

Alumni Non-Donor Script

OPENING

Hello, my name is **##CallerFirstName##** and I'm calling on behalf of the University of Baltimore. May I speak with/am I speaking with **##Salutation## ##LastName##**.

Hi **##Salutation## ##LastName##**, I'm calling for a few reasons today/tonight:

First, I'd like to confirm we have your correct mailing address of **##address## ##City##, ##State## ##Zip##**. Is this your current address?

IF NO: I 'm sorry; go ahead with your correct mailing address and I'll updated it.
Capture Street Address, City, State, Zip & VERIFY USING MAIL BUTTON

IF EMAIL LISTED: Also, is **##emailaddress##** still your correct email?

IF NO EMAIL LISTED: Also, I see we don't have an e-mail address listed; what email address would you like to use to receive campus news? **Capture email address.**

QUESTIONS ABOUT EMAIL: UB would like to send out updated information on things happening around campus and to inform you about upcoming campus events.

BUILD RAPPORT

-Have you been on campus recently? (new law school in 2013, refurbished library in 2018)

-Were you involved with any extracurriculars?

See talking points notes

Non-Donors

*Well, **##Salutation## ##LastName##**, the last reason for my call today is to invite you to participate in the University of Baltimore phonathon and contribute to their future success. Your generosity not only helps make the university more affordable for students, but it also provides the resources that create a superior academic and student experience!*

FIRST ASK

Knowing that your gift directly impacts current and future students, can they count on your continued support with a tax-deductible gift of \$150?

SECOND ASK

I understand. Every gift truly matters, regardless of the size. When donors come together, your combined efforts make a lasting impact. With this in mind, can they count on you to join your fellow alumni in making a more modest gift of \$75 or \$50?

IF NO to 2nd Ask:

*Thank you very much for your time, **##Salutation## ##LastName##**. I hope they can count on your support in the future!*

YES SECTION

Thank you so much for your gift of \$_____

I can process your gift right now if you'd like to make it by credit card.

- Enter Credit Card Number, Expiration Date, and Security Code
- Confirm Name on card and billing address.
- **PROCESS CARD IMMEDIATELY**

IF NO TO CREDIT CARD – *The reason we ask you to use your credit card is because it is the most immediate way your gift can impact the university. So, this year they are challenging all of their loyal donors to make a gift by credit card. Knowing this, is there a debit or credit card would you prefer to use?*

IF CONCERNED ABOUT SECURITY, ADD: *We use a secure processing system that never stores information, and I can give you a transactionID or confirmation email once your gift is processed. Does knowing this make you more comfortable making a gift via credit or debit card today?*

IF NO TO 2ND CREDIT CARD ASK – *I understand that you would rather pay by check. I will send a pledge card to you for your commitment of \$_____ within the next few days. UB would really appreciate it if you could send your check back within the next 30 days.*

MATCHING GIFT COMPANY ASK

Also, ##Salutation## ##LastName##, do you know if you or your spouse works for a matching gift company?

If the prospect is unsure:

I can look it up for you. Do you mind telling me your and your spouse's employer name?

IF YES –

- Inform donor of process they will need to complete
- Update company name on "Prospect Info" tab
- Update matching ratio in "Match Amount" field on "Pledge" tab

CLOSING

*##Salutation## ##LastName##, on behalf of the **University of Baltimore**, I would like to thank you again for your generous gift of \$_____...*

(FOR ALL PLEDGES/GIFTS \$50 OR MORE)

...and before I get off the phone, my supervisor would like to thank you personally for your support; one moment, please.