

**INTRODUCTION:**

Hello, may I please speak with \_\_\_\_\_?

Hi, Mr./Mrs. \_\_\_\_\_. My name is \_\_\_\_\_, and I'm a (freshman/sophomore/junior/senior/grad student) calling from Wayne State University on behalf of the **Digital Philanthropy Center!** I hope you are doing well this evening. I'm calling for a few reasons tonight, one of them is to let you know about our 7<sup>th</sup> annual Giving Day coming up on Thursday April 13<sup>th</sup>!

***“First, I want to make sure we have the correct address on file for you. Are you still living in \_\_\_?” “How’s the weather there today?/did you enjoy the sunshine over the weekend we had here in Detroit?”***

**BUILD RAPPORT: Open questions with “favorite, fondest, best”**

- I see you studied \_\_\_\_\_, where did that degree take you after college?
- What advice do you have for a current student at Wayne State?
- In your opinion, what is one that I should do at Wayne State before I graduate?
- I see you relocated to \_\_\_\_\_, what brought you there? How long have you been living there?
- Currently, what position are you in?
- How did your time at Wayne State prepare you for your current career?
- What are some things about Wayne State that you'd like to pass on to future generations?
- Which of Wayne State's programs do you find most compelling?
- What events did you enjoy when you were a student?
- What is your favorite memory of college?
- What areas of school do you think could be improved?
- Who are some people who played a role in supporting your dedication to us?
- What are some common themes of your experience at the University?
- What do you love most about Wayne?
- What is something you'd like to see your gift at Wayne accomplish?
- What type of legacy would you like to leave behind?
- Where do you see this community in the next 20 years?
- What do you believe would make the biggest impact on those we serve?
- At what point in your life did your personal philanthropy become important to you?
- Where do you find the most joy in your life?
- What is something people would be surprised to learn about you?
- How involved do you want to be in making this change happen?
- What impact are you trying to make through your philanthropy?
- How would you describe your personal mission?
- I would like to hear more about why you give to Wayne.
- What is it about Wayne's overall mission that interests you the most?
- What are you most proud of in life?

- What advice would you offer for someone to follow in your footsteps [CAREER, ACCOMPLISHMENT, TITLE]?
- What do you wish more people knew about you?

**Listen and Respond:** Thank you for sharing that with me! I'm also calling to let you know about our 7th annual Day of Giving, Giving Day, which falls this year on Thursday, April 13<sup>th</sup>!

**TRANSITION/THANK YOU:**

**Donor (everyone on our Giving Day lists is a donor!):** Thank you for your past generosity to Wayne State! Supporters like you make a difference in the lives of students like me. **Tonight**, we are gearing up to celebrate Giving Day! With your help, Wayne State's 7<sup>th</sup> annual Giving Day will be another successful year in raising funds to support student's success programs, which are critical at this time.

**Look at the donor's previous giving history to see which Giving Day fund you should highlight in your conversations! If they donated to Business previously, talk about MREP and the Giving Day projects Business has this year, or if it's a DEI/student success fund, talk about one of the funds below. When in doubt, pitch general scholarships/W Food Pantry/Student Emergency Fund!**

**Diversity, Equity and Inclusion Funds to Highlight:**

- **Diversity and Inclusion Fund**
  - The Office of Diversity and Inclusion oversees a multitude of workshops, learning communities and programs focused on dialogue that value and celebrate diversity in a learning and living environment. Your gift will impact the most pressing needs that create and sustain a diverse, inclusive and welcoming campus for students, faculty and staff.
- **Citizenship for Health Program Fund**
  - The Citizenship for Health Program offers resources and service programs in collaboration with the Center for the Study of Citizenship, the School of Social Work, Wayne State's Integrative Biosciences Initiative, and Focus:HOPE's Urban Learning and Leadership Collaborative (ULLC). Your gift will help empower people to reduce health disparities in their communities. In Detroit and across the country, racial and ethnic minorities are disproportionately impacted by poor health outcomes and early mortality.
- **Detroit Equity Action Lab Fund**
  - The Detroit Equity Action Lab (DEAL) raises the profile of racial justice issues and connects community experts to build collective power. DEAL is an initiative of the Damon J. Keith Center for Civil Rights at Wayne Law. Your gift will fund an innovative hub of community-driven research, programming and media, working to dismantle structural racism in Detroit.
- **Warrior Vision and Impact Program Fund**

- The Warrior Vision and Impact Program (VIP) fosters a positive university engagement setting that offers pre-college workshop sessions, summer events and access to peer mentors to help provide the support they need to succeed. Your gift will strengthen a comprehensive student support program and learning community that ensures underrepresented students successfully adjust and transition into college.
- **Center for Peace and Conflict Studies Fund**
  - Each year the Center for Peace and Conflict Studies hosts a series of speakers, peacemakers, and professionals from Detroit and around the world who discuss topics of health, energy, water, gender-based violence, and grassroots peacebuilding. Your gift will impact programs, curricula and research related to domestic and international peace, social justice and constructive conflict resolution.
- **Center for Latin American and Latino/a Studies**
  - Honor Dr. Chinae for nearly 25 years of service and unquestionable commitment to WSU and its Latino/a students by contributing to a scholarship endowment in his name. Now, we honor Dr. Chinae's commitment to providing opportunities to underrepresented students at WSU, his research and scholarship, and his service by creating an endowed scholarship in his name. This scholarship will be awarded to a student who is earning a minor in Latino/a Studies at WSU and maintains at least a 2.5 GPA, with preference given to students with a demonstrated commitment to community service/engagement.
- **Michael P. LaGatella LGBT Endowed Scholarship**
  - Your gift will celebrate and support our LGBTQIA+ Warrior communities and provide financial support to our diverse queer student body. This scholarship fund, established by the friends of Michael P. LaGatella, is intended to promote a positive gay/lesbian identity and honor the memory of Michael P. LaGatella. It recognizes scholastic achievement and assists students in financing their education at Wayne State University.
- **WSU Black Business Student Association**
  - The Wayne Black Business Student Association strives to introduce graduate, undergraduate and high school students to entrepreneurship, leadership, equity, diversity, inclusion and access decisions in the industry, as well as recruit prospective students of color to the Mike Ilitch School of Business. Through networking and leadership activities, members will engage the community and incite positive and effective change. Website is here: <https://so.ilitchbusiness.wayne.edu/wbbsa-home-page>
- **Multicultural Student Engagement**
  - The Office of Multicultural Student Engagement (OMSE) strives to cultivate a safe campus environment where we value, promote, and celebrate the identities of all students. Your gift will help OMSE work to positively address and impact the retention and graduation rates of under-represented students that arrive at Wayne State through initiatives that focus on important issues related to diversity, inclusion, equity, and social justice.
- **Organization of Black Alumni**
  - Join the Organization of Black Alumni in support of the Detroit High School Endowment Fund for Giving Day on Thursday, Apr. 13. Your gift helps create more accessibility for Detroit's youth to achieve their higher education dreams at Wayne State University. The Detroit High School Endowment fund plays an essential role in furthering scholastic

achievement, encourages continued progress, and positively impacts students' lives. And best of all, the Organization of Black Alumni (@WSUOBA) will match your generous Giving Day donation to the fund dollar for dollar!

**Student Success Funds to Highlight:**

- **Student Emergency Fund**

- The Student Emergency Grant offers limited emergency financial assistance to currently enrolled students who are unable to meet immediate, essential expenses because of temporary hardship related to an unexpected situation. The fund is designated to offset short-term financial need and is not intended to replace or supplement financial aid. Awards are not considered loans and do not require repayment.

- **The Food Pantry**

- The W Food Pantry supports currently enrolled Wayne State students by providing resources (i.e. non-perishable food, toiletries, and feminine hygiene items) to reduce food and other insecurities they may face. With the help of students, faculty and staff, and WSU community volunteers as well as our donors we are able to continue to fulfill our mission of enhancing student success. The W Food Pantry is currently open Monday–Thursday from 10 a.m. to 4 p.m. Bags of supplies will be packaged in advance for pickups

- **HIGH Program**

- The HIGH (Helping Individuals Go Higher) Program helps financially stressed students at Wayne State University reach their goal to graduate. The program provides resources for students-in-need, such as housing support, textbooks and other school supplies, clothing, transportation, and child-care assistance. The mission of the program is to ensure that no student abandons their dream of earning a degree solely because of housing or financial challenges.

- **General Scholarship Fund**

- First-generation college students, aspiring scholars and working professionals build successful futures through access to a world-class education at Wayne State. Scholarship funds provide the critical support many students need to enroll in Wayne State degree programs — and to remain at Wayne State until they graduate. Students who leave college before completing their degrees cite needing to work as the primary reason, and a majority say greater financial assistance would have made the biggest difference in completing their studies. Your gift to the General Scholarship Fund will help students access the resources they need to finish their degrees.

***WHEN POSSIBLE SHARE PERSONALIZED STORIES AND TALK ABOUT THE AREA YOU CARE ABOUT MOST.***

Be truthful and integrous with your storytelling. Studies show that conversations generally flow naturally when honest dialogue is encouraged. When we discuss things that we are passionate about or ring-true to us, we are far more successful at engaging others to interact.

**PRIMARY ASK:**

- **Will you join other Warriors this Giving Day by investing in (University/College/Designation/Fund) with a gift of \$\_\_? (look at last gift amount/last**

gift designation to determine ask amount!) (when in doubt, pitch the General Scholarships Fund/W Food Pantry/Student Emergency Fund!)

If no: L(listen).A(ask).S(support).C(communicate).

# LASC CYCLE

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1

## Listen

Why did they say “no”? How can you turn it into a “yes”?  
Don’t just hear their objection as a “no,” listen for the real reason. Make sure to think of how to point out the positive!

2

## Acknowledge

“I understand that \_\_\_\_\_ (repeat objection)”  
“Congratulations...”  
“I’m sorry to hear that...”

3

## Support

“Gifts to the Annual Fund help support scholarships for deserving students...”  
“Alumni support helps keep our tuition as low as possible...”  
“Participation helps increase our rankings to keep your degree strong...”

4

## Continue

“Will you help support students like me with a gift of \$250 to the Annual Fund?”  
“With this in mind, can we count on you for a donation of \$100?”  
“Knowing this, will you help support the annual fund with just a dollar-a-week participation level gift of \$52?”

**VERIFY/CAPTURE INFORMATION:** *Used throughout call whenever most relevant to conversation.*

ADDRESS: \_\_\_\_\_

PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

EMPLOYER/BUSINESS INFORMATION: \_\_\_\_\_

**How do you feel about receiving periodic text messages from Wayne State? IF YES, INDICATE IN COMMENT SECTION**

**SECOND ASK:**

- Today, your ability to create change is bigger than usual! Our upcoming Giving Day on April 13<sup>th</sup> celebrates the philanthropic pride of our Warrior community. Your gift today can inspire others to act and make our impact that much stronger.
- **Will you join other alumni, family and friends within our Warrior community by contributing towards Giving Day 2023 with a gift of \$50 tonight?**

**If no: L.A.S.C.**

**THIRD ASK:**

- Although Wayne State is a public university, it receives less than one-third of its total budget from the state of Michigan – this is why your support (today/tonight) is so important.
- ***So far, we've had a number of alumni and friends who have already made a gift to our Warrior community for Giving Day, and with more donors like you to reach our goal- you can help us get there!*** Can we count on you to join in with other fellow Warriors this Giving Day with a gift of \$25?

**If no: Proceed with closing out the call.**

**CLOSE IF NO PLEDGE:** We will certainly miss your support at this time but understand that you're unable to give right now. If you change your mind, you can visit **giving.wayne.edu** or call **313-577-2300** to make your gift. Thank you for your time and have a nice (day/evening)!

***Include pleasantries from rapport building section when possible (ex: I hope your meeting goes well, say hi to your dog for me, enjoy that upcoming vacation!)***