

RETURNING CALLERS (Spring 2021 Script)

Hello I'm calling for <_____>, I'm so glad that I reached you! My name is <____>, and I'm a <freshm/soph/jr./sr.> calling from Babson College. I hope that you and your family are well!

We're reaching out to our Babson alumni to let you know how grateful we are for your past support of our College. Your support of the Babson community is more important than ever during these challenging times, and we would love to be able to count on your support this year with a gift of <\$ask amount> or any amount you're comfortable with to support Babson student Financial Aid, The Emergency Fund, or any other area of the College, <such as their last gift designation>?

**If asked about the Emergency Fund, it supports Babson students who have been impacted, or may be impacted in the future, by a temporary hardship (i.e., illness, loss of an immediate family member, etc.) that would require special assistance with tuition, transportation, books, housing, meals, and other related costs.*

*** (if no, see below)**

"Yes" Response AND Confirm Contact Information

Great—will that be on your Visa, Mastercard, or American Express?

To confirm your <gift /or pledge>, that will be <\$_____> designated to <_____>?

First, can I quickly update your contact information—is your preferred email still...? And your address...? And are you still working at...? We have your job title as..., is that correct?

Thank you, and I'm ready for your card number when you are...*(let them know it will only take a moment to process)*, and the expiration date, and security code.

Your gift has processed—**thank you very much for your donation!** We truly appreciate your support this year! You will be receiving an email receipt with your confirmation code today. Thank you again, and I hope that you and your family stay healthy!

*** "IF NO" When Asked to Make a Pledge—  ASK FOR PARTICIPATION GIFT OF \$5 and TO UPDATE THEIR CONTACT INFO**

Your participation is very important to Babson students—will you consider a participation gift of <\$5> to the general fund *(The Fund for Babson—our Annual Fund)* or any other area of the College? If still no, **before we hang up, can I quickly update your contact information? Is your preferred email still..., and is your address..., and do you still work at..., is your job title ...? Thank you for the update and for your time, stay well.**

Calling at a Busy Time

What would be a more convenient time for me to reach you? *(Confirm a day and time.)*

Always thank the person for their time.

4/14/2021

Reference Info:

Babson giving link: www.babson.edu/MakeAGift

Terese's Email: bisbee@babson.edu

Gifts by check (payable to Babson College), mail to:

Babson College

Cruickshank Alumni Hall, The Fund for Babson Office

Babson Park, MA 02457-0310