

**SAMPLE NO. 3 – COMMUNITY COLLEGE FOUNDATION FUNDRAISING SCRIPT,
FALL 2007**

This is the college's forty-fifth anniversary. A great time to make a \$45 gift to Community College!

Introduction

Hello, this is (FULL NAME) calling on behalf of Community College Foundation.

I'm calling to thank you for your support of the college and the foundation. With your help last year we beat our goal of \$700,000 to support important college programmes like scholarships and professional development – programmes that keep our college a top-level institution.

Thanks to you and other generous supporters, the foundation provided more than \$100,000 in scholarships last year. Your generosity helps keeps COMMUNITY COLLEGE affordable for everyone who wants to attend. Unfortunately, this year the board of trustees raised fees that will cost the average student about \$30 per semester.

This year we have to do a bit more because the number one reason students don't attend college or drop out is money (financial circumstances). We want to raise another \$30,000 for scholarships to offset the fee increase and keep needy students in college. I hope you can help before the end of December.

Top ask (make sure to ask high!)

Can you join us by making a gift of \$100 (or \$50 more than last gift)? Your generosity will help a needy student with financial aid, or buy books for the library.

And, a lot of people find it convenient to put their gift on their credit card. The foundation accepts Visa Mastercard, AMEX and Discover.

IF YES, go to CLOSE.

Second ask (give more good info /restate urgency)

I understand – not everyone can help at that level but we have to ask just in case! President Hammond has made it clear that a community college education **MUST BE** accessible to everyone. So we need your help to make sure all students in the area have these opportunities.

Here's how we use your contribution to the foundation –

Providing financial aid to students in need.

Providing professional development for faculty and staff.

Ensuring President Hammond has the funds for new academic programmes and initiatives.

Purchasing new books/journals for the library.

Offering scholarships for older, non-traditional students.

For example, the career resource centre is available for students, alumni and people in the community to explore career options. This is really important because 90 per cent of alumni still live in the area.

Can the COMMUNITY COLLEGE Foundation count on your help tonight? Can you make a tax - deductible gift of \$45 in honour of our forty-fifth 45th Anniversary?

IF YES, go to CLOSE.

Third ask (stay urgent – give final, compelling reason to give)

I understand. I'm sure we can find an amount that is comfortable for you – we want as many people as possible to participate. We are close to our goal and you can help close the gap before the end of the year. Can you help with a gift of \$30 (or match last gift)?

REFUSAL

Mr/s ___ I do appreciate your time and hopefully you can help at a later date – we will continue to serve our fellow citizens in our community for many years to come. When you receive a letter – perhaps you can make a contribution at that time.

Credit card ask/cheque close

Great, thank you so much for your gift of \$_, it will really help. Which (credit) card do you want to use today/tonight (COMMUNITY COLLEGE accepts MC, Visa, AMEX and Discover).

IF NO: processing gifts on credit cards allows us to put your money to work right away AND saves money because we don't have to sending mailings. (Wait for donor to respond.)

IF STILL NO: I understand, we will send you a pledge notice in the mail. You should receive the envelope in three or four days – can you please mail your cheque so we receive it before the end of December? Your gift is fully tax-deductible.

- 1) CONFIRM PLEDGE AMOUNT - Repeat the GIFT AMOUNT.
- 2) CONFIRM METHOD OF PAYMENT AND CREDIT CARD NUMBER.
- 3) CONFIRM ADDRESS.
- 4) THANK DONOR FOR THEIR GIFT AND SUPPORT!

FAMOUS LAST WORDS: thank you so much for your help ... it means a lot to us!

ADDITIONAL INFORMATION/TIPS FOR SUCCESS

Know these names - Paul Hammond is President of COMMUNITY COLLEGE. Bill Hitchcock is Executive Director of the COMMUNITY COLLEGE Foundation. Diane Swenson is the Chair of the COMMUNITY COLLEGE 2007 Annual Fund Campaign. Molly Mattison is the President of the COMMUNITY COLLEGE Foundation.

Contact name is Bill Hitchcock or Dottie Parsons – both can be reached by phone at 555.777.1600 if the donor has a question. Address is COMMUNITY COLLEGE Foundation, 270 Main Street, Charityville Massachusetts 01301.

Gifts to COMMUNITY COLLEGE Foundation are tax-deductible to the full extent of the law.

Budget of COMMUNITY COLLEGE (the College) is over \$17 million. Approximately 5,000 students attend COMMUNITY COLLEGE – mostly from Blue County but 25 per cent are from Red County and 10 per cent from nearby Mississippi and Utah.

COMMUNITY COLLEGE was founded in 1962.

The state has 15 community colleges; COMMUNITY COLLEGE is the smallest. Red County is the most rural area in Utah and the poorest.

COMMUNITY COLLEGE lost over \$5 million in budget cuts from the state over the past few years.

You are NOT expected to know everything about COMMUNITY COLLEGE. Be honest with people you speak with – this is a small community! *The Globe* is the local community newspaper.