



Making the Ask

Possible Objections to Making a Gift

and some sample responses/approaches – remember, the best response is one that works for you. Draw from your experiences as a student, alum and donor. These are just a few suggestions to get you thinking about what your personal responses might be in these types of scenarios.

I lost my job a few months ago and have been unable to find work. Unfortunately, I am not going to be able to make my gift this year.

I completely understand. Please know how much Elon appreciates your past support. In the interim, are you aware of alumni resources that are available to you through the Student Professional Development Center? You might want to reach out to the staff there to see if they can help you in your job search. Their contact information is online.

I am not interested in supporting Elon University.

We'd really love to count you in our participation numbers. Are you aware that even a small gift matters? Last year gifts under \$100 totaled more than \$100,000 for the university. A gift of any size will count you in for participation. We're hoping to have over 5,700 donors this year. Can we count on you for a modest gift this year?

I don't like the recent direction of the University.

Elon's new strategic plan is really focused on sending good people out into the world to do good things. While the campus may look different than when we were students, the underlying feeling of community still exists and thrives today. Alumni are very important to Elon, and right now they are trying to reach out to alumni in the following ways:

...as a lifelong PARTNER with Elon, remaining connected and involved with the university as well as staying informed and knowledgeable on news and happenings about Elon.

...as a lifelong ADVOCATE, encouraging engagement with Elon among fellow graduates, facilitating internship and job opportunities for Elon students and alumni, and promoting Elon among prospective students and their families.

...as a lifelong INVESTOR, supporting Elon annually through charitable gifts in support of the university's priorities, and investing in today's students.

I don't feel connected to Elon anymore.

Talk about alumni programs – regional events, coming back for Homecoming, travel program, etc. and other ways alumni are becoming/staying involved.

I give to Elon by volunteering at events/ I support the school in other ways.

And I know how much Elon appreciates all that you do. I also support the university in a variety of ways, one of which is giving. I feel that although I give of my time, it's still important that I support Elon financially. Elon wants all of its alumni volunteers to be partners, advocates, and investors in the university.

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I think I have given Elon enough money by paying tuition!

It may feel like it was a lot, but did you realize that today tuition and fees covers just 81% of an education at Elon. Even when we were students, our tuition costs were subsidized by private gifts from alumni and friends. Today's students are relying on alumni like us to do the same.

I am committed to supporting other organizations.

Elon alumni are so generous in their communities with their time and resources. I hope you will include Elon in your list of charitable priorities this year. Your gift can be designated to the school of your choice, athletics, or to support student scholarships. Last year gifts under \$100 totaled more than \$100,000 for the university. A gift of any size will count you in for participation. We're hoping to have over 5,600 donors this year. Can we count on you for a modest gift this year?

My son/daughter got turned down from admission. I'm a graduate and had a good experience, but that hurt a lot.

I'm sorry to hear that. Where did he/she end up attending? I hope he/she is having a good experience. Admissions at Elon were tough this year – there were nearly 9,000 applications for just 1,400 slots!

I have children who are in college. (not Elon)

I completely understand big expenses like tuition! Our students and their families are faced with the same situation. At Elon, tuition and fees covers just 81% of an education, so Elon relies heavily on private support from alumni, parents, grandparents and friends to make up the difference.

I recently retired and I am on a fixed income.

Elon may be able to help you while you help Elon at the same time. Elon has a person on staff who works with donors in your situation to help them identify ways to accomplish their personal financial goals while still having a positive impact on the university. Would you be interested in more information? I can ask a staff person contact you.

I would like to speak with my spouse before I make a commitment.

Sure. I completely understand. Can I email you a link to Elon's secure online giving page? There you can choose to make a one-time gift, or they have several options now to set up recurring gifts – you can break up your gift into monthly, quarterly, or semi-annual installments.

www.elon.edu/makeagift

I have already given this year!

Thank you! Just to double-check, are you aware that Elon's fiscal year runs with the school year, beginning June 1 and ending May 31? Was your gift made since June 1? If yes: Thanks! If no: Elon's in a new year; I hope you will choose to support Elon again before May 31!

I do not like making gifts/pledges over the phone.

I completely understand. Can I email you a link to Elon's secure online giving page? There you can choose to make a one-time gift, or they have several options now to set up recurring gifts – you can break up your gift into monthly, quarterly, or semi-annual installments. www.elon.edu/makeagift