

CREDIT CARDS

Our goal this year is to get 34% of our phonathon gifts on credit card. When you have secured a pledge, please use the following approach to get the gift on credit card:

Credit Card ask:

\$___? That's terrific, thank you! Which credit card would you like to put that on?

If they say they would rather write a check, explain our reasons for wanting gifts on credit card:

Sure, I'd be happy to send you a pledge card in the mail. But we are encouraging all of our alumni to make their gift on credit card this year, because it turns out to be cheaper for us to process that way, so more of your gift goes to benefit the students you are obviously interested in supporting.

Also, please rest assured that giving by credit card is safe. Last year one out of every three phonathon pledges was a credit card gift. We always shred credit card numbers after we process your gift, to make sure your confidential information stays confidential.

If they are willing to give on credit card but **don't want to make their gift until a certain date** or month, make sure to tell them that they can give us the card information now, and we will schedule the gift to be processed on a date of their choice. **No charges will appear on their account until the date they specify!!** When using this method, make sure you put a due date on the pledge, and make a note in the pledge comments box that the gift should be processed on the specified date.

When you secure a credit card gift, please remember to get and confirm the number, expiration date, amount, and donor's name as it appears on the card. REPEAT THIS INFORMATION back to the donor to make sure it is correct — it is a real hassle when this information is wrong!

If they still want to write a check, tell them that you will mail a pledge card right away. Make sure to set a due date for the gift! **It is very important to be cheerful, gracious, and friendly** about this! Say, *"Sure, I understand. I'm happy to send out a pledge card to you. Do you think we could have that back by the end of [specific month]?"*

You may be disappointed to not get the credit card bonus, but be very careful not to let the donor hear that disappointment. At the end of the day, the important thing is that you've secured another gift for the college. We want to make sure the donor ends the call feeling good about phonathon and about their gift to Lawrence.

We accept MasterCard, VISA, American Express & Discover