

Fundraising Essentials: Making the Cold Call | 03.07.2017

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Please find a list below of additional resources from the “*Fundraising Essentials: Making the Cold Call*” webcast. These resources will support your cold calling program. If you wish to print only certain resources, you may click their respective links to jump directly to them in the packet.

Pre-Webcast Resources

Prior to the webcast, please **view this recording** that covers the fundamentals of planning your calls, including building your confidence and knowing your style, using prospecting findings, answering the two, key initial questions, planning anchor and supporting appointments, and using electronic resources to ease travel and budget pressures. It is highly recommended that you watch the online training module prior to the webcast. It can be viewed online at this link: <http://ai.adobeconnect.com/p8fginsmm62/>

1. [Call Preparation](#) – Pages 2-7 - Step-by-step instructions for cold call preparation
2. [Cold Call scripting](#) – Pages 8-10 – an overview and sample scripting for cold calls
3. [Advice on securing the meeting](#) – Pages 11-12
4. [2 Scenarios You Can Roleplay](#) – Pages 13-15 - A guide to support your implementation of cold call roleplaying practice on campus
5. [Call Report](#) – Pages 16-17 - A template to use when reporting on your calls

FUNDRAISING ESSENTIALS: MAKING THE COLD CALL

March 3rd, 2016 | 1:00-2:30 p.m. EST

Resource: Preparation for the call

Preparation for the call

Block time on your calendar to make cold calls...this is the most surefire way to ensure they happen. Becoming disciplined about making cold calls is a learned behavior, but the more that we block time and make the calls, the better we become, and the more we enjoy the calls AND the result. Adhere to making calls during that time (no distractions) will significantly increase your ability to get them done.

Gather demographic information. This information can be useful when deciding on approach for the call. If the donor/prospect has some affiliation with your institution, it's a great way to engage them and reach your objectives.

- Where the prospect/donor lives
- Where the prospect/donor works
- Where else they are involved in the community
- Where else they give
- Whether the prospect/donor has given to the institution and where
- Who they know on campus/institution
- Whether they know other community members or donors that are affiliated with the institution
- What interaction history with the institution (event attendance, know a faculty member, child went to the institution) is

Getting mentally prepared. A great deal of what determines success in cold calling is not what you say, but how you say it. A cheerful, upbeat, and polite attitude is invaluable and actually comes through in your voice even over the phone. So how do you get yourself into the "Smile while you dial" space?

- Read something that lifts you up and increases your confidence, a favorite quote
- Listen to your favorite music for a few minutes before making the call to pump you up
- Go for a brief walk to get the endorphins flowing
- Do some stretches
- Get comfortable
- Make calls standing
- Pacing
- Speak clearly and slowly

- SMILE, a positive attitude and approach is contagious!

Don't chew gum or have anything in your mouth while making the call. There is no need to create distractions for you or the person on the other end of the line!!

Have a plan

- What are your objectives for the call:
 - To qualify as a prospect (particularly if the prospect/donor does not live locally)
 - To determine if the donor has an interest in the organization.
 - To determine if the donor has capacity to make a significant gift.
 - To find out exactly what the donor is interested in.
 - To find out why the donor is interested in the organization.
 - To schedule a meeting
 - To ask for a gift

Different approaches for the call

Thank you call - If the prospect/donor has given to the institution a thank you call is the easiest to make and provides an opportunity to learn some valuable information.

Introduction

“My name is xxxxx and I’m the Title/Institution Name”

Why you are calling

“I’m calling you today to thank you for your recent gift to ABC program.”

Value proposition

“Your gift has directly benefited ABC program allowing financially challenged students to travel abroad thus providing them with an experience that will shape their lives forever.”

The ask

“It’s my job to know our donors, and I would love to meet with you and learn more about your experience and why you gave. I’ll be in the area next week visiting with other donors to the institution; would next Wednesday or Thursday work for you?”

Asking for Advice – The approach works well if a donor has given to the institution, but not recently. This approach is also helpful for cold prospects who may have no affiliation with your organization.

Introduction

“My name is xxxx and I’m the Title/Organization.”

Why you are calling

“We are working on a program to provide more information to the community on the need for more scholarships for the underserved San Diego student population and would love to get your thoughts on this program.”

Value proposition

“Because of the work you do with disadvantaged youth, I’d really like to get your thoughts on the validity of this idea.”

The ask

“I will be in your area next week and would be able to meet with you on Wednesday or Thursday. What day works for you?”

Follow up after an event – This approach works well with someone who may have attended an event at your institution for the first time or who has attended several events but is still relatively unknown or engaged with the institution.

Introduction

“My name is xxx and I’m the Title/Institution.”

Why you are calling

“I understand you recently attended an event featuring xxx on the Initiative/Project. We are continually trying to improve the quality of these events and I would love to speak with you about your experience.”

Value proposition

“Your feedback will help us to identify if we are providing meaningful information to the public and also help us to provide the best xxx to our community”

The ask

“I will be in your area next week meeting with some other event attendees. I would only need about 15 minutes of your time. Would Tuesday afternoon work for you?”

Interested in learning more – This approach works well for someone who may have visited your organization recently but you still don’t really know much about them. This approach is also useful for making a really cold call. Someone who has very little or no affiliation with your organization at all

Introduction

“My name is xxxx and I am Title/Organization. I have been reaching out to (community leaders, supporters, activist, etc.) to speak about the Program/School.”

Why you are calling

“I understand that Project has been at the forefront of job creation in our community. The School Name recently conducted a study which revealed that our alumni have created a \$2 billion impact on the local economy in a single year. You and the School Name seem to share a vision of creating a positive impact in our community.”

The value proposition

“The School Name is reliant on community support to continue producing the highest quality business leaders for our region. We are looking for community supporters to speak at the school, mentor our students, give back, etc. I think our students would benefit greatly from your involvement.”

The ask

“May I treat you to coffee and share more about the School Name and garner your feedback?”

Overcoming Objections

Objection: “Are you coming to ask me for money?” Response: “My intent to meet with you is to share the work that is being done at (your unit/area) and connect you with Organization Name in ways that are meaningful to you.”

Objection: “I don’t have time to meet.” Response: “I understand that you are very busy, and I want to be a good steward of your time. I do think that you will appreciate learning about our work in (your unit). I would be happy to come by your office and drop off more information if you’re able to meet with me for 10 or 15 minutes.”

Objection: “Nothing that Organization Name does is interesting to me.” Response: “What are you passionate about/interested in?”

Gatekeeper

Build rapport, regardless of outcome, track gatekeeper name (and use on subsequent calls)

Attempt to discover key information (prospect’s preferred method of contact, hours, etc.)

- R** **Rapport:** Build a strong rapport with the gatekeeper. Consider them to be an extension of your prospect.
- E** **Engage:** Ask the gatekeeper about their work with the company/firm.
- S** **Short and Sweet:** Gatekeepers can have busier schedules than those they manage; be effective but a good steward of their time.
- P** **Probe:** Ask probing questions to garner critical information about your prospect. For example: “what is typically the best way to get in contact with Mr. Triton?”
- E** **Essential:** Your message and reason for contact is important; convey this in a respectful manner.
- C** **Consistent:** Deliver a consistent and clear message to the gatekeeper each time you call.
- T** **Track:** Ask for, track, and use the gatekeeper’s name. Consider complimenting the gatekeeper to your prospect.

Reward yourself after making the call

The first key to success is blocking time for calls; the second is to make subsequent calls in each sitting; third, reward yourself!! Come up with your own bonus/incentive plan, and start calling today!

Note: Special Thanks to Development Colleagues at UCSD for creating this Best Practice Resource.



KDD Philanthropy
Securing the Meeting in Higher Ed: Sample Scripting
January 2017

Overview

Making the “cold call” to secure a first meeting with a prospect is a critical skill for a successful fundraiser. Many of our most important fundraising conversations occur face to face, and the phone call is often the tool most available and effective to secure that interaction.

When making these calls, whether to a new prospect or an existing donor, the desired outcome is to secure a meeting. Therefore, there are a few key best practices to keep in mind:

- Build enough rapport for a comfortable dynamic, but don’t go so far in the conversation that your prospect believes there would be nothing new to discuss in a meeting
- A prospect’s skepticism about being interested is not a deal-breaker – overcoming skepticism and building engagement toward philanthropy is a part of our role, and can take multiple interactions
- Fundraisers must always be transparent about our role, and not surprise a prospect with this discussion around philanthropy in a meeting

Scenario 1 Talking Points: Donor

- “Hi, is Sarah available? This is NAME from UNIVERSITY calling.”
- “First, I wanted to say thank you for your past support! You’re helping us to do some amazing work/some really amazing students/etc through your gifts, so we’re very grateful!”
- If non-alum: “I’m actually calling today because UNIVERSITY has launched an initiative to better get to know our supporters like you. We really want to make sure that you know how your donations are making a difference, and also that we’re helping you be as involved and supportive as you would like to be.”
- If an alum: “I’m actually calling today because UNIVERSITY has launched an initiative to better get to know our alumni like you. We really want to learn about your experience as an alum and your memories from being on campus. And, we want to make sure that you know how your donations are making a difference, and also that we’re helping you be as involved and supportive as you would like to be.”



- “So, I’m meeting with a number of our supporters, and it would be great if we could find time to get together. Most often, folks are getting together with me at their offices, or over coffee or lunch.”
- “Do you think we could find a time to get together in the next few weeks? I have a few dates and times I could run by you.”
- If “No”:
 - “Okay, well I understand – I’m sure you’re very busy! Is there a better time that I could check back in?”
 - “Okay! May I ask why not?”
 - If can’t secure meeting: “Could we take a few moments to chat over the phone?”
- If “Why do you want to meet?”:
 - “We’re really fortunate to have friends like you who support us. Your feedback about how we communicate with you, share impact and help you be as involved or supportive as you’d like is crucial. And, I really like being able to say ‘thank you’ to our friends in person.”
- If “Is this about money?”:
 - “In part! You’ve given to us, so I want to make sure you know how that’s being used to make a difference. And, if you’re interested, I’d be happy to share opportunities for giving and impact in the future. But first, I want to say thank you, and learn about you and your interests.”

Scenario 2 Talking Points: Alumni Non-Donor

- “Hi, is Sarah available? This is NAME from UNIVERSITY calling.”
- “Hi Sarah, it’s good to talk to you. I’m calling from our alumni engagement and philanthropy office, because UNIVERSITY has launched an initiative to better get to know our alumni like you. We really want to learn about your memories from being on campus and your experience as an alum. Our alumni have gone on to do such good work in so many areas, and we’d love to hear your story. And, we want to make sure that you have opportunities to be involved and supportive if you’re interested in that.”
- “I’m meeting with our alumni in person, and it would be great if we could find time to get together. Most often, folks are getting together with me at their offices, or over coffee or lunch.”
- “Do you think we could find a time to get together in the next few weeks? I have a few dates and times I could run by you.”
- If “No”:
 - “Okay, well I understand – I’m sure you’re very busy! Is there a better time that I could check back in?”
 - “Okay! May I ask why not?”



- If can't secure meeting: "Could we take a few moments to chat over the phone?"
- If "I don't understand, why do you want to meet?":
 - "Again, we know we haven't spent enough time connecting with our alumni. We will be an even stronger university, doing a better job for our students and alumni, if we can hear your stories and help you be as involved and supportive as you might like. My goal is to ask you questions about experiences, your perception of UNIVERSITY now, and how you might want to be involved or support us in the future."
- If "I can meet with you, but I'm not someone who's going to give you a lot of money. I know that's what you need, so you probably shouldn't waste your time with me."
 - Remember, prospects can often misunderstand what "a lot of money" means, downplay their own capacity, or otherwise underestimate their ability to help the institution: "I appreciate that, but hearing from our alumni is important to us regardless of gifts that may come down the road. And, I think many alumni who *do* want to have an impact by giving overestimate how much it takes to have that impact."
- If "Is this about money?":
 - "In part! We know we haven't spent enough time connecting with our alumni. We will be an even stronger university, doing a better job for our students and alumni, if we can hear your stories and help you be as involved and supportive as you might like. My goal is to ask you questions about experiences, your perception of UNIVERSITY now, and how you might want to be involved or support us in the future. If you believe you'd want to give, I can help you find a meaningful opportunity to do that."



KDD Philanthropy
Securing the Meeting in Higher Ed: Role Plays
January 2017

Role Play 1: Non-alum donor

Identify two people to participate, one fundraiser for the College of Business and one donor. The fundraiser is calling the donor to secure a meeting.

Facts the fundraiser will know about the donor:

- She has given \$200 per year, for two years in a row, to the College of Business
- She owns her own local business, but you do not know what personal connections she may have to your college, or why she gives

Facts that **only** the donor will know and the fundraiser may uncover:

- She is friends with a faculty member from the college, and has donated because she's heard him discuss the program
- The donor is surprised (and a little bit put off) to hear from development, since she thinks of her giving as a personal favor to the faculty member
- She is passionate about supporting young entrepreneurs, especially women

Role Play 2: Non-donor alum

Identify two people to participate, one fundraiser for the College of Sciences and one alum who has never donated. The fundraiser is calling the alum to secure a meeting.

Facts the fundraiser will know about the alum:

- He earned his bachelor's degree in biology at your institution, and earned a PhD in a similar field at another university
- He is an executive at a local biotech company
- He serves on the board of the local symphony and his children's private high school

Facts that **only** the alum will know and the fundraiser may uncover:

- Given his relative career success, the alum is irritated that his undergrad alma mater has taken so long to reach out to him
- He is extremely passionate about the arts, music in particular, and took a few music classes in undergrad while earning his biology degree



Role Play 3: Alum donor

Identify two people to participate, one fundraiser and one alum donor. The fundraiser is calling the alum to secure a meeting.

Facts the fundraiser will know about the alum:

- She has donated \$100 per year for seven years
- She directs her gifts to the university's scholarships fund
- The alum earned her degree in literature, but she doesn't have much of an online footprint, so her career is unclear

Facts that **only** the alum will know and the fundraiser may uncover:

- She was very involved with student government as a student, and still keeps in touch with many of her fellow alumni who served in the same groups with her, as well as the staff from those programs
- She is a free-lance writer, married to a neurosurgeon



KDD Philanthropy
Securing the Meeting in Higher Ed: Take-Away Scenarios
January 2017

Scenario 1: Alum Non-Donor

Identify two members of the group to play the roles of fundraiser and alum. Act out the following scenario:

The fundraiser is calling Juan, an alum who graduated years ago. There are no records that Juan has ever been involved with his alma mater in any way, but an online search shows that Juan is a partner at a successful law firm. The only contact info for Juan is from the firm's web site, and it includes an email address and office phone number. The fundraiser has already emailed Juan twice, and the messages have gone unreturned, so he tries the listed office number. An administrative staff member answers the number and acts as the gatekeeper, rather than transferring calls to Juan's direct line.

Fundraiser: Hi, I'm calling for Juan please. This is NAME from his alma mater, and I'm following up on an email I sent him.

Assistant: And what is this about?

Fundraiser: Our president at UNIVERSITY has tasked us with connecting with some of our most successful alumni, on a project to secure their feedback on our alumni engagement efforts. I'm meeting with these alumni, and would like to find a way to get 30 minutes on Juan's calendar to chat with him.

Assistant: Uh huh. He's pretty busy, but I'll give him the message.

Fundraiser: That's great, thank you! I also have a packet of information and will be in the neighborhood meeting with another alum next Tuesday. May I drop by with the packet and introduce myself to you?

Assistant: Um, okay. Sure. I'm here Tuesday all day, just not lunch time.

Fundraiser: Wonderful! I will be there about 2 in the afternoon, and I look forward to meeting you then!

As a group, discuss the following:

- Did the fundraiser properly describe his role and purpose of the meeting? Is there anything you would have said differently?



- What do you think of the offer to bring information to the assistant?
- When visiting the assistant, what would you bring?
- Develop a few key talking points for meeting the assistant.
- Consider that you've met the assistant and dropped off materials. The assistant was gracious, but made no promises about getting you time on Juan's calendar. Determine three different next steps that could be used to continue and try to get in the door with Juan. Discuss their pros and cons.

Scenario 2: Alum Donor

Identify two members of the group to play the roles of fundraiser and alum. Act out the following scenario:

The fundraiser is calling Rachel, an alum who has donated on and off since graduating 12 years ago. Her gifts have grown from \$10 to \$150, and it doesn't seem she's had any engagement before. The fundraiser calls Rachel at her home number and Rachel answers.

Fundraiser: Hi, is this Rachel? This is NAME from UNIVERSITY. Did I catch you at a good time?

Rachel: That's me!

Fundraiser: Hi Rachel, I'm calling from our alumni engagement and philanthropy office. UNIVERSITY has launched an initiative to better get to know our alumni like you, to learn about your memories from being on campus and your experience as an alum. And, you've been a generous donor, and it would be great to say *thank you* and learn what's motivated this generosity, and share more opportunities to be involved and supportive.

Rachel: Okay, that's great! I loved being a student there, and I have so many ideas about how the university can help students get ready for their careers, and using people like me. I've been meaning to reach out to some faculty anyway to talk about this. Faculty could be doing such a better job of preparing students for the working world, and I really want to share my experiences with them and help them get better at this. I'd be happy to come speak to faculty to train them. I've come across a lot of new professionals, and helped them a lot, so I think I'd have a lot to offer.

Fundraiser: Wow, that's so great that you've given so much thought to this! We're so lucky to have many alumni like you with great ideas. I don't know yet how this will all come together, but why don't we get together and start by talking about your support and your ideas.



Rachel: Yes, why don't you come by my office. I'm really excited to work with the faculty about this, so we can work together to get this started.

Fundraiser: How about this Monday at 10?

Rachel: Great, see you then!

As a group, discuss:

- The alum and the fundraiser likely have some different expectations and ideas for the meeting, and for what engagement opportunities might actually be available. Should the fundraiser have communicated more clearly about any of these differences? If so, what should have been said?
- What do you believe Rachel's expectations for the meeting are?
- The fundraiser now knows that s/he has a very enthusiastic alumni donor to work with, but that Rachel may have some ideas that can't be implemented. Develop a list of items/considerations that the fundraiser should find out/consider in advance, to prepare for the meeting and help navigate the conversation.
- If this call happened at your institution, and Rachel's ideas for involvement were not matched by her career success or capacity, how would you handle this scenario? And how would you evaluate these factors in determining how far to take Rachel's ideas?

FUNDRIASING ESSENTIALS: MAKING THE COLD CALL

March 3rd, 2016 | 1:00-2:30 p.m. EST

Resource: Sample Call Report

Donor/Prospect Cold Call

PRECALL INFORMATION:

Donor/Prospect Name

Phone Numbers

(H) _____ (C) _____ (W) _____

Connection to Institution

Past Giving to Institution

Possible Interests

Relationships

CALL NOTES:

NEXT STEPS

Appointment Set

Date _____ Time _____ Location _____

Call Back

Date _____ Time _____

Send Information

Mail _____ Email _____

Other

Complete Documentation in ESP

Date _____

Time _____