

Sample Script

First Call/Text/Email – Invite back to Homecoming

Greeting

“Hello, _____! This is _____ from Colorado College. I’m a volunteer on the Class of XXXX’s XXth reunion committee. How are you doing?”

Build Rapport

“As you may know, this year marks the ___ anniversary of our graduation from Colorado College! Can you believe how fast it’s gone? Homecoming weekend will take place October 13-15th this year and we have a lot of great events scheduled throughout the weekend. Did you receive the Save-the-Date or Class email? Have you had a chance to visit our class website yet?”

If Yes – “Great! Will you be able to make back to campus for our celebration?”

If No – Direct them to the Homecoming website: www.coloradocollege.edu/XXthreunion.

(Here are some suggestions on building rapport and catching up.)

- When did you last visit campus?
- How did you initially discover CC?
- Have you been back to CC for any other reunions?
- When we were in school, who had the biggest impact on your CC experience? Who made a difference for you at CC?
- What are some of your favorite memories, academic or not?
- Do you interact with other CC alumni in your area? If so, do you see any of them regularly?
- Do you have any ideas for our reunion or Homecoming events?

Confirm Contact Information

“Would you mind confirming your contact information, so you receive information about our reunion throughout the year?”

- Is your preferred address _____ and email _____?
- Is this your preferred phone number?

Wrap Up

“It was so great (re)connecting with you! I hope to see you back on campus this October. You will receive several communications from the college and the committee about Homecoming so stay tuned. Is it all right if I call you again in a few months to share an update on our reunion? (Set date and how you’ll contact them via email, phone call, note). Great, I’m looking forward to talking again soon. Take care!”

Second Contact – Share information/Class Gift Project/Why it was chosen

Greeting

“Hello, _____!”

This is _____ from Colorado College. We spoke via (phone, email, note) a few months ago. How are you doing? I am calling to give you a brief update about our reunion.

I hope you received the Homecoming invitation mailed a few weeks ago.

Did you receive it?

Are you (still) planning to come back to campus?

The other reason for my call/text/email is to let you know about the commitment our class has made to Colorado College in honor of our XXth reunion. As a class, we are coming together to ensure that the incredible experiences we shared at CC will be carried through to future generations.

This year, our class has chosen to support (insert class gift project).

We chose this project because _____, which I hope is something you care about and can connect with as well.

The committee has set a goal of _____ classmates participating in our class gift and we hope to raise \$_____ in honor of our reunion.

Would you be interested in supporting our class gift project?”

If Yes – Wonderful!

If No – It is important that I share that you can make a gift to any cause, in any amount, that is especially meaningful to you and it will still count toward our reunion in our overall numbers...

If Yes – “Great! Thank you so much! We really appreciate your support. You may give online on our website at <https://www.coloradocollege.edu/other/homecoming/reunions/>

or

I can have our reunion-giving liaison, Nichole, follow up with you, whichever you would prefer.

Regardless, I will make sure to follow up with an email with what we discussed that will include a giving link. We will also be sure to add your name to Class of XXXX donor roll on our class website. Thank you so much for your support and generosity. It was wonderful to catch up again.”

If NO again... “That is not a problem. Thank you so much for your time. If you choose to support our class this year, you can go to our class website

<https://www.coloradocollege.edu/other/homecoming/reunions/> and make your gift before the end of the year.

Do you have any questions for me about CC or our Reunion? Thank you for speaking with me, and I hope to see you in October! Good-bye!”

If you receive a verbal commitment for a gift, please be sure to send the classmate’s name and amount pledged to Nichole Ridenour at nridenour@coloradocollege.edu.

Alternatively, preferably, encourage them to go to your class’s website/giving page and make the pledge for immediate credit and confirmation.

GIVING FAQS AND COMMON MISCONCEPTIONS

Sometimes classmates have questions or comments about giving to Colorado College. Remember — it is not your responsibility to have all the answers about Colorado College and fundraising! If a classmate asks a question for which you do not have an answer, simply say you don't know, but you can find out the answer for them. Then, call your staff liaison. Some of the more common inquiries and suggestions on how to respond include:

“Does Colorado College really need my \$25 gift?”

Gifts of every size make a difference! Establishing an annual tradition of giving at any level is what matters most toward building a culture of philanthropy at CC.

“Just put me down for what I gave last year.”

Explain that we appreciate the donor's continued support of Colorado College. “This year, we are working on a special project for our class gift. Would you consider increasing your gift to \$_____?”

“I don't want to simply give money with no idea of where it's going.”

Your reunion committee has decided on a class gift project that you believe will both resonate with your classmates and benefit the college and its students in significant ways. Your staff liaison will assist in building talking points around your class gift that help explain the specific need or opportunity for impact. Your classmates can also choose to give to any area of CC that they find meaningful, and their donation will count toward the overall giving totals and participation numbers for your class.

“The college already has a significant endowment. Does my gift make a difference?”

Colorado College ranks in the middle of the pack among its peer institutions for both total endowment size and endowment payout per student. Colorado College's endowment funds are invested in perpetuity to ensure the college's future success and vitality. Only a portion of the income (capped at 5 percent annually) is spent each year for current needs. Thus, the college also relies on tuition and current-use gifts to maintain its operations and make new opportunities possible for students.

Current-use and endowed gifts support the college in different ways.

Current-use gifts, like those to the Annual Fund, enable the college to achieve its most immediate goals and support the CC experience for today's students. Meanwhile, growing the endowment allows the college to become less reliant on tuition in the long term — thus becoming more financially accessible to students of all backgrounds, and more flexible in what resources and opportunities we can offer future generations.

“I'm still not convinced.”

All students benefit from the generosity of donors. In fact, you benefited from alumni giving when you were a student. Philanthropy helps underwrite not only scholarships and financial aid, but also all the enriching experiences that make up a CC education. The talented and engaging faculty who instill a lifelong love of learning; the visiting scholars, artists, and activists who inspire and collaborate with students; and the outside-the-classroom research and exploration opportunities that expand the worldviews of our future leaders.

In addition, many of the buildings on campus were made possible through donor support. New and upgraded facilities allow us to continually enhance the teaching and learning opportunities available at CC, while supporting student success — from health and well-being to residential life, from academics to athletics.