

# USD Telefunding

## Undergraduate Alumni Futures, Lapsed, & Long Lapsed

### Fall 2021

#### INTRODUCTION

Hi! May I please speak with Mr./Mrs./Ms./Dr. \_\_\_\_\_ ?

Hi (Mr./Mrs. Last Name) my name is \_\_\_\_\_ and I'm a (freshman, sophomore, junior, senior) student calling on behalf of the University of San Diego. How are you this evening?

Great! I am here on campus with a group of students and we are calling our alumni this evening for a few different reasons – first I'd like to make sure USD has your correct contact information.

#### UPDATE DEMOGRAPHICS

- Are you still living at \_\_\_\_\_ (confirm entire address)?
- Is your email address still (confirm email address)? *[OR]* What is your current email address?
  - Thank you for letting me update your information!

#### RAPPORT - Ask Two of These!

**“One of the main reasons I enjoy making these calls is that I get to hear some pretty cool stories from alumni and parents.”**

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“I was just curious”... “Just out of curiosity”... “I was just wondering”... “If you don't mind me asking” ...

##### Use three-question technique

- Ask at least three questions about one particular subject
- Ask questions based on the responses to previous questions

##### Connect rapport to USD

- Explore their relationship with the school
- Encourage prospect to recall their positive school experiences/memories
- Ask about the connections between school and prospect's current activities

##### Examples of rapport building questions:

- When was the last time you visited campus? What did you do?
- Why did you decide to attend USD?
- Where did you live on campus? In what hall/dormitory?
- Who was your favorite professor and what was your favorite class at USD?---
- What did you enjoy most about your experience at USD?
- What were your favorite activities while you were at USD?
- Do you have any advice for me when I graduate?
- What/When was the moment that you knew that USD was the right place for you?

## TRANSITION

That's great Mr./Mrs. \_\_\_\_\_! I am glad to hear you had such a wonderful time here at USD with \_\_\_\_\_ (repeat interest they mentioned). Let me quickly tell you what's happening this year on campus.

## CAMPUS UPDATES – DO NOT READ ALL!

“Another reason that I am calling is to let you know about some of the great things happening here at the USD...”

**\*Continue to Case Points without hesitation**

**\*Make sure each case is followed with...**

→→ “I” statement AND an open ended question

### Hands on Learning

**Micro-Internships:** short-term, paid, professional assignments that are similar to work given to new hires or interns. These projects happen year-round and typically range from 5-40 hours of work that is completed within one week to one month. These experiences help students explore different career paths or demonstrate abilities to potential employers while building your professional portfolio and network.

OR

**The Torero Treks:** a valuable professional learning experience trip that allows students to become familiar with organizations in a small group setting, get a sense of office culture, and expand their professional network. Spring Torero Treks include:

- San Francisco- PayPal, Cisco, Electronic Arts, Tesla
- LA – LA Chargers, LA Dodgers
- San Diego – Sharp Healthcare, Vertex, Intuit, Sony Electronics, and other companies in biotech healthcare, healthcare, and business

\*\*\*\* Visit [sandiego.edu/careers/treks](http://sandiego.edu/careers/treks) to see the other Treks being offered\*\*\*\*

### Campus Improvements

- The 2018 *US News and World Report* Best Colleges just came out and USD is ranked 85th among national universities – our highest ranking ever!
  - Among undergraduate engineering programs, the Shiley-Marcos School of Engineering is ranked #11 in engineering undergraduate programs in the nation!
- Our Career Development Center has also made some great strides to ensure current students have access to programs that will lead them into successful careers.
  - The center offers career counseling, connections, and more employer partnerships than ever before to boost the hiring of our future Torero changemakers.
  - Alumni can also take advantage of the career center!
- USD is making many campus improvements to provide more learning and study space for students!
  - Colachis Plaza has been reimaged and expanded creating a beautiful pedestrian mall from the Maher to Copley Library including new garden/study areas, a central lawn space for activities and a new water feature in front of the library.

## ASK FOR PLEDGE

I don't want to take up too much of your time this evening/ I'm sure you saw this coming from a mile away, but I do want to let you know that our increased rankings and other campus achievements are only possible because of support from alumni like you. As we transition into in-person learning, we want to ensure that students like me are able to continue their education and provide direct support for student internships and scholarships. As a student, I am personally grateful for this alumni support, and...

### 1st Ask

With all the wonderful things in mind like, \_\_\_\_\_ (mention case point you talked about). I am asking if you'd like to join other alumni tonight with a tax-deductible gift of \$\_\_\_\_\_ to the alumni fund?

**If No:** I definitely understand where you're coming from...**[RELATE & OVERCOME OBJECTION]**

### 2nd Ask

Another goal of our Current Use Scholarships is to keep a USD education affordable and accessible for our current and future students. With over 70% of our students receiving financial aid, alumni support can put a quality education within reach through scholarships, which also reward deserving students for their academic efforts.

Other alumni have been a lot more comfortable with a gift of a one-time, tax-deductible gift of \$\_\_\_\_\_, is that something you could do?

**If No -** I certainly understand **[RELATE & OVERCOME OBJECTION]**

### 3rd Ask

One last thing, because alumni giving is how ranking agencies gauge your satisfaction with your USD education, even a small gift can help USD continue to improve in the rankings. All in all, alumni participation increases the value of my degree and your degree...

So it really isn't how much you give, it's that you give so with these thoughts in mind, would you consider a gift of \_\_\_\_\_ in honor of your class year? (class year gift, ex: Class of 1998: \$19.98)"

**If YES to Pledge ☺ :**

1. Thank you so much for your gift of \$\_\_\_\_\_ in honor of your reunion! Your gift is going to go a long way. We're processing gifts via debit/credit card. **Which credit card would you like to put that on?**

*Take their card number and expiration date - **REPEAT IT BACK TO THEM.** They will receive a receipt in the mail.*

2. **CC Rebuttal:** Sure I'd be happy to send you a pledge card in the mail. But we are encouraging all of our alumni to make their gift on credit card this year, because your gift goes to work right away benefitting USD.
3. **Security Concern CC Rebuttal:** Giving on a credit card through USD Telefunding is very secure. We process over 1,200 credit card pledges a year in our office and we always shred the information immediately after we process your gift to be sure its confidential.
4. **If No to CC:** That's not a problem, I can send you a pledge card that you should receive within the next week. We would greatly appreciate it if you could send your gift back within the next 30 days, because then your gift can be put to immediate use.

**ASK FOR A CREDIT CARD 2 TIMES, EVERY TIME!!!**

5. **Matching Gift:** Do you or your spouse work for a matching gift company? (Caller: you can check [sandiego.edu/giving/opportunities/](http://sandiego.edu/giving/opportunities/) to see if their company does match)

**If YES:** That's wonderful, your gift will be worth even more to USD School of Law. All you need to do is go to your personnel or human resource offices (or check on-line), pick up a matching gift form and send it in along with your gift.

**If NO:** That's no problem, thank you again and if you wouldn't mind holding for just a moment, my student manager wants to confirm the pledge and thank you personally.

- **"I'll take care of it online":** Fantastic. We'll send you an email confirmation now about your pledge and a reminder in the mail.
- **If they would prefer paying online, they can go to [www.sandiego.edu/giving](http://www.sandiego.edu/giving)**

**If NO to Pledge:**

- I understand. Thank you for your time and I hope that you are able to attend your reunion. Have a great night.

**CLOSING FOR ALL CALLS**

- Confirm follow up steps (if applicable)
- Acknowledge key personal points from the rapport conversation
- Thank the prospect and leave them FEELING GOOD