Making the Call: Reunion Script

1) Hello, may I please speak to __________?

2) My name is __________ and I am a classmate of yours from Bryn Mawr College. I'm calling tonight on behalf of our Class's Reunion Gift Committee—is this a convenient time to talk? If it's not a good time for the person, ask: Is there a better time to reach you?

3) We're celebrating a Reunion May 26 – May 28, 2017. Can you believe it's been xx years? I hope you'll be able to make it back to campus to visit with classmates and learn about the exciting things happening at Bryn Mawr.

   You should have received a mailing asking you to consider making a gift. (If your Class has established a fundraising or participation goal, include your specific Reunion goal. We're hoping to raise $_____ and our goal for participation is ___%)

   If the alumna has given a gift before:
   We would like to thank you for your past kind support of the Bryn Mawr Fund. I hope you realize how important your gifts are and how much we appreciate your generosity.

   If the alumna has not given a gift before:
   Are you familiar with what the Bryn Mawr Fund does?
   If No: It's a source of financial support for the College's day-to-day spending that enables funding for things such as academic programs, technology and research, and financial aid, some of the College's top priorities. Your support in these areas is invaluable to the College and the students. The gifts made each year by the alumnae and especially by those celebrating a reunion are critical to the College's ability to meet budgetary commitments and to continue to thrive.

4) Would you consider a special gift of $_____ in honor of your Reunion to support the Bryn Mawr Fund and current Bryn Mawr students?
5) Acceptance or Refusal:

**Acceptance**
Thank you very much. Your support is genuinely appreciated. If you prefer I can have the College send you a pledge form in the mail. You can also make your gift online at www.brynmawr.edu/makeagift where you can submit your gift using a credit card (Bryn Mawr accepts Master Card, Visa, Discover, and American Express). You can even give in monthly installments. You will have until the end of May 2015 to pay your pledge in full.

**Matching gifts**
Do you know if your company or spouse’s company has a matching gift program? Corporate matches can double or sometimes triple your support to Bryn Mawr. You can contact the personnel department for a matching gift form and send it to Bryn Mawr with your gift. For instructions on giving appreciated securities contact, Ann Diaz-Barriga, associate director of Resources, at 610.526.7380.

**Refusal**
Is there a lower amount that you would consider? Participation in The Bryn Mawr Fund, at any level, is very important. Corporations and foundations who are considering making a gift to the College emphasize the importance of alumnae support. Would you consider a gift of $25 as a participation gift instead? Or I understand. Thanks very much for your time, and I hope to see you at Reunion!

6) Have a great evening/day. Or: Thank you for your time and consideration tonight. Goodbye.

For more information, contact Molly Scott, Associate Director of Reunion Giving at 610-526-5299 or mcscott@brynmawr.edu.