

Sample Messaging

EMAIL SCRIPT

Dear _____,

I hope this finds you well. I am a volunteer on behalf of the Stonehill College Fund. It's hard to believe that it's been XX years since we were at Stonehill together as students. What an amazing experience! I'm reaching out to some of our classmates on behalf of Stonehill College Fund in the hopes that you will join me in making a gift to Stonehill this year?

Participation is an important component of our success. A gift, no matter what size, truly makes a difference to the students following in our footsteps at Stonehill. You can give online at www.stonehill.edu/giving. You can also call the Office of Development at 508-565-1341 to talk to a staff person and make your gift over the phone.

Every contribution is deeply appreciated and counts towards our goal. I hope consider supporting Stonehill in any way you can. Thank you in advance for your support.

PHONE CALL

Give your name and say you are part of the Class of XXX and calling for Stonehill College. It's hard to believe that it's been XX years since we were at Stonehill together as students. What an amazing experience!

I'm helping reach out to some of our classmates on behalf of Stonehill and would love to talk to you more about what's going on at the College today and share with you how your support (reference past support as appropriate) directly benefits the students following in our footsteps. Do you have a couple of minutes to talk with me?"

(If yes) Make the ask: "Great! I am calling tonight on behalf of our class and the Stonehill College Fund to ask for your support. I hope that you join me in making a gift to benefit the students at Stonehill. (Wait for a response.) You can make your gift by going online at stonehill.edu/giving. Thank you, your support is greatly appreciated.

(If no) Ask for a better time to call back, OR tell your classmate that you will follow up via email. "I'm sorry that this is a bad time. I hope that you will make a gift to Stonehill before the end of the College's fiscal year on June 30th. Thanks for your time!"

STATUS UPDATES FOR FACEBOOK, G-CHAT, ETC.

I made Stonehill a priority this year! Did you make your gift yet? Give online at stonehill.edu/giving

I just made a gift to the Stonehill College Fund! You can too, give online at stonehill.edu/giving

Excited to report that the Stonehill Class of XXXX is XX donors away from reaching our goal. Support Stonehill today by giving online at stonehill.edu/giving.