FY25 DPC LYBUNT SCRIPT

Hi there! My name is _____, and I'm a (freshman/sophomore/junior/senior/grad student) student studying (major) at Wayne State University! Can I speak to **/Single Salutation/?**

I'm calling for a few reasons (today/tonight). First, I want to make sure your information is still up-to-date with Wayne State. Are you still living on (street) in (city) and is your email (email) still good 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?"

REMEMBER TO ANSWER THE QUESTIONS YOU ASK THE DONOR/PROSPECT!!

Thank you/rapport transition (DONOR-LYBUNT):

The other reason why I'm calling today/tonight is to ***thank you so much for your gift last year.*** Annual donors who give year after year support students like me in ensuring Wayne State continues to be the premier university it is for years to come!

One of the best parts about my job is talking to alumni and friends from across the state and country. I love hearing their stories and experiences and getting advice from them…**(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

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, extra curriculars, 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.

FIRST ASK:

(Donor name), thanks again for all your past support! Now more than ever, we are counting on annual donors like you to continue impacting students like me year after year with your generosity.

(Donor name), I'd love to give you the opportunity to join in with the Warrior community supporting students like me with a gift to the (University/College/Designation Fund) for $___ (2x last gift!!) Can I count on you for that gift of $__ today?

If YES – Proceed to credit card ask:

FIRST CC ASK: "Thank you so much for that gift! I'm ready for your credit or debit card information when you have it."

If donor says NO to credit card, go to one of the following 2nd CC asks (do NOT respond to ?'s)

GENERAL - "The reason I ask for your gift on a credit card is because your gift will go to work right away, and it will help me and other students this semester! With this in mind, what credit or debit card would work best for you?"

SECURITY – "I assure you our system is 100% secure. I'm the only one who will know your credit card number, and after your gift is processed, your information is deleted. And you'll receive a receipt within the week with the school's tax-ID number on it. With this in mind, what credit or debit card would work best for you?"

If no: Proceed to second ask

SECOND ASK: Thank you for sharing that with me, I totally understand if that is something you cannot commit to at this moment – I've actually hear that commonly from others I talk to. Gifts of all sizes truly matter, especially as we begin the fall semester here on campus. Currently, the cost of tuition doesn't cover the cost of our education. Other revenue sources like gifts from those like yourself help make up that difference.

If no: LISTEN and RESPOND, then proceed to THIRD Ask.

THIRD ASK: "Understandable. I just need one more minute of your time."

"Because participation is our biggest goal, it's not how much you give, it's simply that you give. With these thoughts in mind, would you consider a gift of $XX.XX/$18.68 in honor of (your graduation year/the year the University was founded)?"

If YES: Proceed to AFFIRMATIVE RESPONSE.

If no: L.A.S.C., then proceed to CALL CLOSING.

NO PLEDGE CALL CLOSING:

DONOR: Thank you for your past generosity to Wayne State! If you change your mind, you can visit **giving.wayne.edu/donate/DPC** or call **313-577-2300** to make your gift over the phone with our gift processing team. Thank you for your time, (donor name), and have a nice (day/evening)!

Credit Card Payment Confirmation

"You will receive a confirmation to (VERIFY EMAIL) later this evening confirming your gift of $_____."

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

Voicemail script:

Hello, this is [STUDENT CALLER], a student at Wayne State University. I’m calling to reach out to our most valued donors - yearly donors like you! Your support in the past has meant the world to us, and we’d be incredibly grateful if you could consider donating again to Wayne State. Your contribution makes a real difference in empowering students like me to achieve our dreams. To make an immediate impact visit: giving.wayne.edu/donate/dpc. That's giving.wayne.edu/donate/dpc. Thank you so much and talk to you soon!