

## Giving Day 2025 Script

### TO NOTE:

- *Givingday.wayne.edu is our universal giving day site.*
  - *Unit specific project pages are live on April 9<sup>th</sup> at 3pm through April 11<sup>th</sup> at 12pm*
- *The DPC's Giving Day goals:*
  - *100 donors*
  - *\$10,000*
- *The DPC will conduct a pre-giving day campaign to raise \$5,000 for a special 1:1 match for Giving Day!*
  - *Start solicitating on Thursday, March 20 – April 8<sup>th</sup>.*
    - *April 9 and 10 will highlight matches and challenges.*

### INTRODUCTION:

Hi, my name is USERNAME, a (Freshman/Sophomore/Junior/Senior/Graduate) at Wayne State University May I speak with FIRSTNAME, please? I'm calling for a few reasons tonight, First, I want to make sure your information is still up to date with Wayne State. Are you still living on CONTACTSTREETADDRESS in CONTACTCITY and is CONTACTEMAIL still a good method to contact you?

If no email on file: "We send out emails a few times a year, what email address can I add to your donor profile?"

### Thank you for updating your information!

- Living in CONTACTCITY sounds exciting, what brought you there? *How long have you been living there?*

**Listen and Respond:** Thank you for sharing that with me!

### TRANSITION/ RAPPORT BUILDING:

As a Student Philanthropy Officer with Wayne State's Digital Philanthropy Center, I speak with lots of alumni, and I'm always interested to learn why giving to WSU is important for donors like you. I love hearing stories and experiences and getting advice ... **(ASK AVICE TYPE QUESTIONS HERE)**

- What advice can you give me as a (grad year) (major)?
- **ASK FOR ADVICE**
- Add a "who, what, when, where, why, how" to make question open-ended
- I was just wondering, I was just curious, just out of curiosity, If you don't mind me asking, This might be a little off topic, but...
- Ask positive-leading questions (favorite, fondest, best, most enjoyable)
- Use 3-Question Technique (Ask 3 questions on the same topic)
- Listen to the prospect's interests to determine what to bond around!

- Other questions geared toward rapport building:
  - What compelled you to give **LAST GIFT DESIGNATION**?
    - Having them state why giving to WSU is important to them lays the foundation for closing a gift. Listen and use their reasons in your ask!
    - How has your Wayne State experience impacted you? (Listen and use their response.)

## **DISCUSS CASE FOR GIVING TO WAYNE STATE!**

“Another reason I’m calling is to tell you about some great things happening at Wayne State.”

- Share your detailed story about academics, extracurriculars, your love of Detroit, etc. Add lots of “I” Statements and end your Case Package with an Open-Ended Question.
- If you are comfortable (only if you want to!!), share if you received a scholarship, a grant from the Student Emergency Fund and how donor support has impacted your college career at Wayne State! – you NEVER have to share that information, unless you would like to!
- An open-ended question can be around what inspired them to donate to Wayne State, or what was an impactful memory about their time spent getting their degree.

## **TRANSITION/FIRST ASK**



### **FIRST ASK**

The last reason for my call is to tell you about Wayne State’s Giving Day. On April 10, alumni, parents, and friends of the school will come together to be part of a record-breaking fundraising campaign.

Our goal is to raise \$5,000 through our Digital Philanthropy Center before Giving Day to inspire others to match that on April 10. Your gift today can inspire others to act and make our impact that much stronger. With this in mind, and to support our Giving Day efforts, will you join others who are giving by making 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 “Yes”: Thank you! We accept all major credit cards so which one would be most convenient for you.
  - If “Yes” to the Credit Card ask: (Proceed to matching gift ask.)

Thank you **FULLNAME** for your generosity today. I’ll give you a moment to grab your credit card.

- Does the billing address match the address we confirmed today?
- Would you like to receive an email confirmation? Verify email.
- Re-confirm the amount of the gift.
- Re-confirm the designation/fund.
- Do you know if your company offers gift matching? Let's check.

Thank you for confirming those details. I am ready to proceed with your credit card number.

Thank you for your **gift to “designation.”** Your gift will make an immediate impact today, and students like me are grateful to have generous supporters such as you in our corner.

Have a great day/afternoon/night!

- If “No” to Credit Card ask: The reason I’m asking you to give today on a credit card is (select 1-2 reasons):
  - **The reason I ask for your gift on a credit card is because the University has the opportunity to unlock additional Giving Day monies for students if we meet our fundraising goals. But those matches and challenges are based only on gifts, not pledges. Knowing your paid gift today will leverage money from others, what debit or credit card would work best for you?**
  - You can make these funds available immediately for urgent needs.
  - You will help the university be greener and more environmentally friendly.
  - Your information is secure. The university does not store your payment information. .... Would you help me today and make your gift by Credit Card?
- If “No”: LASC (Listen, Acknowledge, Support, Continue)

## SECOND ASK

I understand. I’ve spoken with others who (REPEAT SITUATION) OR who are uncomfortable with making a commitment of ASK1. That said, gifts to Wayne State are crucial because the cost of a Wayne State education isn’t covered entirely by tuition and state support. Other revenue sources, like gifts from our community of donors help bridge that gap. Knowing this, can I count on you to join alumni, family and friends within our Warrior community by contributing to Giving Day 2025 by making a gift of ASK2? Would a gift of ASK2 be comfortable for you today?

## **JUMP TO HIGHLIGHTED FUNDS IN VANILLA SOFT**

### **Inclusive Excellence Funds to Highlight:**

- **Office of Inclusive Excellence**
  - The Office of Inclusion Excellence 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.

### **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 offsets 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 can 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.
- **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.

## Overcoming Objections

**Financially limited.**

WSU is committed to delivering the best education available why keeping it affordable, but it's challenging with state support continuing to decrease. As a current student, I know how important every dollar is, especially when we all come together on a Day like Giving Day. Would you be willing to help again with a smaller donation to unlock a matching gift?

**Gives once per year.**

Additional donor support can make a difference for a student struggling to complete their education. We are 40 donors away from unlocking a \$5k gift match. Your gift of \$50 dollars today would have double the impact. Can we count on you?

**Unhappy w/WSU (e.g. political)**

There are hundreds of programs that benefit students because of support like yours. Directing your gift to a project you care about helps make the change you would like to see. Would you consider making a smaller gift of \$25 to make the impact you wish to see?

- If “Yes”: Thank you! We accept all major credit cards so which one would be most convenient for you.
  - If “Yes” to the Credit Card ask: (Proceed to matching gift ask.)
  - If “No” to Credit Card ask: The reason I’m asking you to give today on a credit card is (select 1-2 reasons):
    - **The reason I ask for your gift on a credit card is because the University has the opportunity to unlock additional Giving Day monies for students if we meet our fundraising goals. But those matches and challenges are based only on gifts, not pledges. Knowing your paid gift today will leverage money from others, what debit or credit card would work best for you?**
  
- If “No”: LASC (Listen, Acknowledge, Support, Continue)

**THIRD ASK**

Understandable and I just need one more minute of your time. As I mentioned earlier, we're gearing up for Wayne State's Day of Giving Efforts where all gifts have a collective impact that makes my experience, both inside and outside of the classroom, the best it can be. PROSPECTNAME, it's not how much you give, but simply that you give. Will you help us reach our goal of 100 donors through our calling efforts and join fellow Warriors in making a gift of ASK3?

**JUMP TO HIGHLIGHTED FUNDS IN VANILLA SOFT**

## Overcoming Objections

**Financially limited.**

All donations are important, and it doesn't take much to make a huge difference for a student who is trying to return next year or needs a little help with their summer internship. Would you consider making a gift of \$25?

**Gives once per year.**

Your contributions are appreciated at any time. We have scholarships, internships, building renovations and technology upgrades that occur year-round and would not be possible w/o private support from alumni like you. Would you be willing to add a little more to your regular donation now with a gift of \$25?

**Unhappy w/WSU (e.g. political)**

There are hundreds of programs that benefit students because of support like yours. Directing your gift to a project you care about helps make the change you would like to see. Would you consider making a smaller gift of \$25 to make the impact you wish to see?

## PLEDGE CLOSING

### Pledge Card Confirmation

- **“You will receive an email and text later tonight thanking you for your support and confirming your pledge of \$\_\_\_\_\_. Both will contain a link to pay online. You’ll also receive an envelope within the next week that will contain a pledge card and an envelope for you to send your contribution directly to Wayne State. We ask that you return that pledge card within 30 days, can we count on you to keep this commitment?”**

### Confirm Pledge – Six Month Roll-Out

- **“I’d like to thank you for your generous pledge of \$XX to Wayne State University!”**
- **“To help us out with our [SEASON] campaign, can the University count on that gift again in six months? That would be \$XX now and \$XX again in MONTH.”**
- **“Thank You! I sincerely appreciate that” OR “No worries. I appreciate you considering it.”**

## GIFT MATCHING

- **“To help Wayne State track the success of their supporters, what is the name of your employer and what job title can I add to your record?”**
- **“Do you know if anyone in your household works for a company that matches gifts to non-profits?”**

## CLOSING

### CLOSE THE CALL

Regardless of the outcome, close with a positive note:

- **Thank you for your time and for speaking with me today. If you change your mind or want to give in the future, you can visit [giving.wayne.edu/donate/DPC](http://giving.wayne.edu/donate/DPC) or call 313-577-2300. I hope you have a great (day/evening), and good luck with (reference to something shared during the conversation)!**

**Voicemail Drop:**

Hello! This is (your name), a student calling from Wayne State University, to let you know that Giving Day is coming up on April 10th! Each year, Giving Day inspires our entire Warrior community to join forces to maximize support for campus causes that mean the most to us.

I also want to call and say, “thank you”! It's our community of donors like yourself that help make life-changing opportunities available to students like me. I'd love to invite you to make an early Giving Day gift now by visiting [givingday.wayne.edu/givenow](http://givingday.wayne.edu/givenow). I hope to count on your support this Giving Day!

Thanks again and Go Warriors!