Tips for successful reunion fundraising

- Make your own gift first. People are more convinced if you have made your commitment before asking for theirs.
- Be prepared. Review the Volunteer Manual and Wofford Information sheet so you know as much as you can before your call.
- Even if you are on the phone - SMILE! You will be amazed how the smile changes your tone.
- Stand up when you speak. You will sound more energetic that way.
- Connect. Reintroduce yourself, if you need to, and start a casual conversation. Then move into why you are calling.
- Practice your talking points.
- Personalize the conversation. Talk about what Wofford College has meant to you and why it is important that you give back.
- Stress the importance that every dollar helps.
- Don’t forget that giving back helps both students and alumni. It provides opportunities for current AND future students to have an enriched Wofford experience while strengthening the value of degrees from Wofford.
- Stay positive - do not apologize for making an ask. Believe in what you are doing!
- Review the How to Handle Objections document and be ready to counter their arguments.
- Remember, the most important thing is reconnecting with your fellow classmates. No matter what the outcome of the call, your efforts help strengthen the relationship between your classmates and Wofford College.
- Close, Close, Close. Ask them, “Can we count on you for ... ?”
- Thank them on the call and follow up later with a thank you email or personal note.
- Report your results via the online form.