

Introduction

Hi! My name is ##CallerName## and I am a student at Gannon University. May I please speak with ##Salutation## ##FirstName## ##LastName##

Hello ##Salutation## ##LastName##. I am a **(major)** student at Gannon.

I am calling for a couple reasons tonight. One to tell you about the great things happening on campus, hear your stories, and gain advice. First may I verify we still have the right address for you on file?
Verify address

Address: Are you still at ##Address1##

Cell Phone: *Verify you have cell phone # if you didn't call that one*

Email: Is your preferred email address still ##Email## (if no email on file) What is your preferred email address?

One of the parts of my jobs I enjoy the most is being able to speak with alumni family and friends.

Ask 3 Q's on same topic start with (What, When, Where, Who, Why, How).

Example:

- 1. What degree/field are you in now?
- 2. How long have you been in this career path?
- 3. What inspired you to choose this field?
- 4. What do you enjoy most about the job?

I was just curious *ask first question of your choosing*:(keep this conversational - not a survey):

- What degree/field are you in now? How long have you been in this career path? What inspired you to choose this field?
- What made you choose Gannon?
- How did you enjoy your time while you were here? If you don't mind me asking, Is there anything you really miss?
- What did you study? Are you working in the same field that you earned your degree?
- What is your favorite Gannon memory?
- Did you attend Homecoming at Home this year? (If yes) What was your favorite event? What did you enjoy most about the event? What event would you like to see in the future?
- What are you most passionate about (Gannon or personal life)?
- Where did you live on campus?
- How would you describe your own personal mission? What area of Gannon helped shape this mission if any?
- **Ask if they would like any prayer requests fulfilled (all calls).**

*** Tell them your story, make it personal ***

Transition:

Thank you for sharing your experiences with me! As a current student, I love hearing about how previous students' experiences compare with my own.

Fir **First Ask:**

I also want to thank you for your support to the University. Your support has helped make a major impact on students here at Gannon, myself included. So, I really do appreciate it. If I may ask what made you start giving to Gannon? ***Listen to their story***

Another reason for my calling is to ask if you would consider continuing your support of the University this evening. Your support is vital for the wellbeing and success of students at Gannon. Gifts to Gannon and the Annual Fund provide immediate resources for us and the University. As we are faced with challenging times your gift will enable Gannon to continue offering enhanced technology programs and support, assistance to the student emergency fund, financial aid, and many other immediate needs.

Are we able to count on you to help impact Gannon with a gift of **##LastGift##** ? -> Increase by \$50-\$100

If No:

(Respond to reasoning, positive or negative)(check printed objection sheet)

Second Ask: One of our main goals this year is to increase alumni participation. As an alum, your gift, of any amount, can help boost Gannon's college rankings and the value of a GU degree. It also sends a message of confidence in Gannon to other alum and future students.

Would you be interested in a gift of **##FirstAsk##** -> \$100?

If No:

Not a problem. If you don't mind me asking, what advice would do you have for students pursuing their education at Gannon?

Thank you for verifying that information for me and thank you again for taking the time to speak with me this evening.

Final Ask: Before you go, do you have any prayer requests we could fulfil for you? Would you consider donating your class year to the University this evening?

If No:

Thank you for taking the time it was a pleasure to speak with you and I hope you have a great evening!

Close if Yes to any ASK:

Thank you! And what card do you want to put that on today?

If yes to putting on a card: proceed to credit card verification and then verify info (address, email, phone-if you haven't already).

If no to putting on a credit card:

Not a problem. If you are not able to put it on a card, we could send out a pledge reminder to be filed out and returned. Gannon is looking to go green by credit card use where possible (*pause to see if they give in to CC or say yes to pledge card*)

P Proceed to pledge verification if still not to Credit Card.

Look up company matching search:

(If company matches): Do you still work with *(company)*? Did you know that they will match your charitable gifts.

Will you double your contribution by reaching out to _____ to match your gift? (*Give them contact information for their corporate gift matching program if they need it*)

Thank you again for your support to Gannon University!