



FALL FUND DRIVE

HANDLING OBJECTIONS

We don't sell used cars

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When appropriate, we ask that you try to overcome potential donors' objections. Here are some common objections and how you might respond.

Keep in mind, we're not selling used cars. We are trying to find the point that potential donors' philanthropy intersects with college. Our goal is to secure donations that are both meaningful to the donor and the college. Along the way you may need to address concerns they might have.

****Never try and overcome an objection that involves someone's poor financial or health status.**

Why should I give, I work here?

-Dr. Patterson has challenged the campus to 100% participation. One reason we ask employees of the college to give is that outside donors and those who give grants often are more likely to give when they see that the college has the support of its closest community. Even small donations count toward participation rates, which show that CSC students are worth investing in.

-The Fall Fund Drive directly supports students financially. Private donations are an essential part of reducing debt burden and providing programs with extra funding.

I already give plenty of money to the college.

That's great, thank you. Would you consider making those gifts through the Foundation via a pledge to the Fall Fund Drive so we can count your participation? You can pledge today and make your donations how and when you typically do. Pledging the donation during Fall Fund Drive helps us better represent annual faculty and staff giving. You can pledge an estimate of what you think you'll give from now until next October.

Chadron State College already has enough money.

Actually, compared to CSC's competing college's, CSC's scholarship funds are underfunded. Private donations play a big role at college's in adequately funding scholarships and keeping colleges competitive when it comes to bringing in students.

I don't have a check or cash (or a way to donate.)

That's okay, you don't have to make your donation right away. You can pledge to donate and then fulfill the pledge when it's convenient for you.

**If they're a faculty or staff member, they can have their donation auto-withdrawn from as many pay periods as they'd like. Requires a minimum of \$5 per desired pay period.

Does the Foundation take some of the money?

Yes. There is a 2% fee associated with donations that provides for the Foundation's operating budget. On the surface, that may seem counterproductive, but that operating budget allows them to contribute huge sums of funds to CSC each year. Some donors choose to increase their donation by 2% to ensure that the fee doesn't take away from the impact they'd like to have.

Why do I only hear about the Foundation when they want money?

I apologize if that's the case, because I know they want to have a good relationship with the entire CSC community. Can I have them reach out to you so they can earn a better relationship and talk about finding ways that you, their office, and the college can benefit from each other, or just get to know one another?

I'm not going to give to CSC because of [something they did/something that happened].

I can understand that. If you'd like, I can put you in touch with the Foundation, and they could sit down with you and discuss finding common ground again. [Do not push this one, just leave it at this and make a note of the interaction on your pledge sheet.]

I already give to other groups in town.

I know there are a lot of causes to support in town, and I appreciate that you make meaningful donations to the community. We want a donation that's meaningful to both you and the college, and I understand if the two don't intersect at the moment. In the interest of being the best volunteer I can be I'll make a final pitch [say this with a smile and even a laugh, most people, especially businesses, will recognize that you're "just doing your job" by making an official pitch] a donation of any size is welcome. Some outside donors and grants see financial

support from a college's closest community as proof that it's worth investing in, so participation is just as important as the total amount of funds raised. And it signals to CSC students that we support them.

I don't want to give college administration my money.

Donations never go to administration. As a donor, you can decide where your gift is designated. Most of our donors make gifts either to specific scholarship funds and areas, or to specific programs. There is a sort of general fund called the 1911 Fund which is unrestricted giving. Unrestricted funds don't have limits on where they can be allocated, which makes them extra versatile, but even then, the funds are allocated according to the Foundation's Board of Directors and not college administration. The Board must allocate 60% of the 1911 Fund to scholarship support. To date, the 1911 Fund has always been allocated to scholarship support.

I don't really know where I'd donate.

That's okay, there are plenty of options and you don't have to be specific. It can be as broad as education program scholarships or students studying sciences. The Foundation can work with you to find a specific place to allocate the donation, or use your broad direction to find an appropriate fund that meets what's meaningful to you. I can put a note on your pledge sheet for them to reach out to you. By making a pledge, you're pledging to donate, but you can make that donation at any time if you want to think about where you'd like it to go.

I don't have time.

That's okay. I'll leave this card with you and I can follow up another time. [Contact them later by phone or email and set up a time to meet, if possible. Use language like "would you be opposed to speaking with me about Fall Fund Drive again?" If you ask if they have time to meet, "no" is an easy answer. Asking if they'd be opposed requires them to think about if they're really opposed to taking the time to hear you out.

What do I get for donating?

Only the good feelings that come with philanthropy. Some fundraisers do have an exchange of goods, but for now, the Foundation prefers the Fall Fund Drive not have the overhead costs of providing a gift in exchange for donations. The Foundation is a non-profit, so your donation is tax exempt.

What even is the Foundation?

The Chadron State Foundation is a non-profit independent of the college with a mission to support the life of CSC and the aspirations of CSC students. They work close with CSC and its community of supporters to build relationships and earn the right to facilitate donors giving in ways that are meaningful to them and also beneficial to the college. All Foundation fundraising is allocated to CSC and the Foundation is responsible for ensuring donations are used in the manner the donor intended or required.