial." The book and subsequent film chronicles her exoneration by a British court in a sensational libel trial. "Denial" stars Academy Award winner Rachel Weisz as Lipstadt.
- "New York Times Magazine" featured Emory College professor Cassandra Quave's research on ancient plant remedies and their use in the treatment of drug-resistant infections. Dr. Quave is a leading ethnobotanist whose work is at the forefront of providing solutions for the growing health problem of antibiotic resistance.

Dental:

- Emory's strengths in dentistry continue through our programs in geriatric dentistry, oral pathology, and oral and maxillofacial surgery.
- Gifts to oral and maxillofacial surgery support faculty research, research and additional lab opportunities for current residents and fellows, attendance to national conferences for faculty and trainees, as well as training equipment for enhancing clinical skills.
- Your support of the Ina T. Allen Dental Center allows us to meet the special needs of older adults.
- Your gifts to Emory Continuing Dental Education help attract renowned faculty as speakers, increase the number of lectures we hold each year.

Graduate:

- The Graduate School provides Kharen Fulton Graduate Diversity awards, Emory Graduate Diversity Fellowships, Mellon Graduate Teaching Fellowships, Jones Biomedical Engineering Fellowships, and Professional Development Support Funds. These opportunities for additional funding help recruit and retain the brightest students to the LGS.
- The Jones Program in Ethics provides students with a foundational, cross-disciplinary introduction to the question of ethics for their research, training and careers. It is a required, integral part of the curriculum in LGS doctoral programs across the humanities, social sciences, biomedical and natural sciences, public health, nursing, and business.
- The professional development of our students is a keystone of the graduate experience. We are committed to growing an integrated set of career resources to prepare our students for success in the academy and outside of higher education with programs like Behind the Academic Curtain, Pathways Beyond the Professoriate, the Grant Writing Program, and networking events.
- Gifts to the Laney Graduate School annual fund go directly to support students via Professional Development Support funds. PDS funds are allocated in three separate categories: Training, Research, and Conference. The funds help students acquire training pertinent to their degree not offered at Emory, conduct research for their dissertations and research projects, and network and present at conferences. These funds, and the system of application, are designed to train students to apply for grants, fellowships, and the like, both inside and outside Emory.

Back to Primary Ask

Law:

- We have added many programs in addition to the JD, such as the Juris Masters, LLM in international law, and Masters of Comparative Law.
- Over the last several years, we've created and in many cases expanded access to diverse fields of law through the Center for Transactional Law, the Center for Law and Religion and the TIGER program (joint partnerships between GA Tech Engineers, and Emory Business school)
- Last year, we completed a \$2M fundraising project that will fund the John Lewis Chair in Civil Rights and Social Justice, allowing Emory Law to remain one of the leading institutions in diversity and equality.
- Emory Law School was ranked #22 in the country.

Back to Primary Ask

Medicine:

- In the School of medicine, students, faculty members, residents, staff, physicians, researchers, and others are hard at work, excited by the possibilities of the year ahead. Your support affirms that work.
- Gifts make an immediate and lasting difference for students, scholars, researchers, scientists, doctors, patients, and many others.
- By supporting those in the Emory community who push the frontiers of knowledge, you make a difference for everyone who will benefit from the resulting advances in the years to come.
- Support the areas at Emory closest to your heart and the priorities most meaningful to you. Your gift can go to the program of your choosing.
- Your investment in medical education helps ensure our future physicians receive the same outstanding medical training you did.
- The School of Medicine has a new Dean! Dr. Vikas Sukhatme (sook – AHT – mē) came to Emory on November 1 from Harvard Medical School.
- Nearly 25% of Emory medical students benefitted from scholarships funded by alumni donors in the 2017-2018 school year.
- MR/FM – Generous gifts from alumni provide opportunities for residents and fellows to attend conferences and present their research.

Nursing:

Because of the support of our generous alumni, here are some amazing things happening within the School of Nursing:

- Emory's School of Nursing is ranked 3rd among nursing schools in the 2019 "America's Best Graduate Schools" guide released by U.S. News and World Report. Alumni support was part of the metrics behind this ranking.
- Because of the support of alumni just like you, we are attracting a very high caliber of students. I'd like to share with you one a quick student testimonial.
 - Recent MSN Graduate- Lauren
 - 1ST in family to go to college
 - Cancer survivor
 - When Lauren was asked why she was pursuing a degree in Nursing, she stated "This is what I want to do, this is what I'm called to do, I'm SUPPOSED to do this. I'm going to change the world. I felt like Emory would give me my BEST chance to get the education I needed."

Back to Primary Ask

Oxford:

- Over the past decade Oxford has transformed its historic quad, created classrooms with state-of-the-art technology, and built beautiful new residence halls.
- One of Oxford's signature programs continues to grow with our engaged faculty through our Travel Courses. Travel Courses combine academics with experience throughout the US and the world.

Rollins School of Public Health:

- RSPH now receives more applications for the master's degree in public health than any other school of public health. Today nearly 10,000 RSPH alumni hold rewarding careers in hospitals, governments, and nonprofit organizations.
- Rollins School of Public Health ranked 7th in the nation according to U.S News and World Report's 2019 edition of "America's Best Graduate Schools" guide
- Be a Volunteer! The school is always looking for alumni to volunteer their time and talents. Email Michelle James at sphalumni@emory.edu to get involved.

Theology:

- Candler School of Theology attracts students from 39 denominations, has one of the nation's foremost theology libraries, and offers 16 academic degrees. Among them are: a Master of Religion and Public Life, Master of Religious Leadership, Doctor of Ministry, and a dual degree with the University of Georgia School of Social Work.
- **All gifts to the Theology School Fund for Excellence are dedicated to scholarships** for students who are preparing to be faithful and creative leaders for the churches' ministries throughout the world.