Common Objections and How to Turn Them Around

“I think I already gave this year.”
Bryn Mawr’s budget operates on a fiscal year from June 1 through May 31, not a calendar year. If your gift was received prior to May 31, you made a gift last fiscal year. (If the prospect indicates the date a gift WAS made in this fiscal year, apologize and say, “Thank you so much for your gift, your gift must have come in after we printed out our call list. Thank you for your support.”)

“I only hear from Bryn Mawr when they want money.”
I am sorry to hear that. You should be receiving the Alumnae Bulletin, Presidential letters, and other college mailings if we have the correct address for you. But this call isn’t just about raising money. I want to update your info and give you the chance to ask questions and find out news about BMC. When was the last time you were on campus?

“I’m angry with Bryn Mawr.”
I’m sorry that you had an unpleasant experience. I will make sure to pass on your concerns to the appropriate person. Alumnae support is necessary to improve the services available to current and future students and to address situations like yours. Support to the Bryn Mawr Fund this year would keep the College moving in a positive direction.

“I don’t have any money/the economy is bad”
I completely understand. Everyone has been affected by the economy, even Bryn Mawr. We’ve had to tighten our belts, but we remain committed to ensuring that every qualified student can come here, regardless of their ability to pay, by significantly increasing our financial aid budget.

“I am paying student loans of my own.”
Then you are well aware of how much higher education costs. Unfortunately, the cost of education is on the rise everywhere, including Bryn Mawr. Support from alumnae like you helps to make these expenses more manageable for our current students, as some of the money donated to the Bryn Mawr Fund goes directly to financial aid. I know you have other obligations right now, but would you be able to support Bryn Mawr with a smaller gift to commemorate your class year ($20.07, $20.03, etc.)?

“I’m in grad school/ just had a baby / started a business / bought a house / got married…”
Congratulations—that’s great! (Ask them a positive question about the situation.) I realize that your expenses must be pretty high right now, but what we are really looking for is your participation in the program this year (make case for participation).
“I’m unemployed / just got laid off…”
I am sorry to hear that. Would you like the number for our Career Development Office for help with your resume and job referrals? They have a special career counselor dedicated to helping out alumnae, and their services are free to all alumnae.

“I support other organizations.”
It is wonderful to hear that you support other organizations. I hope you’re able to include Bryn Mawr in your list of philanthropic efforts this year. You may have heard about Bryn Mawr’s #1 ranking in Washington Monthly, which assesses the level at which colleges and their students “give back,” and you are a testament to this. However, we can’t continue to support such giving and wonderful students without your help. Will you include Bryn Mawr in your philanthropic efforts this year?

“I am retired/on a fixed income.”
How are you enjoying your retirement? I would just like to mention that all gifts, no matter how much, make a BIG difference to the students here at Bryn Mawr. We are really looking for your participation because HOW MANY alumnae give is just as important as HOW MUCH they give.

“I did not receive financial aid. Why should I help?”
For many years, tuition has covered only about 51% of the actual cost of attending Bryn Mawr, so everyone who has attended Bryn Mawr has benefited directly from the generosity of those who came before them, as well as from the rich diversity of student body which is made possible by keeping tuition levels manageable and providing ample financial aid.

“I support Bryn Mawr by sending my daughter there.”
I understand that you have other financial responsibilities with your child in college, but I wanted to let you know that your participation in our program helps to improve the gap between tuition and the actual cost of running the College. Last year gifts from parents totaled over $300,000 to pay for faculty salaries, library materials and equipment, and key budget needs. Can you help to enhance the quality of BMC with a gift of…

A Good Close for Any Objection
I would just like to mention that all gifts, no matter the size, make a BIG difference to the students here at Bryn Mawr. We are really looking for your participation because HOW MANY alumnae give is just as important as HOW MUCH they give. Would you like to support BMC with a gift in honor of your class year?