

Sample Gift Conversation

Hi, is Mary Jones available? I'm Sophia Smith, a classmate of hers from Smith College.

Hi, Mary, I'm a classmate from the Class of ___ at Smith, and I'm volunteering with The Smith Fund for our class this year. How are you?

(Find common experiences from college friends, your house, major, etc, or share recent experiences of being back on campus for reunion or conferences.)

Move Into Gift Conversation:

I'd like to thank you on behalf of the college for your wonderful support of Smith in the past. Annual Fund gifts are particularly helpful, because they are used immediately each academic year for needs like scholarships and financial aid.

Would you consider joining me and other classmates by making a gift of \$500?

I understand. Congratulations on your daughter's wedding. This must be a tremendously exciting time for you and your family! Would you be interested in breaking a gift into monthly installments? How does ___ a month for ___ months sound to you?

Is there an amount you'd prefer to give this year? A gift or pledge right now will add you to our donor list and prevent you from receiving additional solicitations for the rest of the fiscal year.

Also, our participation is a very important focus for The Smith Fund this year. Alumnae donations are viewed as a kind of "vote of customer satisfaction" for the education you received. High levels of participation help Smith in consideration for grants and in college rankings such as US News and World Report. Would you consider making a gift of \$250?

Thank you so much! I really appreciate your continued support!

Did you know you can designate your gift to one of four different areas within the Smith Fund? You can choose from Student Excellence, Teaching and Research, Innovative Programs or Emerging Needs.

Great! By supporting the Student Excellence fund you are helping meet the scholarship and financial aid needs of students.

No? That's fine, your gift will be used right away where needed most.

Complete Paperwork:

May I put your gift of \$250 on your MasterCard, Visa, American Express, Discover, or debit card?

Well, if you make your donation with a credit or debit card, more of your gift goes directly to Smith by reducing processing and paper costs.

Wonderful! I appreciate you're making an exception for us tonight!

So your name on the card reads Mary P. Jones, we are putting your \$250 gift on your MasterCard, number 3321 4467 9876 1000, which expires on 04/09.

You will receive a receipt from the college within the next couple of weeks.

By any chance do you, or a member of your family, have access to a matching gift program at work? These can often double your gift.

While I have you on the line, may I take a moment to update the college's records? Are you still living at 274 West Street in Cranberry, Pennsylvania? Still working at the Red Cross? Do you have an email address?

Thank you for your time today. It is great to be in touch with you and I hope to see you again on campus at our next reunion in May of ____.

After making your contacts, please return your contact sheets to your class manager as soon as possible. You may mail them in the envelope provided (make copies if you wish) or fax the forms to 413-585-2014. You may also call or email your class manager with gift information, but please do not email credit card numbers! (Email is not a secure medium.) Please inform your contacts wishing to make a credit/debit card gift online that they can access The Smith Fund's online giving page at www.smith.edu/future/giving.