

## Responses to Common Objections

Question/Objection	Possible Response
"I already gave this year."	<p>"Have you given since July 1, 2018? The Bates fiscal year runs from July 1, 2018 to June 30, 2019. Would you consider a gift of \$&lt;ask amount&gt; this fiscal year?"</p> <p><i>If your classmate insists that he/she has given, thank him/her for their support and make a note about your conversation.</i></p>
"I always make my gift in June. How can I avoid receiving so many letters?"	<p>"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."</p>
"I want to think it over."	<p>"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."</p> <p><i>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.</i></p>
"Are you crazy? I can't afford it because of X, Y, Z."	<p>"I can understand why you might feel that way. 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;?"</p>
"Will my gift of \$X really make a difference?"	<p>"Yes! High rates of alumni participation help Bates receive grant funding, and alumni participation is a factor in the calculation of national college rankings. Not to mention, your giving will inspire others!"</p>
"What would a gift to the Bates Fund support?"	<p>"Gifts to the Bates Fund support many things on campus, including financial aid, funded internships and student-faculty research opportunities, 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."</p> <p><i>Additionally, \$1,000 in Bates Fund support provides the same annual impact as \$20,000 worth of endowment funds.</i></p>

<p>“Most of my money is tied up in my retirement account.”</p>	<p>“Consider making a future gift to the college by naming Bates as a beneficiary of your retirement account. Using your tax-deferred retirement account to make planned charitable gifts, while leaving non-retirement assets to family (i.e. via will or trust), usually results in more money ultimately going to your loved ones.”</p> <p><i>For more information on charitable giving, and IRA Rollover options, please visit <a href="http://bates.edu/giftplanning">bates.edu/giftplanning</a>. Or, contact the office of Gift Planning at <a href="mailto:giftplanning@bates.edu">giftplanning@bates.edu</a> or 1-800-762-3145.</i></p>
<p>“Now that I’m retired, my cash flow is much less than is used to be.”</p>	<p>“There are other ways to give than outright cash. Charitable gift annuities and charitable remainder trusts can provide lifetime payments to you and or your spouse, and give you a federal income tax charitable deduction.”</p> <p><i>For more information on charitable giving, please visit <a href="http://bates.edu/giftplanning">bates.edu/giftplanning</a>.</i></p>
<p>“My kid is/kids are struggling; I need to help them financially.”</p>	<p>“Let’s connect you with the Gift Planning team at Bates. They can discuss with you the possibility of making your child(ren) beneficiaries of a charitable remainder trust, which is a great way to provide for your family and support the college at the same time.”</p> <p><i>For Gift Planning contact information, please visit <a href="http://bates.edu/giftplanning">bates.edu/giftplanning</a>.</i></p>