

## Class Agent Call Tips and Email Template

### Some Good Ice-Breakers:

Having trouble getting the conversation going? Here are some good open-ended questions to ask if this is a first-time call!

- What have you heard about Bates lately?
- Do you attend Bates events?
- Have you been to campus recently? Did you enjoy Reunion?
- Are you in touch with classmates?
- Did any of your children/grandchildren go to Bates?
- Where you live?
- What was your path post-Bates?
- When did you meet your spouse/partner?
- Where else have you lived? Which cities did you prefer?
- Do you work, volunteer, or serve on any boards?
- How does Bates fit into your list of charitable priorities?

### 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, 2017? The Bates fiscal year runs from July 1, 2017 to June 30, 2018. Would you consider a gift of \$&lt;ask amount&gt; this fiscal year?"</i></p> <p>If your classmate insists that he/she has given, thank him/her for their support and make a note about 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>

Question/Objection	Possible Response
<b>"Are you crazy? I can't afford it because x, y, z"</b>	<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; 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 &lt;lower amount&gt;?"</i>
<b>"I don't want to give money with no idea about where it is going."</b>	<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>
<b>"Send me something in the mail."</b>	<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>

## Email Template

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'm writing to ask you to renew your support this year. Making a gift to the college is a great way to honor your Bates experience. Your gift helps ensure that today's students have access to the best possible liberal arts education. Contributions of any size count toward our class participation — this year we are aiming for XX%.*

*I hope you will join me in supporting our class this year. To contribute, please visit [www.bates.edu/give](http://www.bates.edu/give). Feel free to contact me with questions about our class fundraising goals or Bates news in general. Thank you so much for your support!*

*Sincerely,*

*XXX*