



## Overcoming Objections

No matter what the outcome of your call, remember that just by calling your classmates you are strengthening the bond between the individual and Wofford College.

You likely will hear some sort of objection. Here are tips on handling those objections.

### **I CANNOT AFFORD TO GIVE RIGHT NOW.**

Positive reason, such as buying a new house, having a new baby, just retiring:

- Offer your congratulations. Remember that this is about making a connection.
- Remind them, again, that every gift is important. (Foundations review the alumni participation rate when they consider giving to Wofford.)
- Tell them that others in their situation have chosen to give a lower amount. Again, it is the participation we are looking for. Ask, "Is there another level that would work better for you?"

Negative reason, such as job loss or death in the family:

- Validate what they are going through and empathize with the situation.
- Remind them that every dollar helps and ask them to consider giving something when things get better.

### **THE AMOUNT I GIVE IS SO SMALL, I KNOW IT WON'T HELP MUCH.**

Every gift to the college is important and, collectively, alumni support makes a significant impact.

Corporations and foundations consider alumni participation – by the number or percentage of alumni participating – in their grant-making decisions. These grants are extremely important to the college to provide teaching and learning support for faculty and students.

U.S. News and World Report uses alumni participation as an important factor when ranking colleges and universities, which can be key for prospective student and their families when selecting where to attend. A gift of any size will increase our rankings, thus strengthening Wofford as a whole.

### **I HAD A BAD EXPERIENCE WHILE AT WOFFORD.**

Listen to their complaint and validate it with empathy, responding with: "I am sorry to hear that. Can you tell me more about it?"

Always keep your own experience positive when speaking about Wofford.

Ask whether they have joined their regional club or attended any event at Wofford since graduating, noting that they may be surprised at how much positive change has happened since they were here.

Talk about positive experiences you have had since graduation through reconnecting and engaging with Wofford and other alumni.

### **I AM ALL TAPPED OUT. I GIVE MY MONEY TO OTHER CHARITIES.**

Empathize with them, saying, "We understand. We want you to know that you decide the amount you would give to Wofford. No amount is too small. Participation is important. Even small donations make a huge difference for Wofford's students." Regarding giving to other charities or groups, respond, "We know there are many great causes out there. Perhaps you could shift even a small amount to Wofford, which would make a huge impact for current and future students." (Note: Do not use "but" in your response, such as "We know there are many great causes out there, BUT ..." It gives a negative vibe to the conversation. Rely on positive, affirmative statements.)