

For God, For Learning

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# FOREVER SAMFORD

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Building a strong future for Samford University

## Sample Introduction E-mail

Hi David,

I am a Student Advancement Leader at Samford University. I was hoping to connect with you to hear more about your connection to Samford University. I enjoy hearing about relationships to Samford whether it is as an undergraduate alumna/us, Cumberland School of Law student, parent, or friend of the university.

There are some upcoming events happening on campus and around the country that you may be interested in. I understand that sometimes a phone call may be disturbing you while you're working or spending time with your family, so I'm reaching out over email to touch base with you.

We have important giving opportunities that we would be honored to have you take part in. Gifts of any amount make a tremendous difference to our students. If you'd like to make your gift to Samford right now, you can do so at [samford.edu/give/sal](https://samford.edu/give/sal) or I'd be happy to take your gift over the phone!

I look forward to following up with you and talking about the wonderful place we have in common - Samford University. Thank you for your time and support.

Sincerely,  
Tristan

## Sample Initial Text Message

Hi, Shelly ! This is Regan. I'm a current Samford student and I was calling earlier to catch up about Samford, tell you about upcoming events and also share some special giving opportunities. You can go to <https://samford.edu/give/sal> or I can call you at a better time. Thank you!

## Sample Final Text Message

Good evening, Andy! This is Jack. I'm sorry we haven't been able to catch up but I wanted to reach out again to share the incredible giving opportunities we have at Samford. Your support is meaningful no matter the amount. We invite you to make a gift tonight at <https://samford.edu/give/sal>. Thank you!

## Sample COVID Care Communications – Initial Text Message

Hi Dana! This is Kylar, a Samford student. As we adjust to new circumstances, I'm taking a moment stay in touch with Samford alumni and friends. I will reach out to you again. You can learn about virtual Samford events for alumni and friends in your area at [samford.edu/alumni/events/](https://samford.edu/alumni/events/).

## **Sample Script Talking Points**

### Current parents and parents of recent grads

As a Samford parent, you understand the value of the education students get here. I am very grateful for the opportunity to be a student at Samford. We take care of each other here and when a fellow student is faced with an unforeseen circumstance or tragedy, we want to provide for them so they do not have to forfeit their education during a difficult time such as losing a parent. Can we count on you make a credit card contribution of [\\$\(double last gift\)](#) to the Samford Parents' Scholarship?

### School of Law Friends & Alums

The class of 2023 is making history at Cumberland! The group of 150 students is adjusting to law school life that is different from anything we've seen before. Still, Cumberland is ranked 7th in the nation for Trial Advocacy by US News and #4 in the Nation for Best Quality of Life by The Princeton Review? It's an exciting time for Cumberland. Your gift of \$250 or more will directly support students and grant you special benefits as a member of the Bishop Society. Will you join us today?

### School of Public Health

You'll be proud to know the school is continuing to grow during these challenging times. It recently honored its first cohort of students earning the joint Master of Public Health and Doctor of Osteopathic Medicine in partnership with the Alabama College of Medicine. This program prepares students for careers as public health physicians in governmental agencies, rural health centers and international health organizations. Will you support tomorrow's public health leaders with a gift today?