

Renewal Calls January / February

-Voice Mail

Hi! My name is ____ and I am a student at Alverno College. We are excited to be starting a new semester. As we reflect on this past year we can't help but appreciate generous donors like you. On behalf of my Alverno sisters, thank you for supporting our education and Alverno experience last year.

I hope we can count on your support again this year. Please consider visiting **www.alverno.edu (backslash) Give** to renew your support. Or you can call today at 414-382-6096 to make a gift over the phone. Thank you for investing in our future and supporting the dreams of Alverno women.

-Call Script:

Hello my name is (insert name here), and I am a current student at Alverno College. I am calling for (name). Is she/he available? (Pause)

Hello, (name). Thank you for taking my call. I am calling today to thank you for supporting Alverno last year. We are starting our new semester and I want to say a big thank you for your generosity. Your support made an Alverno experience possible for me and my Alverno sisters.

ASK: Thank you for making Alverno a part of your giving priorities last year. As we face another challenging spring, I hope you might consider supporting Alverno women like me again this year. Can we count on you to renew your support with a gift of (ASK 1) today?

Yes- Thank you so much. Your gift truly makes a difference and empowers the next generation of Alverno women to do extraordinary things. **(Move to closing Gift)**

No- Thank you for considering this. Your generosity helped Alverno women do extraordinary things last year. When you invest in Alverno women you are investing in women who are change makers, leaders in their fields, and helping make our world a better place. Truly something worth investing in. Might you consider a gift or **(Ask 2)** today?

No- Thank you for taking time to talk with me today and for giving back to Alverno last year. Your generosity truly made a difference. Gifts of all sizes make a big difference and are truly appreciated. Is there a gift of any size you might be able to make today?

Yes- Thank you so much. Your gift truly makes a difference and empowers the next generation of Alverno women. **(Move to closing Gift)**

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No-If you decide you want to renew your gift at another point, feel free to visit alverno.edu and click on give or call 414-382-6096. There are other ways to give back to Alverno beyond making a financial donation.

For example, our Ignite Mentorship program connects alumnae with current students. Alverno is also here for you during this time and our alumnae office is currently offering many free virtual events. Make sure to check these out in the alumnae section of the Alverno website if you get a chance. We want to make sure you are kept to date with all we have going on. Would you mind sharing your preferred email address since most of our events are virtual this year? Thank you for confirming this for me. Stay safe and healthy and know Alverno is here!

-OR-

Thank you for updating this email for me. Stay safe and healthy and know Alverno is here!

-Closing Gift:

CONFIRM THE AMOUNT FOR THE 2nd TIME!

PLEDGE CLOSING STATEMENT:

Flat Gift:

"I would just like to confirm that we have you down for a commitment of \$ _____ today?"

CREDIT CARD ASK:

"Great/perfect! I can take care of processing your gift right now with your credit card. Would you like to use a Visa, Mastercard, American Express, or Discover?"

If they object to using credit card: The reason we are asking everyone to place their gift on a credit or debit card is that it saves the college postage and administrative costs. Last year Alverno spent more than \$3,000 mailing pledge cards and reminders to alumnae. That is enough to add access to a new academic journal or 120 hours of peer tutoring! By making a gift via credit or debit card, you are putting your gift to work immediately. Would you reconsider placing your gift on your credit or debit card today?

- **YES→ Move to processing credit card information- Talk them through the process and information you need to process the payment.**

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Thank you for taking time to talk with me today and supporting Alverno students. We truly appreciate your support and getting us closer to reaching our graduation goals. Make sure to stay connected with Alverno and check out our upcoming free virtual events for alums! Stay safe and healthy.