

## GREETING

Hello! May I please speak to **PROSPECT**? Hello **PROSPECT**, my name is **NAME**, and I'm a **MAJOR** student at University of Missouri-St. Louis calling on behalf of the **College of Arts and Sciences**. How are you this evening?

We're calling tonight to touch base with our alumni, and I wanted to start by sharing some benefits and discounts available to you as an UMSL alum. (*choose 1 from below*)

- If you like golf, **Normandie Golf Club** provides a discount on a round of golf to our alumni. (314-862-4884)
- As an UMSL alum, you get a 5% discount with **Enterprise Rent-a-Car** and a 10% discount with **National Car Rental**. So, if you ever need to rent a car for a vacation, you may want to keep that in mind. (use code UMALUMN when renting)
- If you like to travel, our **Alumni Travel Program** partners with Go Next to get exclusive rates for alums. They did a Mediterranean cruise in October and are planning a cruise to Cuba in March. (800-842-9023)
- In case you were unaware, **Nationwide Insurance** provides an exclusive car insurance discount for UMSL alums. If you have a car, you may be able to get a lower insurance rate by contacting them. (866-633-5747)

(*choose 2 from below*)

- Our **Recreation Center** houses a first-class gym and pool, and offers a wide variety of fitness and swim classes for alums at a reduced rate. So, it's a great option if you like to exercise and live or work in the area. (314-516-2348)
- Our College of Optometry operates **UMSL Eye Care**, which offers a full range of eye care services at locations in Midtown St. Louis, East St. Louis, and here on campus. As an alum, you can get 50% off eye exams, 40% off glasses, and 20% off contacts. (314-516-5131)
- A lot of celebrities and hit shows come to UMSL's **Touhill Theater** every year. This year we've got Olympic gymnast Gabby Douglas, Kenny G, and the Nutcracker just to name a few. As an alum, you can get two discounted tickets to select performances. ([www.touhill.org](http://www.touhill.org))

When was the last time you visited campus?

*if not visited recently:* Well we'd love to have you stop by and see how things have changed, and it's easy to schedule a campus tour through our Welcome Center. (314-516-4104)

## DEMOGRAPHIC UPDATE

So we can keep you up to date on events and alumni benefits, can I verify that your address is:

**STREET**

**CITY, STATE, ZIP?**

email

**Is your email still EMAIL?**

business information

**I see here that you currently work for EMPLOYER. What do you do there?**

*if employed:* How do you like working there? **OR** Why did you choose that career? **OR**

Do you feel your UMSL degree prepared you for your job?

*if unemployed:* What are you doing with your free time?

*if looking for job: offer Alumni Career Services (314-516-5111, careerservices@umsl.edu) for help with resumes, interviewing, and networking.*

### **BUILDING RAPPORT**

Thanks for verifying that information. So, I see you graduated with a degree in **MAJOR**. Why did you choose that particular field?

*(choose 2 from below and TALK ABOUT YOURSELF):*

- Why did you choose UMSL?
- Did you start college at UMSL or did you transfer from another school?
- Were you involved in any student activities at UMSL? Which ones?
- Did you do any internships or study abroad while at UMSL? Where at?\*
- Did you do any research here at UMSL? What kind?
- Did you work on campus at all?

*(mandatory question)* Do you have any advice for me with my classes or with my career search?

### **MAKE THE ASK**

Thanks for sharing that with me, **PROSPECT**. UMSL really is a great university. **And, I see that you supported UMSL in the past. Thank you so much for that! I'm interested to know, what motivated you to give back to UMSL? --wait for response-- Well as a current student, I really appreciate that.**

#### **Ask 1**

Today is actually Giving Tuesday--a global day of giving that takes place the Tuesday after Thanksgiving. This year, we're trying to raise funds for Triton Pantry, which provides food to students struggling with hunger. 36% of college students in America struggle with hunger, and 1 in 5 UMSL students face that struggle. With this in mind, would you be willing to participate in Giving Tuesday with a **\$300** gift to Triton Pantry? With a credit card, we can split it into just \$25 a month.

*if no:* That's OK! We don't expect everyone to give at that amount. We only ask at that level to express how important your investment is. *(go to Ask 2)*

#### **Ask 2**

I wouldn't be doing my part if I didn't express Triton Pantry's impact on campus. They operate a

mobile food pantry and just opened a permanent location in the Millennium Student Center. This new site is in need of supplies like bags, refrigerators, and food. Knowing this, would you be more comfortable supporting students in need with a gift of **\$120 (\$10/month on a card)** towards Triton Pantry?

**if no: ACKNOWLEDGE. CONTINUE to Ask 3**

### Ask 3

Your participation in Giving Tuesday is what's most important, not the amount, and we're not only raising funds for Triton Pantry. You can support UMSL by giving to the **MAJOR** program, for example. **Or, you can support the same fund you did last time.** Would you be willing to participate with a gift **\$60 (\$5/month on a card)** tonight to help us reach our Giving Tuesday goal?

### CLOSING

**if no pledge: ACKNOWLEDGE, then:** Thank you for taking the time to speak to me tonight, **PROSPECT!** If you decide to invest in UMSL in the future, you can always give online at [giving.umsl.edu/givingtuesday](http://giving.umsl.edu/givingtuesday). I hope you have a wonderful evening!

**if yes pledge:** Thank you for your commitment of \$(**pledged amount**) to (**chosen designation**), **PROSPECT!** We really appreciate your contribution. Which credit card/debit card will we be placing your gift on tonight?

**if yes to card:** Great! (**gather card info., verify name on card and card billing address**) You'll receive **an email after it's processed and** a gift receipt in the mail in 5-7 business days.

**if no to card:** I appreciate that, but by fulfilling your gift with a card, UMSL saves postage and administrative costs, and your gift can benefit students right away. We're PCI compliant and it only takes a few seconds. Would you reconsider putting your gift on a card tonight?

**if they doubt who you are/where you're calling from:** Explain the call center's location, where UMSL is at in St. Louis, the weather. You can offer for them to speak with a manager/supervisor.

**if still no card:** That's no problem! We'll send a pledge card in the mail. It'll arrive in the next few days and show a due date of 30 days from today. We'll include a return envelope, too, so you won't need a stamp. **For convenience, we'll also send an email in case you'd want to fulfill your commitment online.**

**if their employer matches gifts:** Our database shows that your company will match your contribution to UMSL, too! Please let your Human Resources department know that you made a gift; they'll have a form or an online form for you to fill out. Taking this small step will greatly increase the impact of your gift!

### FINAL CONFIRMATION

Thank you again for your commitment of \$(**pledged amount**) to (**chosen designation**), **PROSPECT**, and thanks for taking the time to talk with me. Have a great night!