

LYBUNT

PRE-CALL PREP

Review prospect's name, location, grad year, gift history, degree, matching gift employer etc.

GREETING

Hello! My name is _____ and I'm a _____ (year in school) year _____ (major) student calling on behalf of Georgia Tech's Roll Call. May I please speak with Mr./Mrs./Ms. _____? Hi, Mrs./Mr./Ms. _____. How are you *today / this evening*?

DEMOGRAPHIC UPDATE

Again, my name is _____ and I'm calling you tonight for a couple reasons. The first is to make sure Georgia Tech has your current contact information. Is your home address still 4031 Creek Hollow Way Duluth, GA 300964371? Is your email address still sparker66@gatech.edu?

If no address, cell, email address, etc:

We'd like to update your _____ (missing fields) so we can update you on Alumni news and special events. What's your _____ (missing fields)?

transition from demo update to rapport

BUILDING RAPPORT

1. One of the best things about my job, Mrs./Mr./Ms. _____, is that I get to talk to grads from all different backgrounds, hear about their GA Tech experience, and get some great advice. If you don't mind me asking...

(choose 1-3, ask follow-ups, and answer each yourself! This is a DIALOGUE, not a monologue.)

- a. What are your favorite memories about going to GA Tech?
- b. I see you graduated with a degree in _____ (prospect major). Why did you choose that major?
- c. Are you working in the same field in which you earned your degree?
- d. I see you were a part of [ex. internship, co-op, study abroad, extracurricular]... What was that like? *(If you have also participated in said activity, bring it up!)*
- e. Did you live in the residence halls when you attended?
- f. Have you visited campus lately / when was the last time you visited campus? *(mention any changes to campus they might not know about; they can request a free tour from a GT student ambassador at gtambassadors.org)*

2. Thank you for sharing your Georgia Tech experience with me. As I mentioned, I'm a _____ (year in school) year _____ (major) student... what advice would you give a student like me about internships/life after graduation/career search/grad school *(pick one)*?

MAKING THE ASK

Thanks for that advice, Mrs./Mr./Ms. _____! It's always so helpful to hear from our Tech alumni. The final reason I'm calling this evening is to talk to you about supporting Roll Call, Georgia Tech's Fund for Excellence. Thank you so much for your generous gift to last year's Roll Call! **The end of the 74th Roll Call year is coming to an end on June 30th, and our records show that you have not yet renewed your support.** Your gift **will help** the next generation of engineers and problem-solvers by providing unrestricted support for things like need and merit-based scholarships, groundbreaking research, various academic and student life programs, and more.

Would you consider the making a gift this evening in the amount of **\$75.00 dollars**?

If yes: Go to close

If no: I understand! I've spoken others who (repeat objection)... We only ask at that level to stress how *critical* your investment is. Tuition and state support only cover a portion of the cost of a student's education. Other revenue sources, like generous gifts from alumni like you help make up the difference.

With that in mind, would you feel more comfortable with a gift of **\$50.00 dollars**?

If yes: Go to close

If no: No problem! As a cutting-edge research institute, one of our priorities is to foster talent and engage in research that will help solve some of the most challenging problems facing us today. These contributions wouldn't be possible without support from our community. Will you renew your support today with a gift of **\$25.00 dollars**?

If yes: Go to close

If no: I can appreciate that. If I can take one more moment of your time, I'd like to mention one of our primary campaign goals...

Every gift, regardless of size, benefits our alumni participation rate, something that factors into national rankings and helps to maintain the value of our degrees. So that we can involve as many alumni as we can in supporting Roll Call, is there another amount you'd feel comfortable giving, perhaps a symbolic gift of ____ (class year, ex. \$20.20) in honor of your class year?

If yes: Go to close

If no: Thank you for taking the time to speak to me, Mrs./Mr./Ms. _____, and I hope we can count on your support in the future. Have a great afternoon/ evening!

IF UNDECIDED ABOUT GIFT AMOUNT

- We're glad you are considering a gift this evening. However, it's very important for Tech to know the amount so we can determine how close we are to reaching our goals. What I can do is put you down for a gift of **\$25** and you can certainly give more than the specified amount, if you wish. Can we put you down for at least a **\$25** commitment tonight?"

Yes – Closing

1. Thank you for your commitment of \$_____, Mrs./Mr./Ms. _____. We really appreciate your support! Will that be on a Visa, Mastercard, American Express, or Discover card?

If yes to card: Great! (*gather card info*) You'll receive a confirmation email in the next few minutes and a receipt for tax purposes in the mail within two weeks.

If no to card: I understand. We encourage donors to consider donating by credit card because it allows us to put your gift to work right away. Also, due to the pandemic, access to campus is limited, so we're unable to send out pledge cards at the moment.

Our credit card processing system is safe and secure, and you'll receive an email confirmation after the call.

Would you reconsider using your credit card to make your gift tonight/ this afternoon?

If still no: That's no problem! I'll send you an email confirming your commitment. You can easily fulfill your gift online using the link in the email. (**confirm email address**)

2. Lastly, I'd like to check if your employer has a matching gift program, which could double the impact of your donation...

- **If employer on record:** Are you still employed with ?
- **If we do not have their employer on record:** I don't see any business information listed; do you have any employer information you would like to share? (**update if necessary**)

If employer matches gift: According to our database, it looks like your employer will match your contribution. Please let your HR department know that you made a gift; they'll have a form for you to fill out. Taking this small step will greatly increase your impact!

3. Thank you again for your commitment of \$_____ to the 74th Annual Roll Call, **Mr./Ms./Mrs.** _____, and thanks for taking the time to talk with me. Have a great night and Go Jackets!

If the alumnus has any questions regarding their giving record or buybacks; please have them contact our support line at 404.385.4483 (GIVE) or via email at rollcall@alumni.gatech.edu.

SYBUNT

PRE-CALL PREP

Review prospect's name, location, grad year, gift history, degree, matching gift employer etc.

GREETING

Hello! My name is _____ and I'm a _____ (year in school) year _____ (major) student calling on behalf of Georgia Tech's Roll Call. May I please speak with Mrs./Mr./Ms. _____? Hi, Mrs./Mr./Ms. _____. How are you *today / this evening*?

DEMOGRAPHIC UPDATE

Again, my name is _____ and I'm calling you tonight for a couple reasons. The first is to make sure Georgia Tech has your current contact information. Is your home address still 4031 Creek Hollow Way Duluth, GA 300964371? Is your email address still sparker66@gatech.edu?

If no address, cell, email address, etc:

We'd like to update your ____ (missing fields) so we can update you on Alumni news and special events. What's your ____ (missing fields)?

transition from demo update to rapport

BUILDING RAPPORT

1. One of the best things about my job, Mrs./Mr./Ms. _____, is that I get to talk to grads from all different backgrounds, hear about their GA Tech experience, and get some great advice. If you don't mind me asking...

(choose 1-3, ask follow-ups, and answer each yourself! This is a DIALOGUE, not a monologue.)

- a. What are your favorite memories about going to GA Tech?

- b. I see you graduated with a degree in ____ (prospect major). Why did you choose that major?
- c. Are you working in the same field in which you earned your degree?
- d. I see you were a part of [ex. internship, co-op, study abroad, extracurricular]... What was that like? *(If you have also participated in said activity, bring it up!)*
- e. Did you live in the residence halls when you attended?
- f. Have you visited campus lately / when was the last time you visited campus? *(mention any changes to campus they might not know about; they can request a free tour from a GT student ambassador at gtambassadors.org)*

2. Thank you for sharing your Georgia Tech experience with me. As I mentioned, I'm a _____(year in school) year _____ (major) student... what advice would you give a student like me about internships/life after graduation/career search/grad school (*pick one*)?

MAKING THE ASK

Thanks for that advice, Mrs./Mr./Ms.____! It's always so helpful to hear from our Tech alumni. The final reason I'm calling this evening is to talk to you about supporting Roll Call, Georgia Tech's Fund for Excellence. Thank you so much for your generous past support of Roll Call. Gifts from alumni like you help the next generation of engineers and problem-solvers by providing unrestricted support for things like need and merit-based scholarships, groundbreaking research, various academic and student life programs, and more.

This year's 74th Roll Call is now underway. Would you consider making a gift this evening in the amount of **\$75.00 dollars**?

If yes: Go to close

If no: I understand! I've spoken others who (repeat objection)... We only ask at that level to stress how *critical* your investment is. Tuition and state support only cover a portion of the cost of a student's education. Other revenue sources, like generous gifts from alumni like you help make up the difference.

With that in mind, would you feel more comfortable with a gift of **\$50.00 dollars**?

If yes: Go to close

If no: No problem! As a cutting-edge research institute, one of our priorities is to foster talent and engage in research that will help solve some of the most challenging problems facing us today. These contributions wouldn't be possible without support from our community. Will you renew your support today with a gift of **\$25.00 dollars**?

If yes: Go to close

If no: I can appreciate that. If I can take one more moment of your time, I'd like to mention one of our primary campaign goals...

Every gift, regardless of size, benefits our alumni participation rate, something that factors into national rankings and helps to maintain the value of our degrees. So that we can involve as many alumni as we can in supporting Roll Call, is there another amount you'd feel comfortable giving, perhaps a symbolic gift of ____ (class year, ex. \$20.20) in honor of your class year?

If yes: Go to close

If no: Thank you for taking the time to speak to me, Mrs./Mr./Ms.____, and I hope we can count on your support in the future. Have a great afternoon/ evening!

IF UNDECIDED ABOUT GIFT AMOUNT

- We're glad you are considering a gift this evening. However, it's very important for Tech to know the amount so we can determine how close we are to reaching our goals. What I can do is put you down for a gift of **\$25** and you can certainly give more than the specified amount, if you wish. Can we put you down for at least a **\$25** commitment tonight?"

Yes – Closing

1. Thank you for your commitment of \$_____, Mrs./Mr./Ms._____. We really appreciate your support! Will that be on a Visa, Mastercard, American Express, or Discover card?

If yes to card: Great! (*gather card info*) You'll receive a confirmation email in the next few minutes and a receipt for tax purposes in the mail within two weeks.

If no to card: I understand. We encourage donors to consider donating by credit card because it allows us to put your gift to work right away. Also, due to the pandemic, access to campus is limited, so we're unable to send out pledge cards at the moment. Our credit card processing system is safe and secure, and you'll receive an email confirmation after the call. Would you reconsider using your credit card to make your gift tonight/ this afternoon?

If still no: That's no problem! I'll send you an email confirming your commitment. You can easily fulfill your gift online using the link in the email. (*confirm email address*)

2. Lastly, I'd like to check if your employer has a matching gift program, which could double the impact of your donation...

- **If employer on record:** Are you still employed with ?
- **If we do not have their employer on record:** I don't see any business information listed; do you have any employer information you would like to share? (*update if necessary*)

If employer matches gift: According to our database, it looks like your employer will match your contribution. Please let your HR department know that you made a gift; they'll have a form for you to fill out. Taking this small step will greatly increase your impact!

3. Thank you again for your commitment of \$_____ to the 74th Annual Roll Call, Mr./Ms./Mrs. _____, and thanks for taking the time to talk with me. Have a great night and Go Jackets!

If the alumnus has any questions regarding their giving record or buybacks; please have them contact our support line at 404.385.4483 (GIVE) or via email at rollcall@alumni.gatech.edu.

LONG LAPSED

PRE-CALL PREP

Review prospect's name, location, grad year, gift history, degree, matching gift employer etc.

GREETING

Hello! My name is _____ and I'm a _____ (*year in school*) year _____ (*major*) student calling on

behalf of Georgia Tech's Roll Call. May I please speak with Mrs./Mr./Ms. _____? Hi, Mrs./Mr./Ms. _____. How are you *today / this evening*?

DEMOGRAPHIC UPDATE

Again, my name is _____ and I'm calling you tonight for a couple reasons. The first is to make sure Georgia Tech has your current contact information. Is your home address still 4031 Creek Hollow Way Duluth, GA 300964371? Is your email address still sparker66@gatech.edu?

If no address, cell, email address, etc:

We'd like to update your ____ (missing fields) so we can update you on Alumni news and special events. What's your ____ (missing fields)?

transition from demo update to rapport

BUILDING RAPPORT

1. One of the best things about my job, Mrs./Mr./Ms. _____, is that I get to talk to grads from all different backgrounds, hear about their GA Tech experience, and get some great advice. If you don't mind me asking...

(choose 1-3, ask follow-ups, and answer each yourself! This is a DIALOGUE, not a monologue.)

- a. What are your favorite memories about going to GA Tech?
- b. I see you graduated with a degree in ____ (prospect major). Why did you choose that major?
- c. Are you working in the same field in which you earned your degree?
- d. I see you were a part of [ex. internship, co-op, study abroad, extracurricular]... What was that like? *(If you have also participated in said activity, bring it up!)*
- e. Did you live in the residence halls when you attended?
- f. Have you visited campus lately / when was the last time you visited campus? *(mention any changes to campus they might not know about; they can request a free tour from a GT student ambassador at gtambassadors.org)*

2. Thank you for sharing your Georgia Tech experience with me. As I mentioned, I'm a _____ (year in school) year ____ (major) student... what advice would you give a student like me about internships/life after graduation/career search/grad school *(pick one)*?

MAKING THE ASK

Thanks for that advice, Mrs./Mr./Ms. _____! It's always so helpful to hear from our Tech alumni. The final reason I'm calling this evening is to talk to you about supporting Roll Call, Georgia Tech's Fund for Excellence. Thank you so much for your generous past support of Roll Call. Gifts from alumni like you help the next generation of engineers and problem-solvers by providing unrestricted support for things like need and merit-based scholarships, groundbreaking research, various academic and student life programs, and more.

This year's 74th Roll Call is now underway. Would you consider making a gift this evening in the amount of **\$75.00 dollars**?

If yes: Go to close

If no: I understand! I've spoken others who (repeat objection)... We only ask at that level to stress how critical your investment is. Tuition and state support only cover a portion of the cost of a student's education. Other revenue sources, like generous gifts from alumni like you help make up the difference.

With that in mind, would you feel more comfortable with a gift of **\$50.00 dollars**?

If yes: *Go to close*

If no: No problem! As a cutting-edge research institute, one of our priorities is to foster talent and engage in research that will help solve some of the most challenging problems facing us today. These contributions wouldn't be possible without support from our community. Will you renew your support today with a gift of **\$25.00 dollars**?

If yes: *Go to close*

If no: I can appreciate that. If I can take one more moment of your time, I'd like to mention one of our primary campaign goals...

Every gift, regardless of size, benefits our alumni participation rate, something that factors into national rankings and helps to maintain the value of our degrees. So that we can involve as many alumni as we can in supporting Roll Call, is there another amount you'd feel comfortable giving, perhaps a symbolic gift of ____ (class year, ex. \$20.20) in honor of your class year?

If yes: *Go to close*

If no: Thank you for taking the time to speak to me, Mrs./Mr./Ms._____, and I hope we can count on your support in the future. Have a great afternoon/ evening!

IF UNDECIDED ABOUT GIFT AMOUNT

- We're glad you are considering a gift this evening. However, it's very important for Tech to know the amount so we can determine how close we are to reaching our goals. What I can do is put you down for a gift of **\$25** and you can certainly give more than the specified amount, if you wish. Can we put you down for at least a **\$25** commitment tonight?"

Yes – Closing

1. Thank you for your commitment of \$_____, Mrs./Mr./Ms._____. We really appreciate your support! Will that be on a Visa, Mastercard, American Express, or Discover card?

If yes to card: Great! (*gather card info*) You'll receive a confirmation email in the next few minutes and a receipt for tax purposes in the mail within two weeks.

If no to card: I understand. We encourage donors to consider donating by credit card because it allows us to put your gift to work right away.

Also, due to the pandemic, access to campus is limited, so we're unable to send out pledge cards at the moment.

Our credit card processing system is safe and secure, and you'll receive an email confirmation after the call.

Would you reconsider using your credit card to make your gift tonight/ this afternoon?

If still no: That's no problem! I'll send you an email confirming your commitment. You can easily fulfill your gift online using the link in the email. (*confirm email address*)

2. Lastly, I'd like to check if your employer has a matching gift program, which could double the impact of your donation...

- **If employer on record:** Are you still employed with ?

- **If we do not have their employer on record:** I don't see any business information listed; do you have any employer information you would like to share? *(update if necessary)*

If employer matches gift: According to our database, it looks like your employer will match your contribution. Please let your HR department know that you made a gift; they'll have a form for you to fill out. Taking this small step will greatly increase your impact!

3. Thank you again for your commitment of \$_____ to the 74th Annual Roll Call, **Mr./Ms./Mrs.** _____, and thanks for taking the time to talk with me. Have a great night and Go Jackets!

If the alumnus has any questions regarding their giving record or buybacks; please have them contact our support line at 404.385.4483 (GIVE) or via email at rollcall@alumni.gatech.edu.

FUTURE

PRE-CALL PREP

Review prospect's name, location, grad year, gift history, degree, matching gift employer etc.

GREETING

Hello! My name is _____ and I'm a _____ *(year in school)* year _____ *(major)* student calling on behalf of Georgia Tech's Roll Call. May I please speak with Mrs./Mr./Ms. _____? Hi, Mrs./Mr./Ms. _____. How are you *today / this evening?*

DEMOGRAPHIC UPDATE

Again, my name is _____ and I'm calling you tonight for a couple reasons. The first is to make sure Georgia Tech has your current contact information. Is your home address still 4031 Creek Hollow Way Duluth, GA 300964371? Is your email address still sparker66@gatech.edu?

If no address, cell, email address, etc:

We'd like to update your _____ *(missing fields)* so we can update you on Alumni news and special events. What's your _____ *(missing fields)*?

transition from demo update to rapport

BUILDING RAPPORT

1. One of the best things about my job, Mrs./Mr./Ms. _____, is that I get to talk to grads from all different backgrounds, hear about their GA Tech experience, and get some great advice. If you don't mind me asking...

(choose 1-3, ask follow-ups, and answer each yourself! This is a DIALOGUE, not a monologue.)

- a. What are your favorite memories about going to GA Tech?
- b. I see you graduated with a degree in _____ *(prospect major)*. Why did you choose that major?
- c. Are you working in the same field in which you earned your degree?

- d. I see you were a part of [ex. internship, co-op, study abroad, extracurricular]... What was that like? *(If you have also participated in said activity, bring it up!)*
- e. Did you live in the residence halls when you attended?
- f. Have you visited campus lately / when was the last time you visited campus? *(mention any changes to campus they might not know about; they can request a free tour from a GT student ambassador at gtambassadors.org)*

2. Thank you for sharing your Georgia Tech experience with me. As I mentioned, I'm a _____(year in school) year _____ (major) student... what advice would you give a student like me about internships/life after graduation/career search/grad school (*pick one*)?

MAKING THE ASK

Thanks for that advice, Mrs./Mr./Ms.____! It's always so helpful to hear from our Tech alumni. The final reason I'm calling this evening is to talk to you about supporting Roll Call, Georgia Tech's Fund for Excellence. Gifts from alumni like you help the next generation of engineers and problem-solvers by providing unrestricted support for things like need and merit-based scholarships, groundbreaking research, various academic and student life programs, and more.

This year's 74th Roll Call is now underway. Would you consider making a gift this evening in the amount of **\$75.00 dollars**?

If yes: Go to close

If no: I understand! I've spoken others who (repeat objection)... We only ask at that level to stress how *critical* your investment is. Tuition and state support only cover a portion of the cost of a student's education. Other revenue sources, like generous gifts from alumni like you help make up the difference.

With that in mind, would you feel more comfortable with a gift of **\$50.00 dollars**?

If yes: Go to close

If no: No problem! As a cutting-edge research institute, one of our priorities is to foster talent and engage in research that will help solve some of the most challenging problems facing us today. These contributions wouldn't be possible without support from our community. Will you support us today with a gift of **\$25.00 dollars**?

If yes: Go to close

If no: I can appreciate that. If I can take one more moment of your time, I'd like to mention one of our primary campaign goals...

Every gift, regardless of size, benefits our alumni participation rate, something that factors into national rankings and helps to maintain the value of our degrees. So that we can involve as many alumni as we can in supporting Roll Call, is there another amount you'd feel comfortable giving, perhaps a symbolic gift of ____ (class year, ex. \$20.20) in honor of your class year?

If yes: Go to close

If no: Thank you for taking the time to speak to me, Mrs./Mr./Ms.____, and I hope we can count on your support in the future. Have a great afternoon/ evening!

IF UNDECIDED ABOUT GIFT AMOUNT

- We're glad you are considering a gift this evening. However, it's very important for Tech to know the amount so we can determine how close we are to reaching our goals. What I can do is put you down for a gift of **\$25** and you can certainly give more than the specified amount, if you wish. Can we put you down for at least a **\$25** commitment tonight?"

Yes – Closing

1. Thank you for your commitment of \$_____, Mrs./Mr./Ms._____. We really appreciate your support! Will that be on a Visa, Mastercard, American Express, or Discover card?

If yes to card: Great! (*gather card info*) You'll receive a confirmation email in the next few minutes and a receipt for tax purposes in the mail within two weeks.

If no to card: I understand. We encourage donors to consider donating by credit card because it allows us to put your gift to work right away. Also, due to the pandemic, access to campus is limited, so we're unable to send out pledge cards at the moment. Our credit card processing system is safe and secure, and you'll receive an email confirmation after the call. Would you reconsider using your credit card to make your gift tonight/ this afternoon?

If still no: That's no problem! I'll send you an email confirming your commitment. You can easily fulfill your gift online using the link in the email. (*confirm email address*)

2. Lastly, I'd like to check if your employer has a matching gift program, which could double the impact of your donation...

- **If employer on record:** Are you still employed with ?
- **If we do not have their employer on record:** I don't see any business information listed; do you have any employer information you would like to share? (*update if necessary*)

If employer matches gift: According to our database, it looks like your employer will match your contribution. Please let your HR department know that you made a gift; they'll have a form for you to fill out. Taking this small step will greatly increase your impact!

3. Thank you again for your commitment of \$_____ to the 74th Annual Roll Call, Mr./Ms./Mrs. _____, and thanks for taking the time to talk with me. Have a great night and Go Jackets!

If the alumnus has any questions regarding their giving record or buybacks, please have them contact our support line at 404.385.4483 (GIVE) or via email at rollcall@alumni.gatech.edu.

FUTURE GC

***PLEASE READ:** These prospects should be treated the same as regular future donors. However, **if** they mention that they received Roll Call credit for their graduation payment, let them know that we do have a record of that. This was a temporary policy for several years that has since been

discontinued. It wasn't widely advertised so it's unlikely they'll be aware of this.

PRE-CALL PREP

Review prospect's name, location, grad year, gift history, degree, matching gift employer etc.

GREETING

Hello! My name is _____ and I'm a _____ (year in school) year _____ (major) student calling on behalf of Georgia Tech's Roll Call. May I please speak with Mrs./Mr./Ms. _____? Hi, Mrs./Mr./Ms. _____. How are you *today / this evening*?

DEMOGRAPHIC UPDATE

Again, my name is _____ and I'm calling you tonight for a couple reasons. The first is to make sure Georgia Tech has your current contact information. Is your home address still 4031 Creek Hollow Way Duluth, GA 300964371? Is your email address still sparker66@gatech.edu?

If no address, cell, email address, etc:

We'd like to update your ____ (missing fields) so we can update you on Alumni news and special events. What's your ____ (missing fields)?

transition from demo update to rapport

BUILDING RAPPORT

1. One of the best things about my job, Mrs./Mr./Ms. _____, is that I get to talk to grads from all different backgrounds, hear about their GA Tech experience, and get some great advice. If you don't mind me asking...

(choose 1-3, ask follow-ups, and answer each yourself! This is a DIALOGUE, not a monologue.)

- a. What are your favorite memories about going to GA Tech?
- b. I see you graduated with a degree in ____ (prospect major). Why did you choose that major?
- c. Are you working in the same field in which you earned your degree?
- d. I see you were a part of [ex. internship, co-op, study abroad, extracurricular]... What was that like? *(If you have also participated in said activity, bring it up!)*
- e. Did you live in the residence halls when you attended?
- f. Have you visited campus lately / when was the last time you visited campus? *(mention any changes to campus they might not know about; they can request a free tour from a GT student ambassador at gtambassadors.org)*

2. Thank you for sharing your Georgia Tech experience with me. As I mentioned, I'm a _____ (year in school) year _____ (major) student... what advice would you give a student like me about internships/life after graduation/career search/grad school *(pick one)*?

MAKING THE ASK

Thanks for that advice, Mrs./Mr./Ms. _____! It's always so helpful to hear from our Tech alumni. The final reason I'm calling this evening is to talk to you about supporting Roll Call, Georgia Tech's Fund for Excellence. Gifts from alumni like you help the next generation of engineers and problem-solvers by providing unrestricted support for things like need and merit-based scholarships, groundbreaking research, various academic and student life programs, and more.

This year's 74th Roll Call is now underway. Would you consider making a gift this evening in the amount of **\$75.00 dollars**?

If yes: Go to close

If no: I understand! I've spoken others who (repeat objection)... We only ask at that level to stress how *critical* your investment is. Tuition and state support only cover a portion of the cost of a student's education. Other revenue sources, like generous gifts from alumni like you help make up the difference.

With that in mind, would you feel more comfortable with a gift of **\$50.00 dollars**?

If yes: Go to close

If no: No problem! As a cutting-edge research institute, one of our priorities is to foster talent and engage in research that will help solve some of the most challenging problems facing us today. These contributions wouldn't be possible without support from our community. Will you support us today with a gift of **\$25.00 dollars**?

If yes: Go to close

If no: I can appreciate that. If I can take one more moment of your time, I'd like to mention one of our primary campaign goals...

Every gift, regardless of size, benefits our alumni participation rate, something that factors into national rankings and helps to maintain the value of our degrees. So that we can involve as many alumni as we can in supporting Roll Call, is there another amount you'd feel comfortable giving, perhaps a symbolic gift of ____ (class year, ex. \$20.20) in honor of your class year?

If yes: Go to close

If no: Thank you for taking the time to speak to me, Mrs./Mr./Ms._____, and I hope we can count on your support in the future. Have a great afternoon/ evening!

IF UNDECIDED ABOUT GIFT AMOUNT

- We're glad you are considering a gift this evening. However, it's very important for Tech to know the amount so we can determine how close we are to reaching our goals. What I can do is put you down for a gift of **\$25** and you can certainly give more than the specified amount, if you wish. Can we put you down for at least a **\$25** commitment tonight?"

Yes – Closing

1. Thank you for your commitment of \$_____, Mrs./Mr./Ms._____. We really appreciate your support! Will that be on a Visa, Mastercard, American Express, or Discover card?

If yes to card: Great! (*gather card info*) You'll receive a confirmation email in the next few minutes and a receipt for tax purposes in the mail within two weeks.

If no to card: I understand. We encourage donors to consider donating by credit card because it allows us to put your gift to work right away. Also, due to the pandemic, access to campus is limited, so we're unable to send out pledge cards at the moment.

Our credit card processing system is safe and secure, and you'll receive an email confirmation after the call.

Would you reconsider using your credit card to make your gift tonight/ this afternoon?

If still no: That's no problem! I'll send you an email confirming your commitment. You can easily fulfill your gift online using the link in the email. (**confirm email address**)

2. Lastly, I'd like to check if your employer has a matching gift program, which could double the impact of your donation...

- **If employer on record:** Are you still employed with ?
- **If we do not have their employer on record:** I don't see any business information listed; do you have any employer information you would like to share? (**update if necessary**)

If employer matches gift: According to our database, it looks like your employer will match your contribution. Please let your HR department know that you made a gift; they'll have a form for you to fill out. Taking this small step will greatly increase your impact!

3. Thank you again for your commitment of \$_____ to the 74th Annual Roll Call, **Mr./Ms./Mrs.** _____, and thanks for taking the time to talk with me. Have a great night and Go Jackets!

If the alumnus has any questions regarding their giving record or buybacks; please have them contact our support line at 404.385.4483 (GIVE) or via email at rollcall@alumni.gatech.edu.

LEADERSHIP

PRE-CALL PREP

Review prospect's name, location, grad year, gift history, degree, matching gift employer etc.

GREETING

Hello! My name is _____ and I'm a _____ (**year in school**) year _____ (**major**) student calling on behalf of Georgia Tech's Roll Call. May I please speak with Mrs./Mr./Ms. _____? Hi, Mrs./Mr./Ms. _____. How are you *today / this evening*?

DEMOGRAPHIC UPDATE

Again, my name is _____ and I'm calling you tonight for a couple reasons. The first is to make sure Georgia Tech has your current contact information. Is your home address still 4031 Creek Hollow Way Duluth, GA 300964371? Is your email address still sparker66@gatech.edu?

If no address, cell, email address, etc:

We'd like to update your ____ (**missing fields**) so we can update you on Alumni news and special events. What's your ____ (**missing fields**)?

transition from demo update to rapport

BUILDING RAPPORT

1. One of the best things about my job, Mrs./Mr./Ms. _____, is that I get to talk to grads from all different backgrounds, hear about their GA Tech experience, and get some great advice. If you don't mind me asking...

(choose 1-3, ask follow-ups, and answer each yourself! This is a DIALOGUE, not a monologue.)

- a. What are your favorite memories about going to GA Tech?
- b. I see you graduated with a degree in ____ (prospect major). Why did you choose that major?
- c. Are you working in the same field in which you earned your degree?
- d. I see you were a part of [ex. internship, co-op, study abroad, extracurricular]... What was that like? *(If you have also participated in said activity, bring it up!)*
- e. Did you live in the residence halls when you attended?
- f. Have you visited campus lately / when was the last time you visited campus? *(mention any changes to campus they might not know about; they can request a free tour from a GT student ambassador at gtambassadors.org)*

2. Thank you for sharing your Georgia Tech experience with me. As I mentioned, I'm a _____ (year in school) year _____ (major) student... what advice would you give a student like me about internships/life after graduation/career search/grad school *(pick one)*?

MAKING THE ASK

Thanks for that advice, Mrs./Mr./Ms. _____! It's always so helpful to hear from our Tech alumni. The final reason I'm calling this evening is to talk to you about supporting Roll Call, Georgia Tech's Fund for Excellence. Thank you so much for your generous past support of Roll Call at the Leadership level. Gifts from alumni like you help the next generation of engineers and problem-solvers by providing unrestricted support for things like need and merit-based scholarships, groundbreaking research, various academic and student life programs, and more.

This year's 74th Roll Call is now underway. Would you consider making a gift this evening in the amount of **\$75.00 dollars**?

If yes: Go to close

If no: I understand! I've spoken others who (repeat objection)... We only ask at that level to stress how *critical* your investment is. Tuition and state support only cover a portion of the cost of a student's education. Other revenue sources, like generous gifts from alumni like you help make up the difference.

With that in mind, would you feel more comfortable with a gift of **\$50.00 dollars**?

If yes: Go to close

If no: No problem! As a cutting-edge research institute, one of our priorities is to foster talent and engage in research that will help solve some of the most challenging problems facing us today. These contributions wouldn't be possible without support from our community. Will you renew your support today with a gift of **\$25.00 dollars**?

If yes: Go to close

If no: I can appreciate that. If I can take one more moment of your time, I'd like to mention one of our primary campaign goals...

Every gift, regardless of size, benefits our alumni participation rate, something that factors into national rankings and helps to maintain the value of our degrees. So that we can involve as many alumni as we can in supporting Roll Call, is there another amount you'd feel comfortable giving, perhaps a symbolic gift of ____ (class year, ex. \$20.20) in honor of your class year?

If yes: Go to close

If no: Thank you for taking the time to speak to me, Mrs./Mr./Ms._____, and I hope we can count on your support in the future. Have a great afternoon/ evening!

IF UNDECIDED ABOUT GIFT AMOUNT

- We're glad you are considering a gift this evening. However, it's very important for Tech to know the amount so we can determine how close we are to reaching our goals. What I can do is put you down for a gift of **\$25** and you can certainly give more than the specified amount, if you wish. Can we put you down for at least a **\$25** commitment tonight?"

Yes – Closing

1. Thank you for your commitment of \$_____, Mrs./Mr./Ms._____. We really appreciate your support! Will that be on a Visa, Mastercard, American Express, or Discover card?

If yes to card: Great! (*gather card info*) You'll receive a confirmation email in the next few minutes and a receipt for tax purposes in the mail within two weeks.

If no to card: I understand. We encourage donors to consider donating by credit card because it allows us to put your gift to work right away.

Also, due to the pandemic, access to campus is limited, so we're unable to send out pledge cards at the moment.

Our credit card processing system is safe and secure, and you'll receive an email confirmation after the call.

Would you reconsider using your credit card to make your gift tonight/ this afternoon?

If still no: That's no problem! I'll send you an email confirming your commitment. You can easily fulfill your gift online using the link in the email. (**confirm email address**)

2. Lastly, I'd like to check if your employer has a matching gift program, which could double the impact of your donation...

- **If employer on record:** Are you still employed with ?
- **If we do not have their employer on record:** I don't see any business information listed; do you have any employer information you would like to share? (**update if necessary**)

If employer matches gift: According to our database, it looks like your employer will match your contribution. Please let your HR department know that you made a gift; they'll have a form for you to fill out. Taking this small step will greatly increase your impact!

3. Thank you again for your commitment of \$_____ to the 74th Annual Roll Call, **Mr./Ms./Mrs.** _____, and thanks for taking the time to talk with me. Have a great night and Go Jackets!

If the alumnus has any questions regarding their giving record or buybacks; please have them contact our support line at 404.385.4483 (GIVE) or via email at rollcall@alumni.gatech.edu.

LEADERSHIP GOLD