

Alumni Futures

GREETING:

Good evening, this is [YOUR NAME], calling from Linfield College. May I speak with [NAME OF PROSPECT]? Hi! How are you this evening?

It's really great to talk with you tonight. I'm calling for a couple of reasons.

UPDATE INFORMATION

First, I want to make sure your record is up-to-date. We have your address as: _____.
Is that still correct?

We've been communicating with our alumni a lot by email, sending out event notices, networking opportunities, and news about campus. Have you been receiving your copy of the E-Cat, our monthly letter to Linfield friends and family?

If yes: Good. Is [EMAIL ADDRESS] the best email address to reach you at? Is there a better one?

If no: Oh no! Well, we can fix that. Do you have a current email address?

We're also trying to reach our alumni in the most convenient way possible. Do you have a cell phone number we could include in your record?

Great. Thanks for helping us keep our records current.

Second, we wanted to let you know about some alumni events coming up soon:

- Homecoming is coming up on October 16 and 17 (we're playing Lewis and Clark), with lots of great events including the football game!
- [IF THEY LIVE CLOSE] There's also a wine tasting at WillaKenzie Estates on October 16, if you enjoy wine

Are you planning to attend Homecoming this year?

You can register for both of these events on our website or by calling the alumni relations office. (if they need the number, 503-883-2498)

BUILD RAPPORT: ENCOURAGE THE ALUM TO TALK!

I see that you were a member of the class of ____ and that your major was _____.
Ask about items from that decade, or . . .

Was there a professor that you really liked? What was great about him/her?

What building were most of your classes in?

Was there a class that you liked?

What do you remember most about your experience at Linfield?

CASE:

Well, it sounds like you had a good experience at Linfield, and that's really great to hear. We want to make sure that Linfield continues to be a place where students like you are challenged to meet their potential.

But since tuition only covers about 85% of the cost of educating a Linfield student, the only way we can have these special experiences through support of alumni like you! Your gift can help Linfield **[CUSTOMIZE SECTION BASED ON PROSPECT'S EXPERIENCE AND COMMENTS]** recruit smart and caring faculty members, provide financial aid to deserving Linfield students, and provide state-of-the-art equipment and classrooms.

PRIMARY ASK:

Since it's so close to Homecoming, we're asking everyone from your class to contribute just a penny for their graduation year to the Linfield Fund! You graduated in **[YEAR]** . . . would you join with other Linfield alums we're calling tonight and make a donation of **[DOLLAR AMOUNT MATCHING YEAR]** tonight to the Linfield Fund?

*If yes, go to **Close***

*If no, see **Second ask***

SECOND ASK:

If they can't afford: Your donation could help: **[CHOOSE ITEMS THEY MIGHT BE INTERESTED IN; DO NOT READ ALL]**

We certainly understand that not everyone can contribute that amount. But gifts from alumni are a really important source of funding, and your participation with the rest of your class is really important to us too. May I put you down for a \$10 contribution tonight?

*If yes, go to **Close***

*If no, see **Third ask***

THIRD ASK:

If they can't afford: I certainly understand that such an amount may be out of reach at this time. We want to make sure that you have that good feeling that comes with helping a student through Linfield. Is there an amount that feels right for you?

If yes, go to Close

If no: Thank you for your time tonight. I enjoyed speaking with you tonight and hope that Linfield can count on you for a gift in the future. Have a nice evening.

CLOSE IF SPECIFIED GIFT OR PLEDGE:

Wonderful! Thank you very much for your commitment of **[DOLLAR AMOUNT]**.

Will that be Mastercard or Visa this evening?

If they object to using a credit card: The reason we are asking all donors to place their gift on a credit card is that credit card gifts save administrative costs, not to mention paper. Your gift goes much further, and saves trees! Can we put that on Mastercard or Visa this evening?

If they object again to using a credit card: We will send you a pledge card in the mail. Can you have that back to us in thirty days?

Do you or your spouse work for a company that would match your gift? I can check for you, if you would like. **[GO TO MANAGER'S COMPUTER AND LOOK UP COMPANY AT <http://www.matchinggifts.com/linfield/>; IF COMPANY MATCHES, TELL DONOR AND MAKE NOTE ON PLEDGE FORM]**

Thank you for your commitment of **[DOLLAR AMOUNT]**. I enjoyed speaking with you and appreciate your support. Do you have any questions I can answer for you this evening?

If no, I really enjoyed talking with you this evening. Thank you very much for your gift. We hope to see you on campus really soon!

If yes, answer questions. Then, I really enjoyed talking with you this evening. Thank you very much for your gift. We hope to see you on campus really soon!

CLOSE IF UNSPECIFIED GIFT OR PLEDGE:

Linfield depends on your support. We appreciate your consideration this evening and look forward to your commitment to the program.

I'll be sending you a pledge card in the mail. Please fill out the amount you would like to contribute and send it back to Linfield in the envelope provided.

Thank you for your time this evening!