University of Richmond Reunion: Phone Calls

Pre-Call Planning
Go through the following steps before starting your calls to classmates:

Set goals.
You major goal is to encourage your classmates to “come back and give back” in honor of Reunion. It’s great if you’re able to receive a commitment for a specific dollar amount that your classmate plans to give.

Make your own gift.
You do not have to tell people how much you are giving or what you have pledged, but you will be more persuasive if you have made a gift that is meaningful to you.

Be ready to explain why you support University of Richmond.
Everyone has a different reason for giving. Create a brief, heartfelt talk about why you give. Your passion and enthusiasm will resonate with others.

Review your materials and resources.
Your call sheets provide name, address, phone number, email, giving history, and suggested ask amount for each person you are calling. Your tracking reports will tell you if a gift has been received in the current fiscal year. Check your reports before making the contact so the donor is not solicited after a gift or pledge is made. The more information you have prior to the call, the better prepared and more successful you will be.

Reach out through multiple channels.
Many volunteers have success using various combinations of email, phone, and social media. For example, you can send an email and then follow-up later by phone. Use Facebook chat. Know your audience, be creative, and do what feels best to you.

Be prepared for questions & objections.
It is important to answer questions from your classmates correctly and without hesitation. If you are not able to answer a question, let the person know that they will be hearing from your class liaison with an answer in the next few days.

Making the Call

Introduction
During the introduction of the call, you will let the alum know who you are and why you are calling. Feel free to catch up with your classmates and see what they have been doing since the last reunion, and make plans for this reunion. It is also a great idea to check and see that their contact information (email, phone, home/work info) in file is correct. If there are any updates to their contact information, please indicate this in the comments section of your contact sheet, or email Amy Gallagher at agallagh@richmond.edu.
The Primary Ask
After you have had time to catch up and make plans for the weekend, encourage your classmate to also make a gift in honor of their time at Richmond and help the class reach its dollar and participation goals. For each call that you make, you will always make a first ask. **This ask should never be skipped.** It is always important to ask because if we didn’t, we would never receive support.

The Participation Ask
When all else fails in trying to get a classmate to commit to a pledge, try a participation ask of $25. This is intended to convey to the alum that it is their participation, and not so much the dollar amount, that is important in our fundraising efforts. Remind them that alumni giving rates are a critical factor in both determining the University’s national rankings and securing grant funding…a gift of any size matters. You should ask for whatever amount is most appropriate in the context of your phone call. Additionally, all donors and volunteers are invited to the Greek Theatre Party on Friday night of Reunion Weekend.

The Close
It is important when you receive a pledge to let your classmate know that they will be receiving a pledge card in the mail. Also, encourage them to visit **givenow.richmond.edu/reunion2016** to make their gift online. Thank them for their commitment and let them know you look forward to celebrating with them Reunion Weekend.