

**VIP DONOR SCRIPT**

**Introduction**

“Hi, may I please speak with \_\_\_? Hi \_\_\_, my name is \_\_\_ and I’m calling on behalf of the Faculty of Arts Media Performance & Design. How are you today?”

Make sure you’ve opened QAS & formatted the system to 5 and 10 – any issues refer to QAS sheet &/or raise your hand.

**Record update**

“We are calling AMPD Alumni today for a couple of reasons. First, I would like to update your Alumni file. Do you still live at (*read address, city & postal code from SmartCall*)?”

<p>✓ If Alumni’s <b>address is correct</b> in SmartCall, move on to verifying the email address.</p>	
<p>✗ If Alumni’s <b>address is blank</b> and requires updating.</p> <ul style="list-style-type: none"> <li>• “It appears that we do not have an address for you on file. May I have your postal code?”</li> <li>• “Is the street name XXX (<i>read the QAS Street name</i>)”</li> <li>• “May I have your street number?”</li> <li>• “Is there a unit number I can add?”</li> </ul>	<p>✗ If Alumni <b>address is incorrect</b> and requires updating.</p> <ul style="list-style-type: none"> <li>• “Thank you for letting us know about your change in address. I can update that for you?”</li> <li>• “May I have your new postal code?”</li> <li>• “Is the street name XXX (<i>read the QAS Street name</i>).”</li> <li>• “May I have your street number?”</li> <li>• “Is there a unit number I can add?”</li> </ul>
<ul style="list-style-type: none"> <li>• If the Alum is concerned about us not having their address on file, consider advising the following. “York uses multiple databases to collect and store Alumni information. Your missing address may be a simple glitch in the system that we use to store Alumni information. I do have visibility of your degree information (confirm the degree information). May I have your current postal code?”</li> <li>• If yes, continue by following the steps listed above.</li> </ul>	
<ul style="list-style-type: none"> <li>• If no, advise the Alum that we are updating their information for internal purposes and that the information is not shared.</li> <li>• If they refuse again, acknowledge and move on to email address.</li> </ul>	

<p>✓ If Alumni’s <b>email address is on file</b>, ask the Alumni “is your email address XXX (<i>read the email address from SmartCall</i>)”? If it is correct, move on to verifying the employment.</p>	
<p>✗ If the Alumni’s email address is blank, ask for it “May I have your email address to add to your file?”</p> <ul style="list-style-type: none"> <li>• If yes, type the email address into SmartCall.</li> </ul>	<p>✗ If the Alumni’s <b>email address incorrect</b>, ask to correct it “I can correct that for you, may I have your updated email address to add to your file?”</p> <ul style="list-style-type: none"> <li>• If yes, type the email address into SmartCall.</li> </ul>
<ul style="list-style-type: none"> <li>• If no, use L.A.R.A to identify and address the Alumni’s concern. Reasons:             <ul style="list-style-type: none"> <li>○ email is for internal purposes only – it is not shared and used for University purposes only</li> <li>○ York is going Green – reduce paper usage</li> <li>○ Want to keep them involved – receive monthly newsletter &amp; special invites to events.</li> </ul> </li> <li>• If you receive a 2<sup>nd</sup> no, then acknowledge and move on to email address.</li> </ul>	

<p>✓ If Alumni's <b>employment information is on file</b>, ask the Alumni "Our records indicate that you are currently working for XXX (company) as a XXX (title) (<i>read the company &amp; title from SmartCall</i>). Is this still correct?" If it is correct, move on to rapport building.</p> <p><i>Note: You can use your conversation regarding employment as a lead-in into rapport building by asking questions such as "How long have you been with this company?" or "How did you find this job opportunity?" etc.</i></p>	
<p>✗ If Alumni's <b>employment information is blank</b>, ask the Alumni, "I see that we don't have any career information on file, if you don't mind me asking, what do you currently do?"</p>	<p>✗ If the Alumni's <b>employment information is incorrect</b>, ask the Alumni, "Thank you for clarifying this, if you don't mind me asking, what do you currently do / what company are you currently employed with?"</p>
<ul style="list-style-type: none"> <li>• If yes, type their career information (title &amp; company) into SmartCall.</li> <li>• If no, use L.A.R.A to identify and address the Alumni's concern. Reasons:             <ul style="list-style-type: none"> <li>○ Acknowledge:                 <ul style="list-style-type: none"> <li>▪ "I hear that you're hesitant about providing employment information."</li> </ul> </li> <li>○ Reasons:                 <ul style="list-style-type: none"> <li>▪ "I can assure you that the collection of employment information is for internal statistical purposes only."</li> <li>▪ "This is used to consider what employment opportunities are available to students with the same / similar degrees."</li> </ul> </li> </ul> </li> <li>• If the Alumni refuses a 2<sup>nd</sup> time, acknowledge their refusal and move on to the rapport building.</li> </ul> <p>*** <b>Note:</b> Asking for employment information is a sensitive matter. Tread lightly and be polite. "If you don't mind me asking...", "May I ask about your current employment"? ***</p>	

### Rapport Building

**VIP Donors have gotten this call many times before. Make your rapport questions as genuine and specific to the Alumni as possible. Asking them for specific advice for students will aid in reaffirming that they are the kind of person who wants to give back to this community, one way or another**

Less than 5 years – Ask questions related to their experience at York	Greater than 5 years – Ask questions related to their career or advice (emphasize that you are a student).	Retired – ask questions related to their retirement.
<ul style="list-style-type: none"> <li>• "How has the transition been from being a student to working full-time?"</li> <li>• "Were you able to take advantage of co-ops or placements while at York?"</li> <li>• "What was your audition like/how did you prepare?"</li> <li>• "What ignited your initial passion for the arts/how did you initially get into the arts?"</li> </ul>	<ul style="list-style-type: none"> <li>• "Did you work while studying? How did you balance the time?"</li> <li>• (For those working in the arts) "What kind of preparation do you think a recent Grad needs to obtain a job in your field?"</li> <li>• (For those not working in the arts) "What transferable skills helped you transition into a field outside of the arts?"</li> </ul>	<ul style="list-style-type: none"> <li>• "As someone who has completed your career, what skill or trait do you think is important for long-term success?"</li> <li>• "Do you still incorporate any art-practice into your daily life?"</li> <li>• "How did the arts positively impact your life outside of employment?"</li> </ul>

## Campus Updates

Keep informed and up to date by regularly visiting the Faculty's website. Link to Faculty of Environmental Studies website:

<https://ampd.yorku.ca/>

"There are a lot of exciting things happening in the Faculty of Arts, Media, Performance, and Design this year, I don't know if you have heard ..."

- **Joan and Martin Goldfarb are sponsoring the construction of the Joan and Martin Goldfarb Art Gallery at the York University campus.**
  - The gallery will be associated with AMPD, and will offer a space for students, educators, Alumni, and others to gather and experience art.
  - The Goldfarbs wish to see the gallery become a place where people from all walks of life and all backgrounds gather, inspiring the community to learn about visual arts and language."
  - The addition of the gallery on campus will make a significant addition to the already vibrant social life on campus and will be a great way for students to make connections with their professors.

**Ask: Do you still go to any arts related events or spaces?**

## The Fund

"\_\_\_\_, I see that you have given to (fund name) in (year)

I would like to take this opportunity to thank you for your past generosity and continuous support to the next generation of students at York.

- Tell them how their gift has affected students, in general (ex. "Your gift toward SFA has gone a long way in ensuring that we can give out as many bursaries as possible to students in need").
- Share how Alumni donations have affected you (ex. "I'm a student in my 3<sup>rd</sup> year, and I've received SFA in the past, which let me spend more time on my coursework instead of having to increase my hours at my part-time job just so that I could make rent").
- Reaffirm the thanks (ex. "So thank you again for your past support and for recognizing the importance of giving to our community").

- **Thank the Donor for past support**
- **Talk about the impact of their past gift/impact of how the gift affects you**
- **Talk about Current Initiatives**
- **ASK**

"This year I'd like to speak with you about some more initiatives we have going on for our students.

"Today, I also wanted to talk to you about the A) **Student Financial Aid** OR B) xxx.

- A) **(Student Financial Aid)** Students are currently facing severe financial pressures that have interfered with many of our students' educations. Recent cuts to OSAP and funding for university programs have left many in a position where they cannot afford to continue their degree. The recent changes are particularly harmful to the 75% of students who come from low-income households, and cannot rely on family support. This is where we turn to our larger York family, and ask our Alumni to help us ensure that our students can get the same quality education that they did.

- “100% of your donation goes towards the Fund – directly to enhancing the student experience. As York is a registered charity, no administrative or program fees can come out of our Alumni donations, so you know for certain that any gift you make will have an immediate and immeasurable impact on our students.”
- “Most of our students have academic expenses beyond just tuition. Material costs for items such as instruments, canvases, paints, film, camera, and other supplies really add up and can have a significant impact on our students’ budgets. SFA helps to cover these additional costs and ensure that our artists can afford these integral parts of their education.”
- “Many Fine-Arts students spend a significant portion of their time rehearsing or practicing their crafts and honing their skills. This is in addition to the time they spend in class, studying theoretical components of their education, or in other courses they need to take to satisfy degree requirements. Balancing all these priorities leaves little time for part-time work that is needed to make rent or pay for groceries. Particularly in the wake of OSAP cuts, many of our students are finding themselves required to choose between their education and their financial needs. SFA helps bridge that gap and allows those most in need to accomplish their dreams.”
- “Many of our students are coming into their final semesters of their degrees, and they just need the help to get to the homestretch. As the Winter semester ends, more and more students must drop some of their last courses for lack of financial resources and delay their graduations. We want to ensure that our students not only graduate, but graduate with less anxieties and financial pressures than what they’re currently facing. Any gift goes a long way toward ensuring that our students are able to get the most out of their education.”

**1<sup>st</sup> Ask**

“\_\_\_\_, as a loyal and generous supporter I am hoping that you will choose to support our students today, with an on-going monthly gift of \$30.” (Follow-up with 1 or 2 from below). Your 1<sup>st</sup> ask should be for a monthly ongoing.

- “A monthly gift will have a less of an immediately impact on you, and works out to a \$1 a day, but will it have a huge impact on current and future students because your continued support will allow us to plan ahead.”
- “Ongoing support allow us to allocate funds equally through the year. We get a lot of funding in the Fall term, but not as much in the winter, so ongoing gifts let us compensate and ensure that all students get the help that they need.”
- “By supporting us with a monthly gift, you will receive a call from us only once a year to Thank you for your generosity and support.”
- “The gift is tax deductible and is non-binding.”

“How would you feel about supporting us again this year with a monthly contribution of \$\_\_\_\_\_ to York University tonight?”

<input checked="" type="checkbox"/> If they donate	<input type="checkbox"/> If they <b>do not</b> donate
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<p>“Thank you very much for donating. Can I put this on Visa or MasterCard?”</p> <ul style="list-style-type: none"> <li>• Raise your hand to get the attention of the TL in order to verify the gift.</li> </ul> <p>“Great! May I have your credit card number and the expiry date? So the card number is _____ and the expiry date is _____? And the name on the card is _____?”</p>	<p>Use L.A.R.A to identify reason for hesitation</p>
<p>If you get a C.C. refusal – see Credit Card section</p>	

**2<sup>nd</sup> Ask**

Your second ask should be tailored to address the reason for their first refusal.

- If they refused because of \$ - consider lowering the ask amount, spacing it semi-annually or quarterly, or changing the monthly to a 1-time donation.
- If they refuse because of time – consider deferring the gift or spacing it semi-annually or quarterly.
- If they refuse because of apathy – use your best judgement on the situation - make sure you complete the 2nd ask!

“With this in mind, would you consider a gift of \_\_\_\_\_ tonight?”

<p>✓ If they donate</p>	<p>✗ If they <b>do not</b> donate</p>
<p>“Thank you very much for donating. Can I put this on Visa or MasterCard?”</p> <ul style="list-style-type: none"> <li>• Raise your hand to get the attention of the TL in order to verify the gift.</li> </ul> <p>“Great! May I have your credit card number and the expiry date? So the card number is _____ and the expiry date is _____? And the name on the card is _____?”</p>	<p>Use L.A.R.A to identify reason for hesitation</p>
<p>If you get a C.C. refusal – see Credit Card section</p>	

**3<sup>rd</sup> ask**

Your third ask should be tailored to address the reason for their second refusal. Commonly, this ask is a one-time.

- If they refused because of \$ - consider lowering the ask amount, spacing it semi-annually or quarterly, or changing the monthly to a 1-time donation.
- If they refuse because of time – consider differing the gift or spacing it semi-annually or quarterly.
- If they refuse because of apathy – use your best judgement on the situation - make sure you complete the ask!
- **Participation Rates Ask:** “I just want to leave you with one last thought. York University is a registered charity, and as such the majority of our funding comes from foundations and organizations who chose to support our cause. Often, to decide whether they want to support us, they look at our Alumni participation rates – meaning they look at how many Alumni are giving back, not how much. Therefore, any donation does go a long way toward supporting our cause. It is AMPD’ 50th anniversary this year – would you be able to make a more symbolic donation today of \$50 in honor of AMPD’s 50th anniversary, which will go a long way toward helping us get our participation rates up?”

“With this in mind, would you consider a gift of \_\_\_\_\_ tonight?”

✓ If they donate	✗ If they <b>do not</b> donate
<p>“Thank you very much for donating. Can I put this on Visa or MasterCard?”</p> <ul style="list-style-type: none"> <li>• Raise your hand to get the attention of the TL in order to verify the gift.</li> </ul> <p>“Great! May I have your credit card number and the expiry date? So the card number is _____ and the expiry date is _____? And the name on the card is _____?”</p>	<p>Acknowledge their refusal and thank them for their time and wrap up the call.</p> <p>“XXX, thank you for taking the time to talk to me this evening and I hope you will consider supporting York in the future. Are there any questions I can answer for you while we’re still on the phone? Thanks again for your time. It was a pleasure speaking with you and have a wonderful evening.”</p>
If you get a C.C. refusal – see Credit Card section	

**Credit Card ask:**

Make sure to use L.A.R.A. when dealing with CC objections.

Objection	Reason	2 <sup>nd</sup> ask
I don't have a credit card	We can accept a donation using the credit card of a friend or family member. However, the tax receipt will be in the name of the credit card holder.	Follow up and ask a 2 <sup>nd</sup> time.  If no, offer to send a pledge package by mail.
<p>I don't want to give my CC over the phone (security issue)</p> <p>Or I can do it on my own (has done a pledge or online).</p>	<ul style="list-style-type: none"> <li>• We are PCI compliant</li> <li>• Convenience (on the phone)</li> <li>• Immediate impact to students</li> <li>• Reduces clerical and postage cost of sending letters</li> <li>• Going Green – no paperwork</li> <li>• Last resort – can provide managers phone number and extension to have them call in. Please advise the Alumni (politely) “I’m passing your file over to my manager and it is important that you call her within the next 5 minutes.”</li> </ul>	<p>Follow up and ask a 2<sup>nd</sup> time.</p> <p>If no, offer to send an email with a link to donating online.</p>
<p>If yes, “Great! May I have your credit card number and the expiry date? So the card number is _____ and the expiry date is _____? And the name on the card is _____?”</p>		

**No gift & call wrap up:**

\_\_\_\_\_, thank you for taking the time to talk to me this evening and I hope you will consider supporting York in the future. Are there any questions I can answer for you while we’re still on the phone? Thanks again for your time. It was a pleasure speaking with you.

**Reminder all reoccurring and deferred gifts must be processed on the 1<sup>st</sup> or 15<sup>th</sup> of the month**

YORK Alumni Faculty of Faculty of Arts Media Performance & Design Winter 2020

Amounts	Ask 1 - OTG	Ask 2 - OTG	Ask 3 - OTG	Amounts	Ask 1 - Monthly	Ask 2 - Monthly	Ask 3 - Monthly
Non-Donor	115	75	<b>50</b>	Non-Donor	30	18	15
0-49	100	50	35 or match	0-49	30	18	15
50-99	150	115	75 or match	50-99	30	18	15
100-249	315	250	175 or match	100-249	45	20	18
250-499	575	375	250 or match	250-499	55	35	20
500-999	750	625	500 or match	500-999	75	55	35
1,000+	match x 2	match x 1.5	match	1,000+	115	95	75