



Reunion Weekend 2018
June 1 -3, 2018

Planning for the Ask

Go through the following steps before you start reaching out to classmates...

Make your own gift.

You do not have to tell people how much you are giving, 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. Prepare a brief, heartfelt case for why you gave. Your passion and enthusiasm will resonate with others.

Review your materials and resources.

Your contact sheet provides name, address, phone number, email, giving history and suggested ask amount for each person you are contacting. The tracking reports you'll receive periodically will tell you if a gift has been received in the current fiscal year. Check your reports before making the contact; the more information you have prior reaching out, the better prepared and more successful you will be.

Reach out through multiple channels.

Many volunteers have success using combinations of email, handwritten notes, phone and social media. For example, you can send an email and then follow-up later by phone, text or Facebook chat. Know your audience, be creative, and do what works best for you.

Be prepared for questions & objections.

It is important to answer questions from your classmates correctly or point them to someone who can. If you are not able to answer a question, let the person know that they will be hearing from your class giving staff liaison with an answer in the next few days.

Making the Ask

Introduction

During the introduction of the call, let your classmate know who you are and why you are calling. Catch up with your classmate, see what they have been doing since the last reunion and make plans for this reunion. It is also a great idea to check that their contact information (email, phone, employment information) on 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 your class giving staff liaison.

The Primary Ask

After you have had time to catch up and make plans for the weekend, encourage your classmate to make a gift in honor of their time at Richmond and help the class reach its dollar and participation goals. It is always important to ask; if we didn't, we would never receive support!



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The Participation Ask

When all else fails in trying to get a classmate to commit to a pledge, try a participation ask of \$50. 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 really does make a difference! Ask for whatever amount is most appropriate in the context of your conversation. Additionally, donors, alumni and friends are welcome to attend the Greek Theatre Party on Friday night of Reunion Weekend.

The Close

Encourage your classmate to visit givenow.richmond.edu/reunion2018 to make a one-time gift or givenow.richmond.edu to set up an automatic monthly gift. If they'd like a pledge card mailed, please let your class giving liaison know and she will follow up. Thank them for their commitment and let them know you look forward to celebrating with them at Reunion Weekend.

The Follow-Up

Please be sure to update your contact sheet with pledge/gift amount, interest in a multi-year gift, and any new contact information. Also, if a pledge card or additional information is needed, contact your class giving staff liaison.

Sample Scripts

Sample Phone Call

Hello, this is _____. I am calling today as a member of our University of Richmond Class of ___'s Reunion Committee. I know it's been a long time since we last spoke; I hope you are doing well! Can you believe we are celebrating our ___th reunion this year? Our committee is working hard to put together a wonderful Reunion Weekend, June 1-3, 2018. It's going to be a blast! Some of the events include:

- College Receptions with School Deans on Friday night (free!)
- Food Court on Friday evening
- Greek Theatre Party on Friday night with live music and beer/wine for alumni, donors and volunteers (free!)
- Alumni Picnic on Saturday afternoon (free!)
- Class Event (includes dinner and drinks, fee TBD)
- Fireworks on Saturday evening at Reunion Celebration (free of charge; drink tickets will be available for purchase)
- Overnight accommodations in the residence halls (fees TBD)

Take the time to catch up and make plans to meet up during Reunion Weekend.

I joined our class' Reunion Committee to encourage our classmates to come back and also to give back in honor of our time at UR. This has been a chance for me to think about our experience at UR/Westhampton and all we gained from it. I hope you'll join me in making a gift as a way to help today's students have some of the same great experiences that we did.



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Our class has a goal of raising \$___ and reaching ___% class participation, which is a larger participation rate than we've achieved in past years. With your gift, we will be one step closer to that goal! Would you be willing to make a gift to the Annual Fund or any other area of Richmond that is important to you? A gift to any area will count in our Reunion Class Gift Goals.

If this is someone who has given in the past:

Your past support of the University provided students with scholarship assistance, additional technological resources on campus, student life programs and curricular enhancements. Alumni support of the University is critical to its mission and I hope you will consider renewing your commitment to the University.

If this is someone who has never made a gift:

Each and every gift adds up to a big collective impact, so your gift of any size will make a difference. *If you are comfortable, talk about your gift to Richmond and why you support that area.* Additionally, The Greek Theatre party on Friday night is a great time to gather with alumni, donors and friends!"

You can give online at <http://givenow.richmond.edu/reunion2018>. Or, if you'd prefer to send a check or make a gift of stock, I can have a pledge card sent to you.

By the way, if you are willing to make a multi-year pledge (payable over up to 5 years), the total pledge amount will count towards our Reunion Class Gift. If this is something that you are interested in, I can have a staff member contact you to set it up.

While I have you on the phone, may I double-check that we have your correct contact information? Throughout the year we will be sharing information about the upcoming reunion and our class events.

Sample Email or Note

I hope this note/email finds you well as our ___th Reunion approaches. I am working with our Reunion Committee to organize a great weekend, June 1-3, and would love to see you back on campus.

Reunion is a great time to show your Spider Pride by coming back to campus and also by giving back. Our goal is to have ___% of the class, or ___ classmates, support Richmond this year in honor of our ___th Reunion. Making a gift is a great way for you to honor those things that meant the most to you during your time at Richmond. Also, by making a gift you will be recognized with our classmates on the Honor Roll of Donors at the end of the year.

I hope that you will join me in making a gift. A gift of any amount, to any area of the University counts toward our Reunion Class Gift. Also, multi-year pledges (payable over up to 5 years) allow UR to count on your sustained support and the full amount counts toward our Reunion Class Gift total. If interested, I will have a staff member follow up.

To make a gift, you may visit givenow.richmond.edu/reunion2018 or call 800-480-4774, ext. 1. Or, let me know if you'd like a pledge card in the mail or more information about a multi-year pledge.

I sincerely hope you can make it to our Reunion Weekend, June 1-3; it wouldn't be the same without you! Registration for the weekend will open in March at reunion.richmond.edu so be on the lookout.



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Thank you for your support of our alma mater. Go Spiders!