Wellesley Fund Volunteers (not in a reunion year)
Sample Phone and Email Solicitation Scripts

Email Script (before your call):
Dear ______,
My name is ______, and I am volunteering for the Class of xxxx’s annual giving. I am writing on behalf of our class and the College to ask you to consider making a gift to Wellesley this year. A gift, no matter what size, truly makes a difference to all students at Wellesley! You can donate online at www.wellesley.edu/give.
I will give you a call next week to talk about Wellesley. I hope that we’ll get a chance to connect about what we’ve been doing since college!
Thank you for your support!

_____
Wellesley Fund Assistant Representative

Phone Script
Opening: Give your name and say you are part of the Class of xxxx and calling for Wellesley. Then ask to speak to your classmate.

Greeting: Reintroduce yourself (if necessary). Ask her how she is doing. This is also a great time to catch up.
“I am calling because I am volunteering as a Wellesley Fund Assistant Representative—we are encouraging our entire class to support Wellesley. Do you have a couple of minutes to talk with me?”

(If yes) Go to Make the Ask

(If no) Ask her for a better time to call back, OR tell her that you will follow up via email.
“I’m sorry that this is a bad time. I hope that you will make a gift to Wellesley this year. Thanks for your time!”

Make the ask: “Great! I am calling tonight on behalf of our class and The Wellesley Fund to ask for your support. I hope that you join me in making a gift of $[Ask Amount] in honor of our time at Wellesley.” [Cite your own reasons for giving to Wellesley. Use the Volunteer Handbook.]

“Will you make a gift to Wellesley today?”

(If yes) Go to Close the Call

(If unsure) If you feel that your classmate is unsure or may consider a gift/pledge after hearing more, then go to Make the Second Ask.

(If no) Go to If no gift is made

Make the second ask: “I understand that it can be a difficult decision. I just want to say that if you were to make a gift to the Wellesley Fund—any size—you can have an impact right now. Many of the students receive some form of financial aid from Wellesley, as the College maintains a need-blind admissions policy that brings in the best and brightest students, even if they can’t afford it. The Wellesley Fund also supports residential life, internships, and faculty. Your gift would have an impact right away, and our class really needs your participation this year.”
Alumnae giving is also a key factor in determining school rankings—it is a measure of alumnae loyalty. It is not how much you give, it’s that you give.

Would you consider renewing your last gift of $xxx to the College?

(If yes) Go to Close the Call
(If no) Go to If no gift is made

If no gift is made: Thank your classmate for considering a gift and for their time. “Thank you so much for talking with me and for considering a pledge to Wellesley. I understand your hesitance at this time but if you find yourself inclined in the future to make a gift to Wellesley, please visit the website and you can make a gift there. I’m glad we got the chance to talk.”

Close the Call: Thank her for her gift/ pledge. “Thank you for your gift and your continued support to Wellesley!” Confirm the pledge amount. Reiterate the importance of a gift to the College. “Your gift ensures that Wellesley College continues to be a frontrunner in women’s education now and in the future.”

Ask if the business they work for is a matching gift contributor. “Many companies and businesses match employee donations. Does your company or your spouse’s company take part in that?” If yes, get the name of the company.

Thank them again for their time and support of Wellesley. “Have a wonderful evening.”

Logistics/ helpful things to know:

- Wellesley’s current fiscal year is from July 1, 2013 to June 30, 2014.
- Participation in non-reunion years is important, because if your class has a strong participation rate going into your reunion year, you can make an even bigger splash at reunion.
- Your classmates’ giving history and ask amounts are on the spreadsheet from your Wellesley Fund liaison.
- You have the option to break your gift into smaller monthly gifts via the website. This can make it easier to stretch for a special gift.
- If you make a pledge in the fall, you can make payments on your pledge in 2013 and 2014—this way, you can get benefits for both tax years.
- If she wants something in the mail, let your liaison know—we will send her something from the Wellesley Fund Office.
- If she wants to make a credit card gift online, advise her to go to www.wellesley.edu/give. On the website, she can choose to designate her gift, set up installment payments, and make her gift in honor of someone else.
- If she wants to make a pledge, she can pledge over the phone with you. You will inform us at the College, and we will ensure that she receives reminders. We will take her off the appeals list, so that she does not receive any unnecessary mail.
- If she has a question about giving or Wellesley that you cannot answer, please inform your liaison about her question, and we will respond to her.
Email Script (if there is no phone contact):
Dear ______,
My name is _______, and I am volunteering for our class’ annual giving effort for our xxth in June. I’d hoped to get in touch with you by phone, but I missed you. Will you consider joining me in making a gift to Wellesley this year in honor of our time at Wellesley?
A gift, no matter what size, truly makes a difference to the students at Wellesley. You can give online at www.wellesley.edu/give. You can also call the Wellesley Fund office at 800.358.3543 to talk to a staff person and make a gift over the phone.
Thank you for your support!
_____
Wellesley Fund Assistant Representative