



FY25 CougarStarter Crowdfunding Acquisition Text + No Pledge Closing Script

Project Summary: Texting and No Pledge campaign to leverage the WSU student crowdfunding platform within WSU Call-A-Coug Engagement Center activities to engage and solicit millennial alumni non-donors and soft refusals through phone.

Crowdfunding Acquisition Text – Texting/Engagement Center

Audience: Test group of alumni non-donor millennials with a home address in Washington state

Goals: Engagement and solicitation

Script:

Hi, this is Grace, a current student at WSU! Have you heard of the CougarStarter student crowdfunding program? There are new student projects featured this fall searching for donor support! Stop2OptOut

Are you interested in learning more? A student can call you, or we can send you the crowdfunding link!

No Pledge Closing Script – Phonathon/Engagement Center

Audience: Mixed donor/non-donor segments; everyone who responded with a soft refusal during the active crowdfunding campaign period

Goal: Give anyone who declined to give or pledge during the active crowdfunding campaign period an alternative means of engaging with WSU.

Script:

Thanks so much for your time, _____. Before we go, I want to see if you have heard of CougarStarter crowdfunding initiatives. You can visit cougstarter.wsu.edu to learn more about how WSU students are bringing their passion projects to life and even help them spread the word by signing up to be an ambassador. Thanks again and go Cougs!