Introduction:

Hi, can I please speak to ________________?

Hello ____________, this is [your name] from the class of [you class year].

How are you? Listen and respond.

First, I’d like to thank you for your past gift to the [prior gift designation].

1st Ask:

I just wanted to let you know that the end of the fiscal year June 30 is quickly approaching and I’ve noticed that you have not made a gift this year/renewed last year’s donation.

Support from our young alumni is very important and has been a special focus of our new President, Dr. Naramin Farvardin. One of his main goals is to increase our G.O.L.D. alumni giving participation to 10%. As you know, the G.O.L.D. Rush challenge has been put into effect as of this fiscal year and is matching all gifts over $50 made by young alumni. For the month of June, however, the match has been increased to 2:1, giving young alumni further incentive to give back to the University.

Both the gift and the match will be applied to any designation of your choosing, including:

- G.O.L.D. Scholarship
- The Stevens Fund
- Athletics
- Drama Society
- Scholarships

… to name only a few.

Would you like to renew last year’s gift to the [gift designation] for [prior gift amount]?
I also recognize that you might not be able to give a large gift at this time; however any amount is important to our participation rate. The act of you giving is more important than the size of your gift since participation plays an increasingly important role in academic rankings throughout national publications. Even a contribution of $2, $5, or $10 helps today’s students while also improving the value of your degree and raising Stevens’ profile.

Would you like to help us increase our giving percentage and make a gift of $5?

If yes:

Great! Thank you so much for your contribution.

Since we’re coming up close to the end of the fiscal year, it would be easiest if you pay by credit card online. Please visit stevens.edu/makeagift to make your gift by credit card online.

If No to credit card gift:

We can send you a pledge card with a return envelope for your check. What address can we send the card to? 

- Name
- Street
- City, State Zip

Remember to encourage donors to make a gift online!

If No to any gift:

I understand. Thank you for your time today/tonight. Have a great day/night!

Closing and gave a gift:

Again, thank you so much for your gift and helping us reach our goal of 10% G.O.L.D. alumni participation.