

NON-DONOR/LONG LAPSED DONOR – PARENTS

Introduction

Hello, may I speak with _____? Hi, _____, my name is _____ and I'm a student at Northern Arizona University. How are you today?

I'm from the Lumberjack Engagement Center and we're reaching out to all NAU parents to speak with you about your child's experiences at the university so far, and also the opportunities and resources available for parents. *[pause]*

Rapport Building

What year in school is _____ this year?

Freshman/Sophomore:	Junior/Senior:
<ul style="list-style-type: none">• How has your experience with NAU been so far?• Did you attend Orientation or help _____ move in to the residence halls? How was that experience?• What is his/her major?• What extracurricular activities is he/she interested in on campus?	<ul style="list-style-type: none">• So how is _____ enjoying his/her experiences here at NAU?• What's his/her major? How is he/she enjoying that program?• What extracurricular activities is he/she involved with on campus?• What do they plan on doing post-graduation?• When do they expect to graduate? December? Next May?

Transition example 1: I'm really glad to hear that your student is doing well. It's very exciting to have a student in college, congratulations! We do have a few resources and opportunities that we want to share with each of our parents this semester.	Transition example 2: It's great to know that your student is enjoying NAU and doing well. You must be so proud! I also wanted to share some resources and opportunities with you that ensure all NAU students are setup for success.
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Parent Resources

Freshman/Sophomore	Junior/Senior
<p>I have some resources from the Office of Parent and Family Services that I would like to share with you. These resources help keep you connected to your student and to campus life, and can be helpful if you have any questions or concerns.</p> <p>- Website address: nau.edu/pfs</p>	<p>We have fantastic resources available for our upperclassmen that you could pass along to your student. Has _____ been seeking a job for after graduation or an internship?</p> <p>- nau.edu/handshake is a great starting point for jobs, internships, and volunteer opportunities</p>

- Email: parentandfamilyservices@nau.edu
- Phone Number: (928)523-6267
 - o Information about dates for events, deadlines, holiday, etc.
 - o Links to campus resources, such as advising, career services, health, and safety
 - o Link to the Parent Handbook

Another great parent resource is the **BackPack e-newsletter**. Are you familiar with this? Do you currently receive this?

- **If they are:** How are you enjoying the newsletter? Do you find it helpful? Do you have any feedback that I can pass on to the authors of the newsletter?
- **If they are not:** The BackPack is a free e-newsletter that comes out weekly during the school year. It contains a lot of the information found on the Parent and Family Services website, along with stories, articles, and updates that pertain to NAU students and parents. Would you like to start receiving this e-newsletter publication?
 - o **If they say yes: make a note in the extended comment box stating they want to receive the BackPack, and copy/paste their email address in there**

And have you heard of the Yellow Bike program here at NAU?

- **If they have:** Does _____ take advantage of the program and rent bikes? Have they found the program helpful?
- **If they have not:** The Yellow Bike Program provides free bike rentals to students, which includes a lock and helmet. They can rent the bikes for 7 days at a time, and they can be used on and off campus. It's not only a great resource for students, but it helps reduce vehicle usage on campus and helps NAU with its "go-green" commitment. Please make sure to let _____ know about this program. You can find all the information on their website: nau.edu/yellowbike

both local and across the country. 100% of Fortune 500 companies are on Handshake. It makes it easy for NAU students to submit multiple applications all in one place!

- If your student needs career assistance, **the NAU Career Development office** can review resumes, cover letters, LinkedIn profiles, provide mock interviews, amongst many other things.
 - o Their website is: nau.edu/career

Is your student planning on getting another degree after their bachelors? NAU offers some great graduate and doctoral programs here in Flagstaff, online, and at our extended campuses.

- You can learn more at nau.edu/graduate-college
 - o You can find a link on this website for doctoral programs.

(Any other questions, resources, etc. needed: ask a manager and/or refer them to the Office of Parent and Family Services)

Parent Updates

Have you attended NAU's Family Weekend event before?

- **If yes:** What activities did you attend? Did you enjoy it?
- **If no:** Well, there are always a bunch of great events that weekend, such as:
 - o *Athletic events, including a football game and tailgate, and soccer/volleyball matches*
 - o *Family Weekend BBQ*

- *Casino Night*
- *5-K Run*
- *Lumberjack Street Fair (they'll have street food)*

So, save the date! Our next Family Weekend will be this upcoming fall semester on October 2-4, 2020. It's a great opportunity for families and students to connect to each other as well as other NAU families and students. We hope you can attend this year!

Stating the Case for Support & Funds

Another opportunity we have for parents is to support funds that open doors to success for students here at NAU.

<p>Example 1:</p> <ul style="list-style-type: none"> ● I'm sure that as a parent you know finances can get stressful for us college students. I know that without the support of our generous parent and alumni donors I would not be able to attend the university and pursue my education. ● Support from parent and alumni donors also helps strengthen our existing programs and provide new opportunities for us students. ● A lot of students depend on this support, so I did want to tell you about a few great priority funds that promote student success here at NAU. 	<p>Example 2:</p> <ul style="list-style-type: none"> ● As a parent, you might be aware that a lot of students at NAU rely on scholarships in order to pursue their education. ● Parent support is crucial to keeping our scholarships funded, so that we can continue to ensure that students in need have these opportunities. ● So, we are inviting all parents to participate in supporting student success this year, and I want to tell you about a few priority funds that do just that.
<p>Example 3:</p> <ul style="list-style-type: none"> ● A lot of our programs and scholarships depend on the support from our generous parent and alumni donors. ● Every contribution helps create opportunities for students – like _____ and me – to explore our passions, conduct research, gain hands-on experience through workshops or internships, and be mentored by top-notch faculty. ● In my personal experience, I _____... <ul style="list-style-type: none"> ○ <i>Use an example from your own experience of something that wouldn't have been possible otherwise, such as a special program, opportunity, etc. that you have taken advantage of or utilized.</i> ● So, we are inviting all parents to help create these life-changing opportunities for students this year, and I want to tell you about a few priority funds that do just that. 	<p>Example 4:</p> <ul style="list-style-type: none"> ● I know from personal experience how NAU funds and scholarships have helped me get to where I am today. I know when I first received my scholarship, the _____ scholarship, how ecstatic I was knowing that I was awarded the opportunity to pursue my education and dream career! ● And almost half of NAU freshmen are first-generation college students like me, and these funds help us excel in school, graduate with little to no debt, and allow us to focus more on our education and passions. ● So, I did want to tell you know about a few great priority funds that promote student success here at NAU.

<p>First Fund / Program / Scholarship</p> <ul style="list-style-type: none"> • <i>Their student's major or area of study</i> <ul style="list-style-type: none"> ○ <i>General fund for their student's college, school, or department</i> ○ <i>Scholarship for their student's college, school, or department</i> ○ <i>Etc.</i> • <i>Or something else relevant from your rapport building</i> <ul style="list-style-type: none"> ○ <i>Did they talk about athletics?</i> <ul style="list-style-type: none"> ▪ <i>Athletic scholarship</i> ▪ <i>Specific sport general fund</i> ○ <i>Did they talk about scholarships?</i> <ul style="list-style-type: none"> ▪ <i>General Scholarship</i> ○ <i>Etc.</i> • <i>If not applicable, go to other funds.</i> 	<p>NAU Dining Scholarship Fund</p> <ul style="list-style-type: none"> • The NAU Dining Scholarship provides meal plans to students who've demonstrated financial need, allowing them to focus on their classes and studies in order to be successful. • Each scholarship is worth approximately \$4,300 and provides 14 meals per week per semester. • Sodexo, our campus dining partner, has also committed to providing additional scholarships on top of the scholarships given out from the money raised. They will provide 1-12 additional scholarships. • So, the more money we raise for this fund, the more additional scholarships Sodexo will match and provide. • Last year, Sodexo provided a total additional 12 scholarships on top of the 17 scholarships (\$72,000) we raised money for (a total of 29 students received the scholarship last year).
<p>Cline Library Innovation Fund</p> <ul style="list-style-type: none"> • The Cline Library is a hub for learning and creativity here on campus. • The Cline Library Innovation fund provides state of the art equipment & technology, like: our 3D printing lab, virtual reality and production studios; high-tech video and audio equipment; laptops and other useful equipment. • Just last year: <ul style="list-style-type: none"> ○ Students checked out equipment over 10,000 times ○ Students checked out laptops over 20,000 times ○ Over 3,000 objects printed in the 3D printing lab ○ Students used the Virtual Reality studio over 600 times ○ Students used the Production Studios almost 3,000 times 	<p>NAU Career Development Fund</p> <ul style="list-style-type: none"> • The NAU Career Development Office is geared towards preparing students for their professional careers after college, as well as providing job assistance while in school. • The NAU Career Development General Fund supports Career Services, such as: resume and cover letter assistance, help with LinkedIn profiles, mock interviews, peer mentors, as well as online student job and internship portals. • All NAU students can utilize these services, so any donations to this fund will help prepare students for the workforce.

Making the Ask & Negotiation

Ask Level 1

_____, now that I have told you about these great opportunities to support student success, would you please join your fellow NAU parents and show your support with a donation of **\$100** to one of the funds I just told you about, or any other area of your choice?

If applicable, respond accordingly to their objection before moving to the 2nd ask.

<p>Ask Level 2 - example 1:</p> <ul style="list-style-type: none"> • I completely understand. I do just want to reiterate how crucial these funds are to student success. • There is strength in numbers. If all parents donated any amount they were comfortable with, we'd be able to surpass our goals and provide more opportunities for students who need them. • So, can we count on your support with a donation of any size to one of the funds we discussed or any area of your choice? 	<p>Ask Level 2 - example 2:</p> <ul style="list-style-type: none"> • Over 40% of NAU undergrads make it to graduation with no student debt and while we are proud to say this, we would love to support more student success and see this number be even higher. • And almost 70% of our students demonstrate financial need, so we would love to help as many of those Lumberjacks achieve their dream of earning a college degree as possible. • So, with that in mind, would you like to make an impact for students here at NAU with a donation of any size to one of the funds we discussed or any area of your choice?
<p>Ask Level 2 - example 3:</p> <ul style="list-style-type: none"> • As a college student myself, I know that my scholarships were how I decided that I would attend college, and you never know if the amount you donate is the difference between a student receiving a scholarship or not. • And my degree is only as good as the programs, faculty, and learning opportunities that get me there, and every donation helps us maintain that high level of excellence here at NAU. • With the being said, is there any amount that you'd like to give today to help students – like _____ and me – pursue their dreams? 	

Closing the Call

DONATION

1. Thank you!
2. Confirm Amount and Fund
3. Credit card ask!
 - High cost of paper and postage
 - NAU's "go-green" commitment
 - Secure credit card site; the number is not stored
 - Manager takes down the information
 - Immediate gift receipt by email for tax purposes
 - Gift goes to work immediately and start opening doors to success for NAU students
4. Matching gift?

5. Update demographic information if not done.
 - Home address
 - Email address
 - Employment
6. Transfer to manager

NO DONATION

1. Update demographic information if not done.
 - Home address
 - Email address
 - Employment
2. *Close the call...*
 - Thank you for your time.
 - If you change your mind about making a gift, you can always visit nau.edu/giving at any time and open doors to opportunities for NAU students with your gift to any fund.
 - Do you have any other questions for me about ways to stay connected to the university?
 - We hope to see you at Family Weekend in October!
 - We look forward to speaking with you next semester.
 - Have a great day.

LAPSED DONOR – PARENTS

Introduction

Hello, may I speak with _____? Hi, _____, my name is `!{merge_field("Caller", "First Name")}` and I'm a student at Northern Arizona University. How are you today?

I'm from the Lumberjack Engagement Center and we're reaching out to all NAU parents to speak with you about your child's experiences at the university so far, and also the opportunities and resources available for parents. **[pause]**

Rapport Building

What year in school is _____ this year?

Freshman/Sophomore:	Junior/Senior:	Graduate Student:
How has your experience with NAU been so far? Did you attend Orientation or help _____ move in to the residence halls? How was that experience? What is his/her major? What extracurricular activities is he/she interested in on campus?	So how is _____ enjoying his/her experiences here at NAU? What's his/her major? How is he/she enjoying that program? What extracurricular activities is he/she involved with on campus? What is his/her major? When do they expect to graduate? December? Next May?	How is _____ enjoying his/her graduate program? What is his/her focus area? When will he/she be done? What does he/she plan on doing after they complete the program?

	What do they plan on doing post-graduation?	
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Transition example 1: I'm really glad to hear that your student is doing well! It's very exciting to have a student in college, congratulations! We do have a few resources and opportunities that we want to share with each of our parents this semester.

Transition example 2: It's great to know that your student is enjoying NAU and doing well. You must be so proud! I also wanted to share some resources and opportunities with you that ensure all NAU students are setup to do well.

<p>Parent Resources for Freshman/Sophomore</p> <p>I have some resources from the Office of Parent and Family Services that I would like to share with you. These resources help keep you connected to your student and to campus life, and can be helpful if you have any questions or concerns.</p> <ul style="list-style-type: none"> - Website address: nau.edu/pfs - Email: parentandfamilyservices@nau.edu - Phone Number: (928)523-6267 <ul style="list-style-type: none"> o Information about dates for events, deadlines, holiday, etc. o Links to campus resources, such as advising, career services, health, and safety o Link to the Parent Handbook <p>Another great parent resource is the BackPack e-newsletter. Are you familiar with this? Do you currently receive this? If they are: How are you enjoying the newsletter? Do you find it helpful? Do you</p>	<p>Parent Resources for Junior/Senior</p> <p>We have fantastic resources available for our upperclassmen that you could pass along to your student. Has _____ been seeking a job for after graduation or an internship?</p> <ul style="list-style-type: none"> - nau.edu/handshake is a great starting point for jobs, internships, and volunteer opportunities both local and across the country. 100% of Fortune 500 companies are on Handshake. It makes it easy for NAU students to submit multiple applications all in one place! - If your student needs career assistance, the NAU Career Development office can review resumes, cover letters, LinkedIn profiles, provide mock interviews, amongst many other things. Their website is nau.edu/career <p>Is your student planning on getting another degree after their bachelors? NAU offers some great graduate and doctoral programs here in</p>
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<p>have any feedback that I can pass on to the authors of the newsletter? If they are not: The BackPack is a free e-newsletter that comes out weekly during the school year. It contains a lot of the information found on the Parent and Family Services website, along with stories, articles, and updates that pertain to NAU students and parents. Would you like to start receiving this e-newsletter publication? (If they say yes, make a note in the extended comment box stating they want to receive the BackPack, and copy/paste their email address in the extended comments as well)</p>	<p>Flagstaff, online, and at our extended campuses.</p> <ul style="list-style-type: none"> - You can learn more at nau.edu/graduate-college <ul style="list-style-type: none"> o You can find a link on this website for doctoral programs. <p>(Any other questions, resources, etc needed: ask a manager and/or refer them to the Office of Parent and Family Services)</p>
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Parent Updates for Freshman/Sophomore/Junior/Senior

Have you heard about our Family Weekend event coming up on October 4-6, 2019? It's a great opportunity for families and students to connect to each other as well as other NAU families and students. **(If this has passed, briefly mention it and invite them to next year's. Otherwise it's awkward speaking on an event that passed and they didn't attend)**

- *Various athletic events, including a football game and tailgate, and soccer and volleyball matches.*
- *Family Weekend BBQ - October 4, 11:00am-3:00pm*
- *26th Annual Casino Night - October 4, 7:00pm-10:00pm*
- *5-K Run - October 5, race starts at 8:00am (registration begins at 6:30am)*
- *Lumberjack Street Fair (they'll have street food) - October 5, 11:30am-2:30pm*
- *nau.edu/familyweekend*
 - o *Full listing of events*
 - o *Links to parking and shuttle information and Event Booklet*
 - o *Would you like to be on the Family Weekend email list?*

Parent Updates for Junior/Senior

(Do your best to tailor your updates to the parents; if they have a student in education, talk about how well ranked NAU is in education, "the best school in AZ for an education degree." If they have a student in CEFNS, talk about the construction of a new science annex that is currently underway, made possible by the support of our NAU community.)

Stating the Case for Support

Another opportunity we have for parents is to support funds **that open doors to success for students here at NAU.**

<p>Example 1: I'm sure that as a parent you know finances can get stressful for us college students. I know that without the support of our generous parent and alumni donors I would not be able to attend the university and pursue my education. I know this is the case for a lot of students here at NAU, so I did want to let you</p>	<p>Example 2: As a parent, you might be aware that a lot of students at NAU rely on scholarships in order to pursue their education. We are so excited when students earn those scholarships and are able to attend NAU. That's why it's so important to make sure that we keep our scholarships funded, so that we can</p>	<p>Example 3: I know from personal experience how NAU funds and scholarships have helped me get to where I am today, and I know when I first received my scholarship at NAU, how ecstatic I was knowing that I was awarded the opportunity to pursue my education and dream career! Almost half of NAU freshmen</p>
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<p>know about a few great priority funds that provide support for our students here.</p>	<p>continue to ensure that students in need have these opportunities. Parent support plays a huge role and are part of the reason why NAU students are able to receive scholarships. So, we want to let all parents know they're welcome to participate in helping us give out scholarships and I wanted to tell you about a few funds that really do impact student success.</p>	<p>are first-generation college students like me, and these funds help students like me stay in school, graduate with no debt, and allow me to focus more on my education.</p>
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Parent Funds

- **First Fund/Program/Scholarship**
 - Should be relevant to the student. (i.e if student plays NAU football, mention an athletics or football fund/scholarship) If not applicable, move onto the next funds.
- **NAU Dining Scholarship Fund**
 - This scholarship provides meal plans to students who've demonstrated financial need, allowing them to focus on their classes and studies in order to be successful.
 - Each scholarship is worth approximately \$4,300 and provides 14 meals per week per semester.
 - Sodexo, our campus dining partner, has also committed to providing additional scholarships on top of the scholarships given out from the money raised. They will provide 1-12 additional scholarships. So, the more money we raise for this fund, the more additional scholarships Sodexo will match and provide. Last year, Sodexo provided a total additional 12 scholarships on top of the 17 scholarships (\$72,000) we raised money for (a total of 29 students received the scholarship last year).
- **Cline Library Innovation Fund** *(listed as Cline Library Innovation in CampusCall)*
 - Purchases equipment & technology; examples - Canon Rebel Cameras, Rode Microphone, USB Firewire cables, and Canon Vixia video cameras (students checked out this equipment 5,000 times last year); new equipment for The Studios (production studio available to students)
- **Cline Library Fund** *(listed as Cline Library in CampusCall)*
 - Used for building updates, book/collection acquisitions, and any special events that the library puts on for students (such as the Stress Free Zones during finals week each semester)
- **NAU Career Development Fund**
 - General support for Career Services, such as: undergraduate peer mentors, and the online student job and internship portals. All NAU students can use these services, so any donations to these areas will help prepare students for their careers after college.

Making the Ask

Ask Level 1 - same as their last donation amount

!{merge_field("Prospect", "First Name")}, now that I have told you about these great opportunities to support student success, would you please join your fellow NAU parents and show your support with a donation of _____ [same amount as their last donation] to the _____ [their last fund] fund, one of our priority parent funds, or any other fund of your choice?

Ask Level 2 - any amount they feel comfortable with (encourage participation)

Well, there is strength in numbers. If every parent made a donation of any size they were comfortable with, we would surpass our goal of \$35,000 for parent donations. Is there an amount that you would feel comfortable giving today that would help us reach our goal and open doors to success for students?

Closing the Call

DONATION

- Thank you!
- Confirm Amount and Fund
- Credit card ask!
 - High cost of paper and postage
 - NAU's "go green" commitment
 - Secure credit card site; the number is not stored
 - Manager takes down the information
 - Immediate gift receipt by email for tax purposes
 - Gift benefits student immediately
- Matching gift?
- Update demographic information if not done.
- Transfer to manager

NO DONATION

- Update demographic information if not done.
 - Thank you for your time.
 - If you change your mind about making a gift, you can always visit nau.edu/giving at any time and open doors for NAU students with your gift to any fund.
 - Do you have any other questions for me about ways to stay connected to the university?
 - We hope to see you at Family Weekend in October!
 - We look forward to speaking with you next semester.
 - Have a great day.

Demographic Updates

- Home Address
- Email Address
- Employment

LAST YEAR DONOR – PARENTS

Introduction

Hello, may I speak with _____? Hi, _____, my name is !{merge_field("Caller", "First Name")} and I'm a student at Northern Arizona University. How are you today?

I'm from the Lumberjack Engagement Center and we're reaching out to all NAU parents to speak with you about your child's experiences at the university so far, and also the opportunities and resources available for parents. [pause]

Rapport Building

What year in school is _____ this year?

Freshman/Sophomore:	Junior/Senior:	Graduate Student:
How has your experience with NAU been so far?	So how is ____ enjoying his/her experiences here at NAU?	How is ____ enjoying his/her graduate program?
Did you attend Orientation or help ____ move in to the residence halls? How was that experience?	What's his/her major? How is he/she enjoying that program?	What is his/her focus area?
What is his/her major?	What extracurricular activities is he/she involved with on campus?	When will he/she be done?
What extracurricular activities is he/she interested in on campus?	What is his/her major?	What does he/she plan on doing after they complete the program?
	When do they expect to graduate? December? Next May?	
	What do they plan on doing post-graduation?	

Transition example 1: I'm really glad to hear that your student is doing well! It's very exciting to have a student in college, congratulations! We do have a few resources and opportunities that we want to share with each of our parents this semester.

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Parent Resources for Junior/Senior

We have fantastic resources available for our upperclassmen that you could pass along to your student. Has _____ been seeking a job for after graduation or an internship?

- **nau.edu/handshake** is a great starting point for jobs, internships, and volunteer opportunities both local and across the country. 100% of Fortune 500 companies are on Handshake. It makes it easy for NAU students to submit multiple applications all in one place!
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Is your student planning on getting another degree after their bachelors? NAU offers some great graduate and doctoral programs here in Flagstaff, online, and at our extended campuses.

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(Any other questions, resources, etc needed: ask a manager and/or refer them to the Office of Parent and Family Services)

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Stating the Case for Support / Thank for Past Support

Another opportunity we have for parents is **to support funds that open doors to success for students.**

NEW

- *Thank for donation last year*
- *Acknowledge first donation*
- *Welcome to donor family*
- *Their support unlocked opportunities for students*
- *Support again this year*

SPORADIC

- *Thank for donation last year*
- *Their support unlocked opportunities for students*
- *Support again this year*

CONSISTENT

- *Thank for donation last year*
- *Acknowledge consistent support*
- *Their support unlocked opportunities for students*
- *Support again this year*

LOYAL

- *Thank for donation last year*
- *Acknowledge consistent support*
- *Appreciation for loyalty*
- *Their support unlocked opportunities for students*
- *Support again this year*

<p>Example 1: I’m sure that as a parent you know finances can get stressful for us college students. I know that without the support of our generous parent and alumni donors I would not be able to attend the university and pursue my education. I know this is the case for a lot of students here at NAU, so I did want to let you know about a few great priority funds that provide support for our students here.</p>	<p>Example 2: As a parent, you might be aware that a lot of students at NAU rely on scholarships in order to pursue their education. We are so excited when students earn those scholarships and are able to attend NAU. That’s why it’s so important to make sure that we keep our scholarships funded, so that we can continue to ensure that students in need have these opportunities. Parent support plays a huge role and are part of the reason why NAU students are able to receive scholarships. So, we want to let all parents know they’re welcome to participate in helping us give out scholarships and I wanted to tell you about a few funds that</p>	<p>Example 3: I know from personal experience how NAU funds and scholarships have helped me get to where I am today, and I know when I first received my scholarship at NAU, how ecstatic I was knowing that I was awarded the opportunity to pursue my education and dream career! Almost half of NAU freshmen are first-generation college students like me, and these funds help students like me stay in school, graduate with no debt, and allow me to focus more on my education.</p>
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	really do impact student success.	
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Parent Funds

- **First Fund/Program/Scholarship**
 - Should be relevant to the student. (i.e if student plays NAU football, mention an athletics or football fund/scholarship) If not applicable, move onto the next funds.
- **NAU Dining Scholarship Fund**
 - This scholarship provides meal plans to students who've demonstrated financial need, allowing them to focus on their classes and studies in order to be successful.
 - Each scholarship is worth approximately \$4,300 and provides 14 meals per week per semester.
 - Sodexo, our campus dining partner, has also committed to providing additional scholarships on top of the scholarships given out from the money raised. They will provide 1-12 additional scholarships. So, the more money we raise for this fund, the more additional scholarships Sodexo will match and provide. Last year, Sodexo provided a total additional 12 scholarships on top of the 17 scholarships (\$72,000) we raised money for (a total of 29 students received the scholarship last year).
- **Cline Library Innovation Fund** *(listed as Cline Library Innovation in CampusCall)*
 - Purchases equipment & technology; examples - Canon Rebel Cameras, Rode Microphone, USB Firewire cables, and Canon Vixia video cameras (students checked out this equipment 5,000 times last year); new equipment for The Studios (production studio available to students)
- **Cline Library Fund** *(listed as Cline Library in CampusCall)*
 - Used for building updates, book/collection acquisitions, and any special events that the library puts on for students (such as the Stress Free Zones during finals week each semester)
- **NAU Career Development Fund**
 - General support for Career Services, such as: undergraduate peer mentors, and the online student job and internship portals. All NAU students can use these services, so any donations to these areas will help prepare students for their careers after college.

Making the Ask

Ask Level 1 - double their last donation amount

!{merge_field("Prospect", "First Name")}, now that I have told you about these great opportunities to support student success, would you please join your fellow NAU parents and show your support with a donation of _____ [double their last donation] to the _____ [their last fund] fund or any other fund of your choice?

Ask Level 2 - same as their last donation amount

I completely understand. You can still make a difference for students here at NAU and help us reach our goal of \$35,000 for parent donations this semester. Can we count on your support today with a donation of _____ [same amount as their last donation] to the _____ [their last fund] fund or any other fund of your choice?

Ask Level 3- any amount they feel comfortable with (encourage participation)

Well, there is strength in numbers. If every parent made a donation of any size they were comfortable with, we would surpass our goal. Is there an amount that you would feel comfortable giving today that would help us **reach our goal and open doors to success for students**?

Closing the Call

DONATION

- *Thank you!*
- *Confirm Amount and Fund*
- *Credit card ask!*
 - *High cost of paper and postage*
 - *NAU's "go green" commitment*
 - *Secure credit card site; the number is not stored*
 - *Manager takes down the information*
 - *Immediate gift receipt by email for tax purposes*
 - *Gift benefits student immediately*
- *Matching gift?*
- *Update demographic information if not done.*
- *Transfer to manager*

NO DONATION

- *Update demographic information if not done.*
 - Thank you for your time.
 - If you change your mind about making a gift, **you can always visit nau.edu/giving at any time and open doors for NAU students with your gift to any fund.**
 - Do you have any other questions for me about ways to stay connected to the university?
 - We hope to see you at Family Weekend in October!
 - We look forward to speaking with you next semester.
 - Have a great day.

Demographic Updates

- *Home Address*
- *Email Address*
- *Employment*

ANSWERING MACHINE MESSAGE – PARENTS

Answering Machine Messages

FIRST:

Hi, my name is `!{merge_field("Caller", "First Name")}` and I'm a student with the Lumberjack Engagement Center at Northern Arizona University. We are calling today to provide resources and

opportunities for parents, to ask about your student's experience so far and to talk to you about the NAU parent campaign. We'll try to connect with you another time. Thanks and have a wonderful day!

SECOND:

Hi, my name is `!{merge_field("Caller", "First Name")}` and I'm a student with the Lumberjack Engagement Center at Northern Arizona University. For information about parent resources visit nau.edu/parents or to make a donation to one of our priority parent funds visit nau.edu/parentsgive. A gift of any size **will help open doors to student success** and is greatly appreciated by all students here at NAU. Thanks and have a wonderful day!

SPECIAL NOTE: DO NOT LEAVE A SECOND VOICEMAIL FOR "LAPSED" OR "LAST YEAR" PARENT DONORS. IF THE FIRST MESSAGE HAS BEEN LEFT AND YOU GET THEIR VOICEMAIL, SIMPLY HANG UP AND MARK THEM AS NO ANSWER.