

## Giving Tuesday 2020 Call Script – Draft 2

Hi,

My name is \_\_\_\_\_ and I'm a current student majoring in \_\_\_\_\_ at Hartwick College. I am calling because I hope you will make a gift to support students like me on Giving Tuesday. This year we need your support more than ever to cover unexpected COVID-related costs and help us to launch FlightPath. Have you heard of FlightPath?

\*If yes that's great, this should help transition the conversation

\*If not, tell them: FlightPath takes what Hartwick has always excelled at—a first-class liberal arts education set in beautiful upstate New York on a residential campus that creates a deep sense of belonging—and added a Guidance Team for support and updated the core curriculum to ensure students develop 21<sup>st</sup> century curriculum. We are recruiting alumni now to serve as an alumni mentor on the Guidance Team. Would you be interested in volunteering? If so, roles they could play are:

- **Internship Site Host:** Host a paid or unpaid internship for Hartwick students over the course of a semester, J Term, summer, or as part of a class.
- **Job Shadow Host:** Connect with a student mentee(s) to shadow you in your profession so they can ask questions about the knowledge, skills, talents, and level of education required for your job. Students are given a chance to “test drive” a potential career for a day.
- **Flash Mentor:** Participates in 15-minute flash career Q&A sessions. You can provide valuable insight into your specific pathway in achieving career success. This may be done with one or multiple student mentees, based on your willingness and availability.
- **Network Chat Presenter:** Lead an engaging virtual or in-person presentation on a topic that resonates with you that would be of benefit to our students' academic and professional preparedness. Network Chats are informal and fun!
- **Resume/Cover Letter Reviewer:** Help students with revisions to their FlightPath digital resumes and cover letters.

- **Social Media Reviewer:** Help students to market themselves professionally by offering to help them polish their social media accounts that potential employers will review.
- **Classroom/Lab Presenter:** Work with our faculty to bring your career experience and expertise inside the classroom. You can lead a demonstration, presentation, or discussion directly with our students that showcases your industry or expertise.
- **One to One Mentor:** Traditional mentor and mentee(s) relationship that involves providing individualized academic, professional, and some personal guidance and support.
- **Social & Community Impact Panelist:** Get involved by joining a panel of your peers and students to discuss and collaborate on various topics of social matters that our community supports.
- **Summer Job Site Host:** Host a paid employment opportunity for Hartwick students over the duration of the summer.

If they want more detail see the talking points sheet.

Continue to talk about your and their Hartwick experience: talk about things at Hartwick that have made your experience special, try to find connections with the person you're talking with. Ask them about if they had any mentors while they were a student, whether they were someone on campus or off campus, like an Alumnus or Alumna.

After building a connection with the person you're talking to go for the gift ask:

I'd like to thank you for your time today and before the call ends would you be willing to support Hartwick so the College can continue to help students just like me to realize their potential, receive a Hartwick education, and help grow our incredible Alumni network?

\*They either agree to make the gift or not. If yes, the conversation will flow naturally from there. Get their info if they're willing to make a gift over the phone or tell them they can give by going to [hartwickalumni.org/give](http://hartwickalumni.org/give) or texting Hartwick

to 71777. If they turn down the gift refer back to the speaking points sheet for tips to get them to give.

\*If they still refuse a gift: “Thank you for your time today, I really appreciate that you took the time to speak with me.” And send them the email of “Talked to person and they told you that they wouldn’t be giving email”.