



The Wellesley Fund Phonathon

Student Caller Scripts

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The Script

(1) Introduce Yourself

- Be upfront and honest about the reason for your call
- Always ask permission before starting a conversation

(2) Transition to Rapport

(3) Start a Conversation

- Ask a Rapport question to get things moving

(4) Transition to Ask

- This should be an extension of your conversation. Try to make it flow!

(5) Ask

- Acknowledge
- Deflect
- Second Ask
 - Acknowledge
 - Deflect
- Third Ask (Renewal + 10% Challenge)
 - Acknowledge
- Fourth Ask (Renewal and/or Specified Pledge)
 - Acknowledge

(6) Close the Deal

- Push for a specified pledge
- Get it on a credit card!
- Thank profusely
- Ask about matching gifts through employer
- Always confirm contact information

(7) Say Goodbye

- Always say thank you, regardless of pledge!

I'm sure this is very different from the scripts you are used to! This one is meant to be very simple. I intend to teach you how to create your own scripts, with a lot of guidance of course! In the following, you will find scripting and examples that will prepare you for almost every call you make.

At the end, you will be able to pull together these elements, and have successful, naturally flowing calls.

Introductions

“Hello, my name is (your name) and I’m a (first year/sophomore/ect) from Wellesley College. May I please speak with (prospect’s name)?”

If not home or available: I would appreciate being able to talk with _____. I will try again on (Scheduled Pool Callback Date & Time), if that is ok. Thank you!

All Alums:

“I’m calling today to share news from campus, answer any questions you may have, and talk about supporting the Wellesley Fund. *(Make sure you are upfront and honest about the reason you are calling and let them know early on you will be talking about a gift)* If you have a few moments, I’d love to speak with you.” *(It is very important to ask permission)**

Reunion:

“Today we’re calling our alums who are celebrating a Reunion this year to share news from campus, answer any questions you may have, and talk about your Reunion Class Gift. *(Make sure you are upfront and honest about the reason you are calling and let them know early on you will be talking about a gift)* If you have a few moments, I’d love to speak with you.” *(It is very important to ask permission)**

Parents:

“Today we’re calling parents to share news from campus,, answer any questions you may have, and talk about supporting the Wellesley Parent’s Fund. *(Make sure you are upfront and honest about the reason you are calling and let them know early on you will be talking about a gift)* If you have a few moments, I’d love to speak with you.” *(It is very important to ask permission)**

*If they say no, ask when would be a good time for you to call back. Then schedule for that time, unless directed otherwise by Claire or a supervisor. Schedule the callback with any appropriate notes (ex; don’t call after 8!) , thank them and close call.

Transition to Rapport

All Alums:

If they say yes: “Great! I really love being able to hear alums’ stories about Wellesley. (Ask a rapport question)”

Parents:

If they say yes: “Great! I really love sharing campus news with Wellesley family! (Ask a rapport question)”

Building Rapport

General Questions for Alum:

“I see you majored in _____. What did you like most about __(prospect’s major)___?”

“Were you involved in any clubs or activities while you were a student?” “I’m actually involved in _____.”

“Where did you live when you were on campus?”

Reunion Specific:

“What are you most looking forward to at reunion?”

“Have you been to reunion before?”

Parent Specific:

“Has your child chosen a major? What is she/are they considering? Does she/do they enjoy it?”

“Is she/Are they a member of any clubs or sports teams?”

“Why did she/they choose Wellesley? Is she/Are they enjoying it?”

Transition to the Ask & The Ask

Try to transition the conversation naturally to “the ask.”

For example: “I am so glad to hear you really enjoyed being on such and such sports teams as a student! Thanks to gifts to The Wellesley Fund, we are able to continue to provide student athletes the most up-to-date facilities. As I had mentioned earlier, I am calling on behalf of the Wellesley Fund, and from our conversation I can see how much you valued your time on the sports team and I would like to know if

you will support the Wellesley Fund, and in turn, all of our athletic programs. Will you make a gift of \$ ___, today?

Here is a more general example:

“As I said, I am calling on behalf of The Wellesley Fund, and I want to invite you to join the Wellesley community of donors. Gifts to The Wellesley Fund go to work immediately to improve all aspects of campus life, increase our need-based financial aid packages, support innovative teaching and research, and keep Wellesley’s 500-acre campus beautiful. Will you make a gift of \$ ____ today” (insert Ask Amount)

Past giving: “I see that you’ve given to Wellesley in the past, and support like yours makes a really meaningful difference to students. I want to sincerely thank you for your past gifts and ask for you to renew your support of Wellesley with a gift of XXX (see the target ask amount).”

No Past Giving: “This support has a real effect on our community, and this is your chance to support current students like me.”

Make sure you use the giving ladder! Since instituting the ladder, our average gifts have increased by 25%! Refer to the objections section for a comprehensive guide on objections and how to deflect them.

Objections

***WELCOME OBJECTIONS – Objections are NOT rejections!!
The prospect is engaging you further in the conversation, take that opportunity!***

What do you do when someone gives a negative reason they don't want to give?

1. Acknowledge- You understand the reason; but,
2. Deflect! – Turn that objection into a positive reason to give!

Never forget: **ASK** ➡ **ACKNOWLEDGE** ➡ **DEFLECT**

Below, you will find some examples of objections you may receive, and the appropriate response.

*These are not the only objections you will encounter, but they should give you an idea of what people might say and how you can turn a negative into a positive.

“I Can't Give That Much” Objection

Deflection: “You can help Wellesley continue to ensure that the very best students attend regardless of their ability to pay. Wellesley is able to accept the highest caliber of students based solely on merit and without consideration of financial need, something that is unique to a handful of elite schools. The only way we can remain a need-blind institution is for alumnae to support The Wellesley Fund.”

Deflection: “Not only do gifts from alums help preserve the Wellesley campus you remember, but by giving, alumnae participation rates translate into a vote of confidence for one's alma mater. It also strengthens Wellesley's reputation for excellence.

Reunion Specific

Deflection: “Participation in your reunion year is particularly important to help you and your classmates reach your goals. Your class has set a goal of \$XXX and a participation rate of XX%. [*Include progress if available*] Will you make a gift of _____ (Graduation Year in dollars and cents) in honor of your graduation year?”

“I'm Broke” Objections

Objection: “*I can't make a big gift....*”

Deflection 1: I understand, I've spoken to many alums who are in the same situation. However, what we count on more than a dollar amount is participation at a level you're comfortable with. A gift as small as \$10 counts as participation and gifts under \$100 add up to over \$1 million in funding every year. Will you make a gift of XXX (*Use recurring gift ladder here!*)?

Deflection 2: That's okay! A gift you're comfortable with can still help support the future of your Wellesley. Would you be interested in making your gift recurring? That way, you're not only creating sustainability for the institution but you won't have to remember to make your gift yearly. What if you set up a yearly recurring gift for \$20.xx? (i.e. 2016)

Objection: *“I’m still paying back my **student loans**.”*

Deflection 1: I understand your situation, I’m a student myself! Loans definitely add up. The Wellesley Fund is one of the reasons many Wellesley students are able to benefit from scholarships, and gifts allow us to prevent future students from taking on debt. Of the average yearly financial aid award last year, 95 percent came in the form of grants—a gift or scholarship from Wellesley that does not have to be repaid. That’s over \$53.5 million given to students in place of loans.

Deflection 2: We understand. You can contribute to the institution in other ways - would you be interested in volunteering or sharing a personal plea video/posting on social media for a future campaign)? D.M.’s to classmates can also go a long way if you’re not comfortable with broadcasting a post on social media.

Objection: *“I am **unemployed**..... The **economy is bad**./ I don’t even know if I will have a job in a few months.”*

Deflection: “I am sorry to hear that! A gift you’re comfortable with will still go a long way here at Wellesley! Not only will we get to count you among the thousands of parents and alums who participate each year, but it will help us to receive even more private funding from corporations and foundations.” (Alum only.)

Objection: *“I’m retired/on a **fixed income**”*

Deflection: A number of our alums are in a similar situation. But, while they may not be able to contribute as much as before, they still find that they can support the College at a more reasonable level. Will you make a gift of ___? (ask at next level)

Objection: *“This is a really **bad time** for me because....I’m recently divorced, have large medical expenses, etc.”*

Deflection: I’m sorry to hear that. We can certainly call you back in a few months when your circumstances have changed. In the meantime, what we count on more than a dollar amount is participation at a level you’re comfortable with. If every alum was to give just \$10, it would add up significantly. A gift as small as \$10 counts as participation and gifts under \$100 add up to over \$1 million in funding every year. Will you make a gift of XXX (Use recurring gift ladder here!)?

OR, if more appropriate:

I certainly hope that your circumstances improve soon, and that you will be able to support Wellesley in the future.

“I Have Other Priorities/No Room in My Budget” Objections

Objection: *“I just had a baby.”*

Deflection: Congratulations Mr./Mrs. _____! Is this your first child?

I understand that your budget may be tight right now. What’s really important to us is not the amount of your gift, but your participation in our efforts! It helps us to maintain our prestigious national ranking.

With this in mind, can we count on you for a gift of \$ ___? (Go down to the next ask level)

Objection: *“I just bought a car/bought a house.”*

Deflection: “Congratulations! I realize that is costly, but your degree from Wellesley has helped you reach this point. Many alums were supporting the college during the time you were a student and that enhanced your experience. In the same way, we count on alums like you to help today’s students.”

*** Tread carefully with this one & make sure they are employed, not just the spouse***

Objection: *“I give to many other charitable organizations....”*

Deflection: That is fantastic! Many alums have told me about all of the wonderful causes they support with their generosity. It’s great that you are representing Wellesley’s motto “not to be served, but to serve.” I’d like to ask you to consider Wellesley among those institutions and organizations you feel are worthy of your support. Can I count on you for a gift of \$XXX (ask at next level)?

“I Have a Problem” Objections

Objection: *“I don’t know where my money goes”*

Deflection 1: You have the ability to choose where your gift goes! What area are you most passionate about on campus? Your gift can go to directly supporting that area.

Deflection 2: Gifts to the Wellesley Fund help cover a number of things related to the annual operating budget, and we rely on donor generosity to maintain our excellent level of programming. A large portion of this fund covers financial aid for students like me. You can also dedicate *all* of your gift to that, or things like campus renewal projects (in addition to a number of other designations!).

Objection: *“Wellesley is just too liberal/radical these days”*

Deflection: The mission of the College has always been to educate women who will make a difference in the world. While some things have changed, Wellesley’s commitment to women and the Liberal Arts remains the same. You can rest assured that many of the same Wellesley traditions you remember are still here and followed with great enthusiasm! (You can give examples such as hoop rolling, Flower Sunday, step singing, Reunion, etc) Will you support Wellesley and to help preserve all of the wonderful traditions that you remember? (ask at next level)

Objection: *“I don’t like the construction, admission policy, changes that have been made or some other thing.”*

Deflection: “I understand your concerns. Unfortunately, withdrawing support will only force the college to cut programs or offer less financial aid, and will not have any impact on (whatever the issue was). By supporting the college, and allowing me to pass on your concerns to my manager, you can ensure that your concerns are heard.”

Objection: *“Wellesley already has enough money/a big enough **endowment**”*

Deflection: Only \$4.25 of every \$100 of Endowment income can be used each year, which creates the need for unrestricted and current-use funds, like the Wellesley Fund, which can be put to immediate use in areas of greatest need – like for snow plowing in the winter! (For alums only: More importantly, The Wellesley Fund is not solely about dollars. It is also about participation, which is used in calculating national rankings, like US News and World Report. Your gift would contribute to needs that our limited endowment spending cannot cover, and would also help increase our participation rate.)

Objection: *“My daughter/granddaughter/other relative was **rejected**”*

Deflection: I’m very sorry to hear that, and I can tell you that you’re not alone in this situation. The size of Wellesley’s applicant pool has increased significantly over the years. I hope she does well wherever she has decided to go for college. I can tell by your disappointment that a Wellesley education means a lot to you and your family. Based on your feelings about Wellesley, I hope you will consider a gift this year.

Objection: *“I’m not interested in Wellesley because of personal reasons/a **bad experience**.”*

Deflection: (Ask if s/he is willing to share this information with you so that hopefully you can help.)

If s/he does: I’m very sorry to hear that. By staying involved, however, you can help affect the way the College responds to situations like that by staying committed and letting the leaders of the College know your views.

If not: I understand and thank you for your time. Wellesley’s relationship with our alumni/friends/parents is a top priority. If you ever want to speak with someone about this experience/reason, I can share your contact information with our Phonathon Manager. May I pass on your information to her? She would be happy to talk to you.

OR, if more appropriate: Thank you for sharing that information. Wellesley’s relationship with our alumnae/friends/parents is a top priority. I would like to share your concerns/problems with our Manager. May I pass on your information to her? She would be happy to talk to you.

I Don’t Like Phone Call Objections

Objection: *I don’t like phone solicitations/phone calls”*

Deflection: I’m sorry to trouble you. Unfortunately, with more than 36,000 Wellesley alums/thousands of Wellesley parents in the world, the phone is the most effective way to make a personal contact and let you know what is happening on campus.

Objection: *I don’t like to pledge over the phone.”*

Deflection: We call our alums by phone because it’s more cost effective, and helps us reach a larger number of alums/parents.

We like to ask you to make a pledge over the phone because:

- It saves money in postage and handling!
- We can plan for our budget better!

Objection: *“Just take me off the list.”*

Deflection: “Because we have such a small alum base, we really like to at least make contact with each of our alums every year. We’re happy to give you a call again next year if you aren’t interested in giving at the moment

If s/he confirms request to be removed from the calling list: Wrap up the call by saying “I will code this so that you are taken off the appropriate list(s). Is it ok if Wellesley still sends you mail? Please allow our systems a few days to recognize the change. Thank you for your time, have a wonderful evening.”

Objection: *“Send me something in writing”*

Deflection: Wellesley College considers environmental sustainability to be an important component of its core mission. Therefore we are trying hard to reduce the amount of paper that we use.

“I Already Gave” Objections

Objection: *“I gave last year”*

Deflection: We really appreciate your previous support. The Wellesley Fund relies on alum/parent contributions to support faculty salaries, educational programs, student activities, and other services and facilities that support students like me. Would you be willing to renew your support this year and help us reach this year’s goals with a gift of ____?

Objection: *“I already gave this year”*

Deflection: Our records show that you did give within this calendar year. However, Wellesley’s fiscal year runs from July 1st of each year through June 30th of the following year. We are calling you again this calendar year because we are already in a new fiscal year. Giving to Wellesley College early benefits both you as well as the College. If you give now, you’ll be taken off of our calling list for this year, meaning that you won’t be called again before next fall. Also, the College benefits by being able to use your donation immediately for things such as financial aid and scholarships. Giving a gift early in the fiscal year also helps us determine our budget early on, and lets us adjust our goals as the fiscal year progresses.

If s/he says no: Wrap up the conversation: Thank you so much for your time and for your past generosity. Would you mind if we try back closer to the spring?

Objection: *“I give directly to places on campus.”*

Deflection: “I am so glad you stay involved with Wellesley. However, we are a central fundraising effort for the entire campus. By supporting the college through our program, you are actually helping Wellesley as a whole maintain its commitment to an outstanding liberal arts education and overall experience for students.”

If s/he says no: “We can also take gifts designated to your area of choice. You can make your gift with me now so you don’t have to worry about calling us back or mailing something in.”

Parents Objections

Objection: *I’m paying tuition therefore I can’t get involved. The tuition that I pay is my contribution to the school.*

Deflection: - Unfortunately, tuition only covers a part of the cost of a student’s attendance at Wellesley. In fact, it only covers 43%. The rest is ‘silent scholarship’ received by every student. The Wellesley Fund contributes towards covering this gap, allowing Wellesley to provide that “silent scholarship” of nearly \$50,000 a year for every student.

-By getting involved with a contribution, the school will be able to account for its budget and plan for immediate changes, such as creating new programs, hiring more faculty, and increasing the opportunities __child’s name ____ can take advantage of.

-The tuition actually goes towards administrative costs/general operation of the staff. Through our program, you can give directly towards specific programs and activities your student is involved in.

Objection: *“My children are in college.”*

Deflection: Oh, that’s great Mr./Mrs. ____! How are they enjoying school? What is their major?

I understand that your children’s education is a priority for you right now. My parents are in the same situation since I am a student now. We’d still like you to stay involved with Wellesley however you can.

Your participation is more important than the amount of the gift.

With this in mind can we count on you for a gift of \$___? (Go down to the next ask level)

Objection: *I’d rather give the money to my kid.*

Deflection: With a gift to The Wellesley Fund, funds can be used directly for their education. You can essentially contribute to their major or activities they do on campus.

Objection: *I support my alma mater and my child will support Wellesley when they graduate.*

Deflection: If you get involved now, the money can be used to make immediate changes in your child’s educational experience.

They Said Yes!... Now What?

“\$ ___? Wonderful! Thank you so much! As soon as you’re ready I can take down your information.”

***In Call Center: Make a record outcome as “Gift” and enter the amount. Click blue “Open Credit Card**

Payment” to launch GiveCampus form. Enter amount on first window, click agree to terms of service, and enter CC number / expiration date / cardholder name and repeat back all information to confirm accuracy and confirm if any contact information has changed (if so, note new information in comments). Donor will receive an email confirmation from the GiveCampus form immediately.

Credit Card Objection Response

“We are encouraging all of our generous donors to make their gifts on a credit card, putting gifts to use right away. Credit cards are preferred because that cuts down on our processing costs and paper, making your gift go further for our students and can be used immediately by the college. It also saves you a trip to the post office and you will be able to get points on your credit card!”

Matching Gift (Do not leave this out, this can increase your dollars more than 5-10%!)

“May I check to see if you or someone in your household work for such a company? Some companies will match your gift up to \$3 for every dollar.”

*If they say no, thank them and move on

* If they say that they don’t know, search the employer on Ruffalo Cody, which has a matching gift tab. If you don’t see it there, ask a supervisor to look it up online.

*If you/they confirm that their company matches gifts, advise them to contact the HR department with the receipt/gift confirmation that they will receive from Wellesley. Update employer information on the record.

They Said Yes! But Not to a Credit Card...

If prospect is hesitant to make a specified pledge

We are asking all of our alums/parents to specify a pledge commitment over the phone so that we can budget accordingly. Is there a minimum pledge amount you’d be willing to commit to so that we can count on you and your support in this year’s fundraising efforts?

OR

“By pledging tonight you’ll help us have a better idea of where we stand towards reaching our dollar goals. Can we count on you for a minimum commitment tonight? You can always increase it at a later time during the fiscal year.”

OR... final option

“I’m sorry, but we are unable to take pledges without an amount. If you like, I can give you some time to think about it and call you back in a couple weeks.” Make sure you leave a comment on the callback.

*In pushing for a concrete amount, you can always try to equate dollar amounts to tangible things. For example:

\$5 is about the cost of a Starbucks drink , \$10 is about the cost of a movie ticket, t-shirt, etc.

***Pledges marked in Call Center will not automatically send an email to the donor. Reminders can come in the form of the mailed pledge form (preferable), or callers can offer to email the donor immediately (only if comfortable doing so).**

Pledge Call-backs

If you speak with someone for a second time and they will still not specify or give on a card, mark them as a refusal.

Closing the Call

Update Contact Information On Every Call!

Always confirm:

Address, Phone Number, Email Address

Made Gifts Examples:

- “I really appreciate you taking the time to speak with me this evening. I know you mentioned that you haven’t been back to campus in years – hopefully you’ll be able to visit soon.... Before you go let’s just quickly recap our conversation, you made a pledge of \$XXX.XX that you would like to go _____ fund. I’d also like to confirm that your mailing address is _____, and the best phone number to reach you at is xxx-xxx-xxxx. Is your email address still _____. Thank you again for your time and have a great night!”
- “I know you were rushing out the door, so it means so much to me that you could give me a couple of minutes of your time..... Before you go let’s quickly recap our conversation. You made a pledge of \$XXX.XX that you would like to go _____ fund. I’d also like to confirm that your mailing address is _____, and the best phone number to reach you at is xxx-xxx-xxxx. Is your email address still _____. Thank you again for your time and have a great night!”

Parent Specific:

- “It’s so wonderful that your daughter is enjoying her first semester here at Wellesley. Hopefully she’ll continue to settle into her room in _____ (name of dorm), and I’ll be sure to look out for her in future classes.... Before you go let’s quickly recap our conversation, you made a pledge of \$XXX.XX that you would like to go _____ fund. I’d also like to confirm that your mailing address is _____, and the best phone number to reach you at is xxx-xxx-xxxx. Is your email address still _____. Thank you again for your time and have a great night!” Thank you again for your time and have a great night!”

Did NOT Make A Gift

- “Thank you for taking the time to speak with me today. Before I go, may I confirm that your mailing address is _____? And is your phone number is xxx-xxx-xxxx and your email address _____? Thank you! Do you have any other questions for me about Wellesley?”

Saying Goodbye

If Pledge:

“Thank you so much for your gift of \$_____ to support the Wellesley Fund! As a student here at Wellesley, I can tell you firsthand how much your support is appreciated. Students here really feel the impact of gifts like yours every day. On behalf of the Wellesley community, I want to truly and personally thank you for your commitment to us. Do you have any other questions that I can answer for you today?”

“Thank you very much, have a great night.”

If Refusal:

“Thank you for taking the time to speak with me today. Do you have any other questions for me about Wellesley?”

Voicemail Scripts

After a prospect has been called 1-2 times with no response, we leave a voicemail. Claire or a supervisor will let you know at the start of your shift if you should be leaving voicemails for other audiences. We usually leave them after 1-2 calls, but you should check with Claire or a supervisor before you leave any. The script for that is:

This is a message for _____. My name is _____ and I'm a student calling from Wellesley College. I'm just calling to ask you to make a gift to Wellesley this year. A gift no matter what size, truly makes a difference to all students here at Wellesley. You can make this gift online at www.wellesley.edu/PHONE, or by calling 800.358.3543. Thank you for your support!

Every time you call the parent of a current student, you **MUST** leave a voicemail! The script for that is:

Hi, this is a message for _____. My name is _____ and I'm a student calling from Wellesley College. I am not calling about your child but on behalf of the Parent's Fund to ask you to make a gift to Wellesley this year. A gift no matter what size, truly makes a difference to all students here at Wellesley. You can make this gift online at www.wellesley.edu/PHONE, or by calling 800.358.3543. Thank you for your support!

Stewardship Calls - Thank-a-Thon

In addition to solicitation calls, Phonathon callers also reach out to recent donors to express gratitude for gifts.

Sample Introduction:

Hello, my name is (your name) and I'm a (first year/sophomore/ect) from Wellesley College. May I please speak with (prospect's name)?

Great! Well I'm just calling tonight to thank you for your most recent gift to the college. It really makes a difference on campus, and we're so grateful." (Pause to let them speak) "I'm also calling tonight to share updates from campus, or answer any questions you might have." (Pause to let them respond).

Proceed with either building rapport or closing the call, as appropriate. Thank again!

Voicemail Script

*"Hello, my name is _____ and I'm a (class year) calling from Wellesley College to say thank you for your most recent gift to Wellesley." (if gift is **over \$250**) "Your generous donation truly makes a difference to students on campus like me." (if gift is **under \$250**) "Gifts of any size truly make a difference to students on campus like me." (close the call) "Thank you again, and have a great evening!"*

Coding

Even if we do not connect with a donor for a Thank-a-thon call, please mark as "Thanked" in Call Center. Do not mark as "Set Call Back Date."

Bringing It Together

You now have all of the components you need to make a call. Now you can put them together, make them feel comfortable and create your own scripts based on the outline below. Remember to hit all the essential areas.

(8) **Introduce Yourself**

(9) **Transition to Rapport**

- Be upfront and honest about the reason for your call
- Always ask permission before starting a conversation

(10) **Start a Conversation**

- Ask a Rapport question to get things moving

(11) **Transition to Ask**

- This should be an extension of your conversation. Try to make it flow!

(12) **Ask**

- Acknowledge
- Deflect
- Second Ask
 - Acknowledge
 - Deflect
- Third Ask
 - Acknowledge
 - Deflect
- Fourth Ask
 - Acknowledge

(13) **Close the Deal**

- Push for a specified pledge
- Get it on a credit card!
- Thank profusely
- Ask about matching gifts through employer
- Always confirm contact information

(14) **Say Goodbye**

- Always say thank you, regardless of pledge!

Good to Know

What Ifs

Below are some tips for situations you might encounter. If you have a question you don't see answered here, be sure to ask a supervisor or the manager as soon as possible – the best way to learn is by asking questions!

What if...	Solution
You wake someone up, or the person says it's a bad time?	Apologize for the disturbance and ask if there is a better time to call. Note what s/he says.
The alum/parent is deceased?	Express condolences. <i>"I'm very sorry to hear that"....</i> Identify yourself and verify that you're speaking about the right person. <i>"This is _____ calling from Wellesley College. Are we speaking about _____ who graduated in XXXX?"</i> Tell the person you'll update the information. Note this death in the comments section. This can be awkward, but there's no way you could have known. Be sure to express sincere condolences at least once in the conversation.
You reach an alum's parents, ex-spouse, former roommate, etc?	Ask if they'd be willing to give the current address and phone number. Explain that we would use the current phone number and address to reach the alum. If they don't want to give out the information, ask for her email address or ask that they have them call The Wellesley Fund at 1-800-358-3543 or go online to update her records.
The alum or parent asks never to be called again?	Make sure s/he wants to be permanently taken off our calling and/or solicitation list(s). Tell them we can always take them off the list for this year and call them next year. Code accordingly.
The prospect hangs up on you?	If you think it was a mistake, call back and say you think you were disconnected. If it was intentional, make a note of it and move on to the next call – it's not personal!
The alum or parent makes a pledge (not a credit card) but doesn't want a pledge form?	If s/he has an email address on file, verify that it is current. If there is no email address, ask for one. We CANNOT process pledges without being able to send a pledge form or an email.
The prospect needs to speak with a partner/spouse/child before making a gift	Offer to schedule a callback so they can discuss the gift, and then make it via credit card with you.