Planning for the Ask
Go through the following steps before you start reaching out to classmates...

**Make your own gift.**
You do not have to tell people how much you are giving, but you will be more persuasive if you have made a gift that is meaningful to you.

**Be ready to explain why you support University of Richmond.**
Everyone has a different reason for giving. Prepare a brief, heartfelt talk about why you give. Your passion and enthusiasm will resonate with others.

**Reach out through multiple channels.**
Many volunteers have success using various combinations of email, handwritten notes, phone and social media. For example, you can send an email and then follow-up later by phone or Facebook chat. Know your audience, be creative, and do what works best for you.

**Be prepared for questions & objections.**
It is important to answer questions from your classmates correctly or point them to someone who can. If you are not able to answer a question, let the person know that they will be hearing from your class giving staff liaison with an answer in the next few days.

Making the Ask

**Introduction**
During the introduction of the call, let your classmate know who you are and why you are calling. Catch up with your classmate, see what they have been doing since you last spoke. It is also a great idea to check that their contact information (email, phone, employment information) on file is correct. If there are any updates to their contact information, please share that with your class giving staff liaison.

**The Primary Ask**
After you have had time to catch up, encourage your classmate to make a gift in honor of their time at Richmond. Ask whether they would consider a recurring monthly gift of [5, 10, 50 per month, depending on giving history and perceived capacity]. It is always important to ask; if we didn’t, we would never receive support!

**The Participation Ask**
When all else fails in trying to get a classmate to commit to a pledge, try a participation ask of $25. This is intended to convey to the alum that it is their participation, and not so much the dollar amount, that is important in our fundraising efforts. Remind them that alumni giving rates are a critical factor in both determining the University’s national rankings and securing grant funding... A gift of any size matters. Ask for whatever amount is most appropriate in the context of your conversation.
The Close
Encourage your classmate to set up their recurring monthly gift online at givenow.richmond.edu, or if they prefer to make a one-time gift, they can click the red button on the left side of that page. If they’d like a pledge card sent in the mail, please complete the volunteer pledge submission form (http://giving.richmond.edu/ways/volunteer-pledge-submission-form.html), and we’ll use that to follow-up. Thank them for their commitment!

The Follow-Up
Please be sure to update your contact sheet with pledge/gift amount and any new contact information. Also, if a pledge card or additional information is needed, please complete the volunteer pledge submission form at http://giving.richmond.edu/ways/volunteer-pledge-submission-form.html, or contact your class giving staff liaison.

Sample Script
Hello, this is ____________. I am calling/writing today as a Class Agent for the University of Richmond. I know it’s been a long time since we last spoke; I hope you are doing well!

Take the time to catch up, ask about the last time they visited campus, confirm their contact information, etc.

I volunteered to be a Class Agent to encourage our classmates to give back in honor of our time at UR. This has been a chance for me to think about our experience at Richmond and all we gained from it. I hope you’ll join me in making a gift as a way to strengthen our alma mater and show your Spider Pride.

If this is someone who has given in the past:
Your past support of the University provided students with scholarship assistance, technological resources on campus, student life programs and curricular enhancements. Alumni support of the University is critical to its mission and I hope you will consider renewing your commitment to the University by setting up an automatic monthly gift of [customize ask amount based on giving history and perceived capacity]. Making a monthly gift is convenient for you and it’s environmentally friendly.

If this is someone who has never made a gift:
Each and every gift adds up to a big collective impact, so your gift of any size will make a difference. If you are comfortable, talk about your gift to Richmond and why you support that area.

You can give online at givenow.richmond.edu or by calling the Office of Annual Giving at (804) 289-8050. Or, if you’d prefer to send a check or make a gift of stock, I can have a pledge card sent to you.

Thank you for your support of Richmond. Go Spiders!