Calling Tufts Peers for Annual Fund Gifts

Sample Script (abbreviated)

Hello, may I speak with _? This is _, a fellow alum from Tufts -------.

(No) Is there a better time to reach him/her?

(Yes) Hello, my name is __________. I am an alum from Tufts School of ------, Class of ------ and a volunteer on the -------- Committee.

I’m here at the school this evening/afternoon with several other volunteers, reaching out to alumni who have been supportive of the school.

- Thank the donor for their past support of the school.

- Invite him/her to join you in making a gift this year (July 1~June 30)

- If explanation of the --- Fund is needed (The -----Fund is the school’s annual fund, which provides money for current use to enhance the overall operating budget of the school. Gifts made through the -----Fund support financial aid, faculty development, special lectures and programs, lab renovations and much more - all components of a first-rate education. Dean ------ relies on the generosity of alumni each year).

- Ask for a specific amount based on past giving.

- If pledge is made, record pledge & offer to take a credit card or send them a pledge form in the mail. Pledges may be fulfilled anytime between now & June 30, 20XX. Complete form & write note to donor.

- If no pledge, record your notes in the ------- section of the contact sheet (or in TVN).

- Verify address & email information is correct.

- Thank him/her for their time and generosity.
Sample Script

Opening: Hello, may I speak with ____________?

If contact is not available: Is there a better time to reach him/her?

If contact is available: Hello, my name is ______
I am an alum from Tufts, Class of ______
I want to tell you about upcoming alumni events and ask for your support.

Alumni Receptions
LIST HERE

Thank Past Donors

I’d like to thank you for your generous gift(s) to Tufts in the past. It is supportive alumni like you that allow the Tufts Dental School to continually improve the great education that you received for current students. We know that Tufts provided us with a superior education and continues to educate leaders for local, national and global communities.
Your ongoing generosity to the ----- Fund has helped the school -------------(fill in with recent improvements)--------.

Explain the -------- Fund
As you know, the ---- Fund is the school’s annual fund, which provides money for current use to enhance the overall operating budget of the school. Gifts made through the ---- Fund support financial aid, faculty development, special lectures and programs, lab renovations and much more - all components of a first-rate education. Dean ----- relies on the generosity of alumni each year.

Primary Ask:
(Give most compelling examples of recent improvements funded by the annual fund.) To continue to develop programs and curriculum changes of this caliber, we need your support. Will you help us provide for students who are following in your footsteps with a gift at the “--------” level?
(Explain benefits of recognition, event invitations, etc).
If Yes: Move to complete the pledge.
If No: I understand, not everyone chooses to give at that level, but we never know until we ask.

Second Ask:
(Give examples of student work in the community, new technology at the school, etc). Will you help the school to continue these programs with a gift at the “--------“ level?

If Yes: Move to complete the pledge.
If No: I understand, and any gift you make will positively impact Tufts. Alumni participation is extremely important at any level. By giving to our alma mater, we enhance the current and future students’ experiences - we enable the university to improve technology and retain highly qualified instructors.

Third Ask:
We hope you will consider a gift this year. Can we count on you to help us out with a generous gift of $------ ?.....(which would qualify you for membership at the ------ level)?

If Yes: Move to complete the pledge.
If No: I appreciate your time. While I have you on the line, could I verify your home and business information?

Complete the Pledge: Thank you very much for your gift of $___. If you would like to pay by credit card (Mastercard, Visa, Discover or American Express) a staff member or I can take down the information now. You can also pay by check, made payable to Tufts University. I will send your pledge confirmation right away.
You are welcome to fulfill your pledge in increments throughout the fiscal year, which ends on June 30. A pledge reminder will be sent periodically with the balance.

On behalf of Tufts, thank you very much for your gift.

Write Thank You note to donor – for suggested language, see ‘Sample Thank You Note’ in this handbook.