

Tips for Making a Successful Call

Preparing for the Call:

1. **Make your own gift to the Bates Fund.** You'll feel more comfortable asking your classmates to join you in supporting Bates when you have already made the commitment yourself. Please make your gift or pledge as early as possible this year.
2. **Review your assignments' giving histories.** Have they given consistently? Did they increase their gift last Reunion? The college will provide a suggested gift amount for each individual based on their previous giving history.
3. **Use the Online Tool or your call packet to find up-to-date giving and contact information.**
4. **Stay informed.** The more you know about what's happening on campus, the easier the conversation will be. The Bates News site (bates.edu/news) is constantly updated with stories about students, faculty and college initiatives. For information on Reunion Weekend, please visit bates.edu/reunion.

Making the Contact:

1. **Identify yourself.** Make it clear that you are a fellow classmate working as a volunteer for your Reunion Gift Committee.
2. **Get acquainted.** Chat about Bates, invite your classmate back to campus for Reunion Weekend (June 6-8, 2014) and discuss shared interests. If you are having trouble getting the conversation going, talk about your shared experiences as Bates students!
3. **Encourage your classmates to return for Reunion Weekend.** Reunion is a great time to reconnect with old friends and the campus. The more classmates to make it back for Reunion Weekend, the more fun everyone will have!
4. **Listen carefully for interests, concerns, and suggestions.** If you encounter a question that you can't answer, tell your classmate that an appropriate person will get back to him/her. Then, notify Grace Bell at gbell@bates.edu or 207-786-6487, or record this in your call record.
5. **Emphasize participation.** Let him/her know that their gift, whatever the size, truly matters to Bates.
6. **Ask directly.** Ask your classmate to join you in supporting Bates this Reunion year. Ask for the amount listed in your assignment's information.
 - a. If the answer is yes, tell your classmates that they can make their gift online at bates.edu/give, mail a check (payable to "Bates College") to The Bates Fund, Bates College, 2 Andrews Road, Lewiston, Maine 04240, or that you can mail them a return envelope.
 - b. If they would like to pledge an amount for this year and/or future years, ask how much they would like to pledge and record it in your call record.
7. **Say thank you!** Say thank you no matter the outcome of the call. Every call is a success, as it provides one additional point of contact and involvement with the college.

Responses to Common Questions and Objections:

Sometimes classmates may have questions or comments about their gifts to Bates. Here are some of the more common inquiries and suggestions on how to respond. Remember - it is not your responsibility to know all of the answers about Bates and fundraising! If someone asks a question that you don't know

how to answer, simply respond with, "I'm not sure. I'll ask the college and either I or someone from Bates will get back to you with an answer."

Question/Objection	Possible Response
"I already gave this year."	<p><i>"Have you given since July 1, 2013? The Bates fiscal year and Reunion giving year runs from July 1, 2013 to June 30, 2014. Would you consider a gift of \$<ask amount> this fiscal year?"</i></p> <p>If your classmate insists that he/she has given, thank him/her for their support and make a notation of your conversation.</p>
"I always make my gift in June. How can I avoid receiving so many letters?"	<p><i>"Bates sends mail several times during the year since they have no way of knowing when a donor will make a gift. An excellent way to avoid receiving any additional solicitations is to pledge early in the giving year. By pledging now, you can also indicate when you'd like to be reminded about your pledge."</i></p>
"I want to think it over."	<p><i>"That's great. I appreciate your interest in supporting our class and the college. If there is a minimum amount you are considering, I could put you down for a specific amount. By making a specific pledge now, you won't receive appeal letters from Bates for the rest of the Fund year, only one or two pledge reminders."</i></p> <p>If your classmate would still like more time to consider the amount for which you are asking, ask if there is a specific day you might follow up with a phone call.</p>
"Are you crazy? I can't afford it because x, y, z"	<p><i>"I can understand why you might feel that way. It's been a difficult economic time and I hope things improve. The college is still doing great work and is committed to providing an outstanding education to its students; it can't do this without resources, so we must continue to ask. You've been very supportive of Bates in the past and we hope you'll renew your support with a gift that is comfortable for you. Would you consider a gift of <lower amount>?"</i></p>
"I don't want to give money with no idea about where it is going."	<p><i>"Gifts to the Bates Fund support many things on campus, including scholarships, athletics and faculty resources. They allow Bates to address underfunded, unplanned, unmet or emergency needs. New challenges and opportunities are constantly presenting themselves and our unrestricted gifts give Bates the flexibility to respond."</i></p>
"Send me something in the mail."	<p><i>"Is there any specific information that you would like to have about the college?"</i></p> <p>This question usually opens up the conversation and allows you to continue with the appeal over the phone. If your classmate insists on receiving something in the mail, tell him/her that you will mail a gift reply envelope and any information he/she has requested.</p>
"I'm considering making a large pledge to set up a fund in the endowment"	<p><i>"That's wonderful! The total amount of your multi-year pledge will count toward our Reunion Class Gift total. May I pass this information back to my contact at Bates so that someone from the Advancement staff can get</i></p>

Question/Objection	Possible Response
earmarked for diversity. If I pledge \$100,000 and pay it over the next three years, will the total amount count for our Reunion Class Gift total?"	<i>back to you to learn more?"</i>
"Bates has become too liberal."	<i>"I can understand how times may have changed since we were students. However, many recent conservatively-minded graduates believe that Bates is doing a great job of keeping political discussions, lectures and student activities both balanced and respectful. Bates has always depended on the gifts from alumni to provide these various opportunities to students, which is why I hope you will consider a gift of \$<ask amount>."</i>

Connecting via Email:

If you are unable to reach a classmate by phone, you are welcome to reach out via email. Here is an email template to help you get started!

Hi, XXX.

I hope this email finds you well. I am already looking forward to our XXth Reunion June 6-8, 2014, and I hope you are too!

In honor of this milestone Reunion year, our class is aiming to increase our participation rate and raise an impactful class. Making a gift to the college this year is the perfect way to honor your Bates experience; your gift helps ensure that today's students have the same opportunities we had. Contributions of any size count toward our Reunion class gift, including planned gifts and the total amount of any multi-year pledge.

I hope you will join me in supporting our class this year. To contribute to our Reunion class gift, please visit bates.edu/give. Feel free to contact me with questions about our Reunion fundraising effort and Reunion in general. (For more information about Reunion Weekend, please visit bates.edu/reunion.) Thank you so much for your support, and I hope to see you in June!

Sincerely,

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