

# Overcoming Objections

## *I can't afford to give right now.*

Positive reason (e.g. new house, retirement, graduate school, etc.)

- Congratulations!
- Remind them again that every gift is important because foundations look at the alumni participation rate when considering grant proposals.
- Many of our classmates are in that situation as well and have adjusted their giving to a level that is comfortable for them.
- Participation is an important indicator of alumni commitment to the University.
- Is there a level that would work better for you?

Negative reason (e.g. job loss, death in the family, etc.)

- Empathize with their situation.
- If appropriate, let them know that Elon's Career Development Office offers support to alumni.
- Remind them again about the importance of participation and that many small gifts add up to a much larger gift.
- For some people in this situation, planned gifts are a great way to give back. Is this something you'd be interested in learning more about? (Report results to a Development Officer for follow up.)

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***The amount I can give is so small it probably won't help very much.***

- Every contribution to the University is very important and collectively alumni support makes a significant impact.
- Your pride in Elon shows in your participation, and your giving keeps the University's programs strong.
- Corporations and foundations consider alumni participation in their grant-making decisions.
- US News and World Report uses alumni participation as an important factor when ranking universities, therefore a gift of *any size* will help strengthen our degrees.

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*I had a bad experience at Elon.*

- Listen to their complaint.
- “I am sorry to hear that.”
- Always keep your own Elon experience positive during the conversation.
- Have you tried attending an alumni event such as a National Networking or Evening for Elon? You may be interested to see how much the University has changed in recent years.
- Relate any experience you have had with current students and mention Elon Magazine, Elon’s Website and social media to learn more about the University today.

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## *I give my money to other charities.*

- I'm glad to hear you support these other worthwhile causes. We certainly don't want to take your support away from them. But can you also make Elon a philanthropic priority this year?
- Your support helps maintain the high quality education that the University provides to today's students.
- Elon plays a crucial role in producing men and women who lead and work for charitable organizations that our alumni also support.
- Remember, gifts of *all sizes* help our participation rates.
- Can we count on your participation this year?