

Tips for Successful Reunion Fundraising

- Make your own gift first!
- Be prepared. Review the google doc so you know as much as you can before you call.
- **Smile!** It really does come through over the phone.
- Connect. Introduce yourself as an Elon alum and thank your fellow alum for any past support. Recognition is powerful and helps create a relationship.
- Practice your pitch. Use the scripts for helpful hints.
- Personalize the conversation. Share why giving is important to you or tell them something you find interesting about Elon and the current students.
- Don't forget that giving back helps both students *and* alumni, providing opportunities for current and future students to have the Elon Experience while also strengthening the degrees of Elon graduates.
- Stay Positive! Don't apologize when introducing the ask.
- Be comfortable with handling objections. Listen to what they are saying, but be ready to counter.
- Remember that no matter what the outcome is, your call helps strengthen the relationship between the alum and Elon University.
- Seal the deal. Confirm the gift—"Can we put you down for that?"
- Thank them!
- Report your results. Follow up with your reunion coordinator.