



FALL FUND DRIVE PHONE ASK SCRIPTS

Phone Scripts - If you must call instead of asking in person:

General Flow:

-Call

-Start with a friendly greeting.

-State that you are a Fall Fund Drive volunteer, provide fundraiser purpose/explanation if needed. If someone has never given (you'll see this on the pledge sheet) you may need to describe the Fall Fund Drive to them.

The Fall Fund Drive is one of the Chadron State Foundation's major annual fundraisers. During the drive, Chadron State College, and community volunteers approach CSC faculty and staff, and community members to ask for a donation that is both meaningful to the donor and to the college.

The fundraiser is essential to our yearly effort supporting Chadron State College students. Last year, our donors gave \$75,000 to student scholarships, and over \$30,000 to CSC program support. Think of the incredible good we could do if we raised even more.

Donors are able to choose where their donations are allocated according to what they find most meaningful.

-Make a personal connection then make the ask.

-Overcome the objection if it's respectful to do so.

-Fill out pledge sheet.

-Confirm the donation amount and everything on the pledge sheet.

-Thank them regardless of them donating or not.

-If there's no answer, leave a message.

-Follow the steps above including making a personal connection and making the ask. Ask them to call you back and plan to follow up with them.

Making a Personal Connection:

Flow:

- I'm going to tell you what's meaningful to me and how it connects to CSC.
- I want to know what causes are meaningful to you.
- I am going to connect that cause to the college.
- I am going to ask if you're willing to donate to that area that is meaningful to you.

"I chose to volunteer and donate because compared to our peer schools, our scholarship support is underfunded, and I want to be sure we give access to higher education to as many students as we can. What causes are meaningful to you?" [give room for answer/conversation] Would it be meaningful to you to donate to [insert scholarship area, department, etc.] to give your support?"

"I chose to volunteer and donate to an education scholarship because I know how important private donations are to reducing the burden of student loan debt. What causes are meaningful to you?" [give room for answer/conversation] Would it be meaningful to you to donate to [insert scholarship area, department, etc.] to give your support?"

"I chose to volunteer and donate because it's important to me that we have a pipeline of teachers for our schools and that they get the best education they can and graduate with as little debt as possible. What causes are meaningful to you?" [give room for answer/conversation] Would it be meaningful to you to donate to [insert scholarship area, department, etc.] to give your support?"

"I volunteer and donate to Fall Fund Drive because private donations are important to scholarship support, and scholarship support is important to keeping the college competitive with other schools, and bringing more students into the local economy. What causes are meaningful to you?" [give room for answer/conversation] Would it be meaningful to you to donate to [insert scholarship area, department, etc.] to give your support?"

"President Patterson has challenged campus to 100% participation in the Fall Fund Drive this year. I donated because scholarship support for students in the education program is important to me. What causes are meaningful to you?" [give room for answer/conversation] Would it be meaningful to you to donate to [insert scholarship area, department, etc.] to give your support?"

"I feel strongly about this fundraiser because 80% of CSC students rely on financial assistance for access to higher education, and our scholarship support is underfunded compared with our peer schools. Would you be willing to donate to Fall Fund Drive, maybe to a scholarship or a program that is meaningful to you?"

"I volunteer and donate to Fall Fund Drive because I truly believe that CSC students are worthy of our investment. Over 80% of students at CSC rely on financial assistance for access to higher ed. What causes are meaningful to you?" [give room for answer/conversation] Would it be meaningful to you to donate to [insert scholarship area, department, etc.] to give your support?"

"I volunteer and donate to Fall Fund Drive because of its huge economic impact on the area. What causes are meaningful to you?" [give room for answer/conversation] Would it be meaningful to you to donate to [insert scholarship area, department, etc.] to give your support?"

Sample Script 1:

- "Hi (name), how are you? Do you have a minute to talk?"

"I'm volunteering for Fall Fund Drive/are you familiar with the Fall Fund Drive?"

If "no": "The Fall Fund Drive is..."

Personal Connection: "I chose to volunteer and donate to an education scholarship because I know how important private donations are to reducing the burden of student loan debt. Is there a cause meaningful to you that might connect with the college? [give room for answer/conversation] Would you be willing to donate to [insert scholarship area, department, etc.] to give your support?"

-If they agree to donate: "Great, thank you."

-If they've donated in the past: "I see you donated \$XX last year, would you consider increasing your donation this year? Even slight increases have a big impact on raising as much as we can."

-If they're a non-donor: "Would you be willing to donate \$50 or more?"

If "no": "Is there an amount you'd be more comfortable with?"

-If they're faculty or staff: You have the option of using auto-withdrawal over

however many pay periods you'd like (max of 12) Would you like to do that?
Would you consider increasing your donation and spreading it over a period of time?

-Designation: "Is there somewhere meaningful to designate your pledge?
A scholarship or maybe the 1911 Fund?"

-Fill out the pledge sheet: Confirm all information you write down.

-Confirm the donation amount and everything on the pledge sheet.

-If they're unsure: "I understand, no rush. If you'd like to help us meet Dr. Patterson's participation goal [or simply, our fundraiser goal], you can make a pledge, which is a non-binding agreement to donate at some time. Later you can choose when, or if, you actually want to donate. [pause and wait for them to answer.]

-If "no": I appreciate you considering a donation, if you change your mind in the future, please call me or the Foundation.

-If they decline: **If appropriate, try to overcome their objection, if you can't follow with: "That's fine, I know that everyone's philanthropy differs and they're all worthy causes. I appreciate you taking the time to consider donating. if you change your mind in the future, please call me or the Foundation."

-If they're faculty or staff: **If appropriate, try to overcome their objection, if you can't follow with: "I know you already do a lot for students here, I appreciate you considering a donation. If you change your mind, reach out or contact the Foundation.

-Always thank them, no matter the response.

Sample Script 2:

- "Hi (name), it's great to see you. Do you have a minute?

"I'm volunteering for Fall Fund Drive/are you familiar with the Fall Fund Drive?"

If "no": "The Fall Fund Drive is..."

Personal Connection: "I chose to volunteer and donate to an education scholarship because I know how important private donations are to reducing the burden of student loan debt. Is there a cause meaningful to you that might connect with the college? [give room for answer/conversation] Would you be willing to donate to [insert scholarship area, department, etc.] to give your support?"

-If they agree to donate: "Great, thank you."

-If they've donated in the past: "I see you donated \$XX last year, would you consider increasing your donation this year? Even slight increases have a big impact on raising as much as we can."

-If they're a non-donor: "Would you be willing to donate \$50 or more?"

If "no": "Is there an amount you'd be more comfortable with?"

-If they're faculty or staff: You have the option of using auto-withdrawal over however many pay periods you'd like (max of 12.) Would you like to do that? Would you consider increasing your donation and spreading it over a period of time?

-Designation: "Is there somewhere meaningful to designate your pledge? A scholarship or maybe the 1911 Fund?"

-Fill out the pledge sheet: "Would you like to make the donation know, or

-Confirm the donation amount and everything on the pledge sheet.

-If they're unsure: "I understand, no rush. If you'd like to help us meet Dr. Patterson's participation goal, you can make a pledge, which is a non-binding agreement to donate at some time. Later you can choose when, or if, you actually want to donate. [pause and wait for them to answer.]

-If "no": I appreciate you considering a donation, if you change your mind in the future, please call me or the Foundation.

-If they decline: **If appropriate, try to overcome their objection, if you can't follow with: "That's fine, I know that everyone's philanthropy differs and they're all worthy causes. I appreciate you taking the time to consider donating. if you change your mind in the future, please call me or the Foundation."

-If they're faculty or staff: **If appropriate, try to overcome their objection, if you can't follow with I know you already do a lot for students here, I appreciate you considering a donation. If you change your mind, reach out or contact the Foundation.

-Always thank them, no matter the response.