The purpose of Concordia College is to influence the affairs of the world by sending into society thoughtful and informed men and women dedicated to the Christian life.
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<table>
<thead>
<tr>
<th>First</th>
<th>Maiden</th>
<th>Last</th>
<th>E-mail</th>
<th>Address</th>
<th>City, State, Zip</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Julie</td>
<td>Campion</td>
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<td><a href="mailto:juliebeaver@gmail.com">juliebeaver@gmail.com</a></td>
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<td>4104 Xenwood Ave S</td>
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<td>(952) 922-3858</td>
</tr>
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<td>Corwin</td>
<td><a href="mailto:bcorwin@microsoft.com">bcorwin@microsoft.com</a></td>
<td>3011 Elm St N</td>
<td>Fargo, ND 58102</td>
<td>(701) 306-8134</td>
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<tr>
<td>Brent</td>
<td></td>
<td>Evanger</td>
<td><a href="mailto:bevanger@yahoo.com">bevanger@yahoo.com</a></td>
<td>4544 Chownen Ave N</td>
<td>Robbinsdale, MN</td>
<td>(763) 537-2688</td>
</tr>
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<td></td>
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<td><a href="mailto:lindsayfarwell@gmail.com">lindsayfarwell@gmail.com</a></td>
<td>1146 Palace Ave</td>
<td>St. Paul, MN 55105-2930</td>
<td>(651) 699-0069</td>
</tr>
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<td>Marty</td>
<td></td>
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<td><a href="mailto:marty.hoffman@gmail.com">marty.hoffman@gmail.com</a></td>
<td>4150 40th Ave SW, #316</td>
<td>Fargo, ND 58104</td>
<td>(701) 306-6892</td>
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<td>Robyn</td>
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<td><a href="mailto:rhoffman@state.nd.us">rhoffman@state.nd.us</a></td>
<td>2751 36th Ave SW #302</td>
<td>Fargo, ND 58104</td>
<td>(701) 476-1350</td>
</tr>
<tr>
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<td>Schatschneider</td>
<td><a href="mailto:jenschatz@yahoo.com">jenschatz@yahoo.com</a></td>
<td>4914 21st St N</td>
<td>Moorhead, MN 56500</td>
<td>(218) 233-4019</td>
</tr>
<tr>
<td>Linsey</td>
<td></td>
<td>Barnett</td>
<td><a href="mailto:linseylaplant@hotmail.com">linseylaplant@hotmail.com</a></td>
<td>1185 SW 12th St</td>
<td>North Bend, WA 98045-7987</td>
<td>(425) 888-2997</td>
</tr>
<tr>
<td>Jill</td>
<td></td>
<td>Manlove</td>
<td><a href="mailto:jillmanlove@yahoo.com">jillmanlove@yahoo.com</a></td>
<td>800 Mount Carmel Drive</td>
<td>Alexandria, MN 56308</td>
<td>(831) 234-6200</td>
</tr>
<tr>
<td>Meggan</td>
<td></td>
<td>Manlove</td>
<td><a href="mailto:megganmanlove@yahoo.com">megganmanlove@yahoo.com</a></td>
<td>PO Box 312</td>
<td>Soldier, IA 5157</td>
<td>(712) 884-2391</td>
</tr>
<tr>
<td>Rachel</td>
<td></td>
<td>McDougall</td>
<td>rachelmc <a href="mailto:dougall@excite.com">dougall@excite.com</a></td>
<td>957 Trenton Lane North</td>
<td>Plymouth, MN 55441</td>
<td>(612) 247-3471</td>
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<tr>
<td>Angelique</td>
<td></td>
<td>Goulet</td>
<td><a href="mailto:newcomb@cord.edu">newcomb@cord.edu</a></td>
<td>4512 4th St S</td>
<td>Moorhead, MN 56500</td>
<td>(218) 287-6446</td>
</tr>
<tr>
<td>Cathy</td>
<td></td>
<td>Pray</td>
<td><a href="mailto:cathy_pray@us.aflac.com">cathy_pray@us.aflac.com</a></td>
<td>14795 Boise Cir</td>
<td>Rosemount, MN 55068-3189</td>
<td>(651) 322-5928</td>
</tr>
<tr>
<td>Jonathan</td>
<td></td>
<td>Ruzek</td>
<td><a href="mailto:jonruzek@hotmail.com">jonruzek@hotmail.com</a></td>
<td>1783 Orange Ave E</td>
<td>St Paul, MN 55119</td>
<td>(651) 793-5857</td>
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<tr>
<td>Marie</td>
<td></td>
<td>Tou</td>
<td><a href="mailto:mariealida@aol.com">mariealida@aol.com</a></td>
<td>1783 Orange Ave E</td>
<td>St Paul, MN 55119</td>
<td>(651) 793-5857</td>
</tr>
<tr>
<td>John</td>
<td></td>
<td>Staub</td>
<td><a href="mailto:John@StaubDesign.com">John@StaubDesign.com</a> and (B)<a href="mailto:John.Staub@eia.doe.gov">John.Staub@eia.doe.gov</a></td>
<td>2317 N Sawyer Ave, Apt 2</td>
<td>Chicago, IL 60647-2515</td>
<td>(202) 309-2928</td>
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<tr>
<td>Searle</td>
<td></td>
<td>Swedlund</td>
<td><a href="mailto:swedlund@cord.edu">swedlund@cord.edu</a></td>
<td>3749 N Sedona Dr</td>
<td>West Fargo, ND 58078</td>
<td>(701) 306-6255</td>
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<td>Adrienne</td>
<td></td>
<td>Baer</td>
<td><a href="mailto:Adrienne@ThinkExcelsior.com">Adrienne@ThinkExcelsior.com</a></td>
<td>3711 S Cedar Rd</td>
<td>Excelsior, MN 55331</td>
<td>(612) 600-3550 cell</td>
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<tr>
<td>Carrie</td>
<td></td>
<td>Hansen</td>
<td><a href="mailto:tcurness@gctel.net">tcurness@gctel.net</a></td>
<td>708 Nissen St</td>
<td>Alexandria, MN 56308</td>
<td>(320) 846-5303</td>
</tr>
</tbody>
</table>
Save the date!
Celebrate your 10 year reunion
during Homecoming 2008:

October 10-12

Interested in helping with plans for the reunion?
Contact your class agent:

Rachel McDougall
at: rachelmcdougall@excite.com

Watch for more information in the coming months at
www.ConcordiaCollege.edu/alumni
CONCORDIA COLLEGE C-400 Annual Giving
Building Leaders for Service

A gift to the annual fund provides “gifts to live by.” They are essential to the ever-evolving life of Concordia College.

Gifts to C-400 Annual Giving provide resources for:
- tuition support for every student – tuition covers just 85 percent of the actual cost of a Concordia education
- curriculum development including innovations for global education
- technology updates and enhancements
- financial aid

Annual gifts sustain and nurture today’s students. Your annual gift breathes new life into the college each year.

Great Mentors
Concordia has great faculty and programs that provide students with a top-notch education.
- Mentoring faculty contribute to the success of students who become Fulbright, Truman, Goldwater, Pew Younger scholars and one of the 2006 NCAA Woman of the Year finalists.
- The medical school acceptance rate of 85 percent is approximately twice the national average.
- Concordia’s communication studies and theatre art department is the winner of the prestigious 2006 CommCat Program of Excellence Award from the National Communication Association, recognizing its quality curriculum, undergraduate research, mentoring projects and more.

Serving Others
Concordia students learn the importance of leadership and service through volunteer opportunities and activities.
- Forty Concordia students hosted the fifth annual PATH Christmas Carnival on campus for 300 foster children and their foster families. The college’s Campus Service Commission sponsored the event.
- More than 100 students spent spring break volunteering with Habitat for Humanity.
- LeadNow, a new program developed by Concordia staff and grounded in leadership theory, is training students to be effective leaders in their communities. More than 70 students are already involved.

World Fluency
Concordia students gain global confidence and competence, which are definite career advantages.
- Chinese, considered a critical language, will be offered this fall at Concordia.
- Concordia now offers a Master of Education in world language instruction. This new program is designed for all educators teaching world languages. Coursework includes summer instruction at Concordia Language Villages.
- While only 2 percent of all American students study abroad, 54 percent of Concordia students participate in at least one study abroad program during their four years.

For more information on how you can help, please contact the C-400 Annual Giving Office at 218.791.7545, or toll-free at 800.699.0996 or go online at www.ConcordiaCollege.edu/giving.
Why Participation Matters

When you hear the phrase: *every gift counts*, it’s true! A number of external organizations look to the annual participation of alumni as an indicator of a successful institution. For example…

**Grantmaking Foundations**

- Concordia receives critical financial support from a variety of external organizations. During the most recent campaign, for example, Concordia was awarded a $500,000 grant from the Bush Foundation. This grant required matching funds from Concordia’s board, staff, and alumni.
- Foundations are investing in the college and are **partnering** with us to achieve common goals. Foundations want to know who else is partnering with them: Board of Regents, staff, and alumni. They want to join a team of supporters/funders, instead of being the only one invested in an institution.
- **Alumni giving plays an important role in the selection process for many foundations.** Foundations interested in learning more about an institution will often ask for percentage and amount of giving from the board, staff, and alumni. They are trying to determine the level of commitment of the institution’s stakeholders.

**US News and World Report**

Each year, US News and World Report publishes a report called America’s Best Colleges. One of the factors they consider in their rankings? You guessed it! Alumni participation!

That’s why – as you will see in your calling guide – we ask you to end each call with an invitation to make a gift of participation. Those gifts, no matter the size, can make a BIG impact!

**How Concordia Compares**

Each year, the Council for Aid to Education publishes a report called the Voluntary Support of Education. This report shares, among other things, the percentage of alumni giving at institutions of higher education across the country. Here’s a look at how some other institutions you might recognize are doing. Remember, in many cases, we compete for grant dollars with these institutions…

<table>
<thead>
<tr>
<th>College</th>
<th>Alumni Participation FY 2005</th>
<th>Alumni Participation FY 2006</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carleton College - Northfield, MN</td>
<td>50.7%</td>
<td>52.2%</td>
</tr>
<tr>
<td>College of St Benedict - St Joseph, MN</td>
<td>26.0%</td>
<td>29.0%</td>
</tr>
<tr>
<td>Concordia College- Moorhead, MN</td>
<td>29.0%</td>
<td>26.6%</td>
</tr>
<tr>
<td>Gustavus College - St. Peter, MN</td>
<td>31.7%</td>
<td>31.1%</td>
</tr>
<tr>
<td>Luther College - Decorah, IA</td>
<td>25.9%</td>
<td>24.0%</td>
</tr>
<tr>
<td>Macalester College - St. Paul, MN</td>
<td>37.2%</td>
<td>36.2%</td>
</tr>
<tr>
<td>St John's University - Collegeville, MN</td>
<td>34.0%</td>
<td>32.7%</td>
</tr>
<tr>
<td>St. Olaf College - Northfield, MN</td>
<td>36.7%</td>
<td>34.2%</td>
</tr>
</tbody>
</table>
Our Class Giving

Class of 1998 - FY Dollars & Donor Count

Class of 1998 %Participation

FY % Participation
Making a Difference: 1998 Class Goals

115 participants

$12,000

100% committee participation
## Timeline and Letter Sample

<table>
<thead>
<tr>
<th>Event Description</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Reunion appeal mailed:</strong></td>
<td>Mid-September – see sample on page 10</td>
</tr>
<tr>
<td><strong>Calling begins:</strong></td>
<td>Following the committee conference call</td>
</tr>
<tr>
<td><strong>Calling ends:</strong></td>
<td><strong>Wednesday, November 21</strong></td>
</tr>
<tr>
<td><strong>Stewardship begins:</strong></td>
<td>You will receive a monthly report of those from your list who made a gift beginning in December. Please take a moment to thank your classmates for their annual support!</td>
</tr>
<tr>
<td><strong>Fiscal year end:</strong></td>
<td><strong>Wednesday, April 30</strong> – gifts must be received by noon on this day to be included in the fiscal year totals</td>
</tr>
<tr>
<td><strong>Homecoming:</strong></td>
<td><strong>October 10-12, 2008</strong> – A time to celebrate our success!</td>
</tr>
</tbody>
</table>
Dear Kristen:

There is a special energy that surges through campus when new students arrive each fall. Remember that feeling of vibrancy and promise during our first days at Concordia?

We will have the opportunity to gather as a class and reminisce about those days when we celebrate our 10 year reunion October 10-12, 2008. Mark your calendar now and plan to attend! It will be fun to reconnect and share memories of our Cobber years, the OJ trial, sandbagging, the Norwegian royalty visit, Walter Cronkite, Hands For Change, 11 blizzards and 100 plus inches of snow in 1997, and telnet email ... Plus come and share your stories from the ten years since graduation.

A 1998 class reunion giving committee will be making calls this fall. When you receive your call, please respond with a gift or use the enclosed form to make your gift today. We plan to set a class record with $12,000 in gifts. Our gifts will help enable the next generation of Cobbers gain the perspectives a Concordia education offers. Equally important is the number of alumni who give annually and stay connected to the college by serving as ambassadors and living Concordia's mission. Together, our gifts will have an incredible impact.

Let's help create memories for today's students. Be a part of their journey by contributing today.

See you at Homecoming 2008!

Cathy (Pray) Oliver and John Staub
Reunion Giving Chairs
Tips and Strategies

~Consider a pre-contact – an e-mail or phone call to let them know you would like to connect. You could schedule a specific time that works well for both of you and get them thinking about Concordia!

~Find a quiet spot, relax, get comfortable!

~Do a search in the Concordian archives (http://www.arcarchive.com/us/mn/) or grab your Cobber yearbooks to see what fun memories you can dig up!

~Jot down some notes before you make the call
   - Specific stories/memories you share with this person
   - Specific questions you might ask to get the conversation started

~Reconnecting and building rapport before inviting their gift opens the door for you to find out more about your classmate and provides you with information to make a tailored case for support

~Name drop – as you make your calls share the names of others who are planning to come back for the reunion

~Find good days/times to make your calls, e.g. some volunteers have mentioned that Sunday afternoons are a good time to find people at home

~Persistence, Persistence, Persistence – expect to have follow up! People are busy – it does not mean they do not want to talk to you!

~To leave a message or not to leave a message?!? It’s really personal preference. Some volunteers have had good luck with people returning their calls!

~Don’t wait until the last few days to make your calls

~You get what you ask for

~Reasons + Options = Pledges

~Consider feel, felt, found when responding to objections, for example:
Objection: That is a lot of money. I just don’t think we can afford it.
Response: I understand how you feel. In fact, many of our classmates felt the same way, but many of them found that by breaking their gift down into multiple smaller gifts throughout the year, they were able to participate at that level and felt good about being able to give back to Concordia.

~SMILE while you talk with your classmates—they know it!

~Contact your staff liaisons with ANY questions!
Kristin Bortnem – 800-699-9896 or 218-331-2497 or bortnem@cord.edu
Andrea Williams – 800-699-9896 or 218-299-4244 or awilliam@cord.edu – technical support for Campus Call software
Building a Case for Support

I choose to support Concordia because…

- 90 percent of students receive some form of financial support from Concordia
- Tuition was lower at Concordia than other MIAC schools
- Classmate.com page for the class, Marie offered to help set it up

Why might my classmates choose to support Concordia?

- Others supported Concordia in the past so that we could have the experiences we did.

What are messages that will resonate with our class about why Concordia needs our annual support?

What are reasons some of my classmates choose not to support Concordia?

- Children
- Student loans
- Purchasing first home

Based on what we have heard and what we know, how can we as classmates appeal to those individuals?
Giving Options

Giving made easy!!! People love options and we’ve got ‘em!!

Via phone:

Make the gift to you:  
Campus Call will prompt you for the necessary credit card information and the gift will be processed the next business day on campus.

Make a pledge to you:  
The college will send a pledge reminder via mail to the home address.

Online: www.cord.edu/gift

Make a gift by credit card using our secure site. Options include:
- Make a one time gift and place the entire amount on a credit card
- Divide a gift into monthly, quarterly or annual payments on a credit card
- Make recurring monthly payments on a credit card

Sign up for electronic funds transfer:
- Gifts are automatically withdrawn from a checking or savings account through Thrivent Financial for Lutheran’s Simply Giving Program (people may be familiar with this program as it is also available at many Lutheran congregations)

Via mail:

Make a gift by check, credit or debit card. Options include:
- Make a one time gift and pay by check or place the entire amount on a credit or debit card
- Divide a gift into monthly, quarterly or annual payments on a credit or debit card
- Make recurring monthly payments on a credit or debit card

When someone makes a pledge or indicates they are considering a gift, we will send a reminder from the office the next business day.
VERTICAL TOOLBAR

To exit the Telemarketing screen, you choose the End Telemarketing Session from the command window on the vertical toolbar. After confirming your decision, record the result for the current prospect. Next you will be taken to the sign on screen.

If you are logged into Telemarketing with an employee ID that has rights above a representative, End Telemarketing Session Now will also be an option on the command window. This allows you to exit Telemarketing without having to record a result for the current prospect.

Previous Results brings up a submenu: completes only, incompletes only, completes and incompletes, and hide display. The previous results window displays to the right of the prospect and spouse demographic folders.

Once you choose to display the previous result codes, the previous results screen displays until hide display is selected or until the next prospect is retrieved. Within this display a caller can select an incomplete record and call it back. There will be a pop-up that requires supervisor approval.

The Calling Assignments tab allows you to see what calling pools you are currently assigned to and the details of each calling pool.
DEMOGRAPHIC FOLDERS

The Prospect and Spouse demographic information displays in the top left quadrant. To switch between the spouse and prospect information click on the tabs where the name is located. If there is no spouse loaded for the record, the tab will display Spouse Information.

The two folders below the Demographic tabs are the prospect and spouse employer tabs.
3.0 User’s Guide

EVERYDAY FUNCTIONS / CALLING SHIFT

The Calling Pool Status is displayed in between the toolbar and the demographics folders. The name of the calling pool appears in red test and the time zone that is being called. When the current record is a callback, the red text will indicate that it is a callback and will tell which calling pool it is from. In the upper right hand corner, the current system date and time are displayed.

Below the date and time are the Previous Call, Prospect History and Other Information tabs.
The Previous Call folder will show the following:

**TABLE 10 – PREVIOUS CALL FIELDS**

<table>
<thead>
<tr>
<th>Field</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Result</td>
<td>The result from the last attempt to contact the prospect.</td>
</tr>
<tr>
<td>Date</td>
<td>The date and time the last attempt was made.</td>
</tr>
<tr>
<td>Talked with</td>
<td>Indicates who was talked with on the previous call.</td>
</tr>
<tr>
<td>Std Cmnt:</td>
<td>Standard Comment that has been chosen from a previous attempt.</td>
</tr>
<tr>
<td>Comments</td>
<td>Free format comments entered by the last user.</td>
</tr>
</tbody>
</table>

You can view the contact history for the prospect by clicking the History tab.

The History window displays the Date, Result Code, person Talked With (Prospect/Spouse/Other), Employee that made the attempt, Standard Comment, free format Comments, Extended Comments, Process Time, and Talk Time for each attempt. Use the scroll bar along the bottom of the screen to view the items not immediately displayed in the window.

The Other Information folder contains the Segment Description and the information from the User Fields loaded in the PROSPECT_BASE table. Notice this is a scrollable field.
3.0 User's Guide

EVERYDAY FUNCTIONS / CALLING SHIFT

Under the Previous Call / Prospect History / Other Information tabs, you will find the Dialing Status Line (Note the Dialer tab is active). This section displays the telephone number being dialed, the number of times the phone has rung, and the response code from the automated dialer. The free format box allows for additional touchtone dialing.

The two buttons in this area are for dialing. If the autodialer has been successfully connected, these buttons are used to control the autodialer. Click Dial to send the prospect's telephone number to the autodialer to begin the dialing process. Once you are finished with the call, click the Hang up button or code the call to disconnect.

<table>
<thead>
<tr>
<th>Incompletes</th>
<th>Completes</th>
<th>Scripts</th>
<th>Dialer</th>
</tr>
</thead>
<tbody>
<tr>
<td>(319) 362-2262 *Prospect Home Phone</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(319) 362-2262 *Prospect Home Phone</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(256) 233-6613 *Prospect Employer Phone</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(256) 964-4352 *Spouse Employer Phone</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Render ET: 0.875

If the prospect or spouse has more than one phone number (such as a business phone number) baded, you can specify which number to dial by clicking on the drop down along the right side of the phone number box. This will access the full list of the numbers that were downloaded. Select the desired number from the list and click the Dial button.
EDUCATION, GIFT HISTORY, AND AFFILIATION

The Education display shows the grad year, school, major, degree, and campus. If the Prospect tab is displayed, the information in the education display is for the prospect. If the spouse tab is displayed, the information will pertain to the spouse.

The Prospect and Spouse Gift History and Affiliation information is displayed just below the education. To view the information click GIFT HISTORY. This tab displays the gift date, gift amount, designation, who the gift was given by (Prospect or Spouse), status, last paid amount, last date paid and matching amount. Affiliation (located to the right of Gift History, if loaded) displays the fraternity/sorority or club/organization name.
PROGRESSIVE DIALING

The CAMPUSCALL system utilizes progressive dialing. This means two things: if a busy signal is detected, the prospect will automatically be recorded as the BUSY result code; if the maximum number of rings has been reached, that prospect will be automatically recorded as NO ANSWER. Both results need no interaction from you.

CALLBACKS

Selecting Callbacks from the Incomplete Result Codes brings up the Schedule Callback window with a calendar for the current and following month.

The valid callback date range is established in Segment Group Control. Dates noted in red have a comment associated with them. Dates with an x in them have been blocked and callbacks cannot be scheduled on those days. Comments and blocked callback dates are set within Site Profiles.
Clicking on a date with comments will display the comment. If callbacks have been disabled, this information will be displayed as well. Scroll to the left or right at the bottom of the calendar to display other months. To choose a date for the callback, click on the day on the calendar.

The Current Time is displayed. Below the current time, the time zone in which the prospect is located and the current time for that time zone is displayed. To choose a callback time, use the spin bar to the right of the Callback Time box. The time relative to your time zone is displayed on top and the time relative to the prospect's time zone is displayed on the bottom.

You also have options to select a comment from the Standard Comments drop down list and enter Comments in the Comments Box. Below the free format comments field is the Talked With drop down menu. To determine who was last spoken to, select Prospect, Spouse, or Other.

Once the callback date, callback time, and any comments are specified, click SUBMIT or CANCEL to ignore.
PLEDGE ROUTINE

Clicking on the $ or  icon in the Telemarketing Toolbar will access the pledge routine. You can also go under the Completes tab and select either the Specified Pledge or Unspecified Pledge Result Code.

The Pledge Routine is the function used to record the pledge information for specified pledges and unspecified pledges. Enter the Pledge Amount specified by the prospect. If this is an Unspecified Pledge, the field will be set to zero.
There are three Payment Types to fulfill a specified pledge: check, credit card, or electronic fund transfer (EFT).

The Check option indicates a payment by cash or check.

The Credit Card option brings up the Credit Card Entry window and all the fields except the security code that are required to be populated. You will need to enter the card number (without any dashes or spaces) and card expiration date. The card number entered will automatically determine the card type. The prospect's name is pulled in from prospect's demographics, but will need to be verified.

A validation algorithm is run on the credit card number after it has been entered. If the card number is invalid, a message box will pop up. Click OK and re-enter the card number. If Verisign or another Online Vendor is used, the card can be processed immediately. The following are sample credit card numbers that you can enter for training purposes.

**TABLE 11 – CREDIT CARD SAMPLE TABLE**

<table>
<thead>
<tr>
<th>Card Type</th>
<th>Credit Card #</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Express</td>
<td>3400000000000009</td>
</tr>
<tr>
<td>Discover</td>
<td>6011000000000004</td>
</tr>
<tr>
<td>Visa</td>
<td>4111111111111111</td>
</tr>
<tr>
<td>Diner's Club</td>
<td>3000000000000004</td>
</tr>
<tr>
<td>MasterCard</td>
<td>5500000000000004</td>
</tr>
</tbody>
</table>
Volunteer Calling Guide/Script

Hello, may I speak with (Classmate’s name)?

Hello (name), this is ________, Cobber classmate from the class of 1998. It’s been a few years!
Do you have a few minutes?

RECONNECT

How are you? How’s your family, job, etc.?
The last time we spoke I think you were…

TRANSITION TO REUNION

Do you keep in touch with many of our classmates? If so, who?

I’m having a great time reconnecting with a bunch of classmates this fall. We’re calling to be sure everyone knows about our 10 year reunion next fall. Can you believe it’s been 10 years?

We’ll have a chance to reconnect with everyone October 10-12, 2008 during Concordia’s Homecoming. We figure, with a year’s notice, there won’t be any good excuse for missing it!

Have you thought about making the trip?

I just recently talked with our class agent Rachel McDougall and she is planning to organize a variety of events for our reunion (provide any specific information available) and based on the conversations I have been having, it sounds like we will have a great turnout!

TRANSITION TO CONCORDIA UPDATE

How long has it been since you have been back to Concordia?

What do you remember most about our years on campus?

Who was your favorite professor?

How do you stay connected to Concordia?

I was on campus {insert the last time you visited] and it has certainly changed in many impressive ways! In fact, I hear that the new Campus Center opened this fall, so Cobber students are finally eating above ground! And, reading the Concordia Magazine, I see that Concordia continues to be a leader in international education. In fact, did you know Concordia ranks 7th in the nation among baccalaureate schools for the number of students who study abroad? And this fall, Mandarin Chinese will be offered on campus.

TRANSITION TO ASKS

It’s exciting to know that Concordia continues to thrive and provide excellent new programs for students today. At the same time, it’s clear to me that the mission of Concordia remains central. I’ve chosen to support that mission with an annual gift.
OR, from their memories to… It sounds like you are really grateful for the ways in which your Concordia experience shaped you. I feel the same way and that’s why I have decided to support Concordia on an annual basis.

OR, I’ve decided to make an annual gift of support to Concordia because….fill in your own personal statement or use one from Building a Case for Support.

**ASK #1:**
I’d like to invite you to join me in making an annual gift to Concordia. Our class set some exciting goals in honor of our reunion to increase our annual class giving to 115 donors. *Will you make a gift of $FIRST ASK [broken down into monthly payments is always an option] to help us reach this goal?*

(IF NO) I understand. Classmates are getting involved in this effort at many different levels. Let me tell you about other giving levels.

See Responding to Objections

**ASK #2:**
One of the priorities at Concordia this year is to support the financial aid budget - - approximately 90% of students today receive merit and need-based financial aid. Did you know that tuition covers just 85% of what a Concordia education costs? Gifts from alumni like us help make up the difference. It’s a great time to consider a gift in honor of the 10 years since we were at Concordia. *Would you make a gift of $SECOND ASK to the annual fund?*

(IF NO) I understand. See Responding to Objections

**ASK #3:**
You know, when it comes to alumni support, the old phrase every gift counts is so true! Concordia is ranked and reviewed by a number of organizations including grantmaking foundations. One of the things they consider when looking to award funds is the percentage of alumni who give back to the college each year. *With that in mind, would you make a participation gift of $PARTICIPATION ASK?*

**MATCHING GIFTS**

(IF YES TO GIFT) Thank you so much for your gift of $____.
As you may know, many businesses and foundations match their employee’s contributions. *Do you or your spouse work for a matching gift company?*

**YES** In order to maximize your contribution with a matching gift, you’ll need to check with your payroll or human resource office for the correct forms. (note the company on the call sheet). Many companies share that information on the web – you can check at www.cord.edu/match.
Second, policyholders of Thrivent Financial for Lutherans match ½ of any gift $1 to $600. *Are you a policyholder?*

**YES** Great! Concordia will send you a Thrivent matching gifts form to fill out and send back with your gift. You can also download the form at [www.cord.edu/thrivent](http://www.cord.edu/thrivent).

**NO** Continue below

**CONFIRMATION**

**GIFT**

*Which credit card would you like to put your gift on tonight?* (Confirm type of card, number, expiration date, and name on the card).

(IF NO TO CREDIT CARD) I understand. Concordia will send you a pledge card in the mail in the next few days and you can return your gift of $_____ in the provided envelope. Or, you can make your gift online at [www.cord.edu/give](http://www.cord.edu/give) - that’s also the place where you can choose to break your gift down into monthly or quarterly payments. Thank you, thank you for your gift! *Before we say goodbye, could I confirm your contact information?* I want to be sure you get all of the news about our upcoming reunion!

**NO GIFT**

Thank you for taking the time to talk with me tonight. *Before we say goodbye, could I confirm your contact information?* I want to be sure you get all of the news about our upcoming reunion!

**VERIFY INFORMATION AND CLOSE**

*Is your mailing address still [_______]?*

*Are you still working as…?* (OR) *We don’t have any work information listed for you, where is it you are currently employed?*

Rachel McDougall will likely also update us about reunion plans via e-mail. *Is your e-mail address still __________ or if no e-mail is listed, what is your e-mail address?*

It has been great catching up with you, FIRST NAME! Thanks for taking the time to speak with me and I hope you will be able to attend our class reunion next fall – remember – October 10-12, 2008!
1998 Gift Invitations

These are suggested asking levels based on an individual’s recent giving. Personal knowledge of the individual should certainly be considered as well.

<table>
<thead>
<tr>
<th>History</th>
<th>Ask #1</th>
<th>Ask #2</th>
<th>Participation Ask</th>
</tr>
</thead>
<tbody>
<tr>
<td>First time donor and previous donor less than $100</td>
<td>$100</td>
<td>$75</td>
<td>$50</td>
</tr>
<tr>
<td>Previous donor between $100 and $200</td>
<td>$250</td>
<td>$100</td>
<td>$50</td>
</tr>
<tr>
<td>Previous donor between $200 and $399</td>
<td>$400</td>
<td>$250</td>
<td>$100</td>
</tr>
<tr>
<td>Previous donor $400 and above</td>
<td>$1000 or $750</td>
<td>$500</td>
<td>$250</td>
</tr>
</tbody>
</table>

Responding to Objections

**FINANCIAL OBJECTIONS**

1. “I am still paying student loans”
   That’s understandable. I am in the same boat. The great thing about supporting Concordia is that it helps keep tuition costs down, so students don’t have to pay back as much when they graduate. In fact, tuition covers just 85% of the cost for a student to attend Concordia today. That means that alumni gifts help make up the remaining 15%. One thing a lot of our classmates are doing is breaking their gifts into monthly payments to make the gift more manageable, while still providing support to the next generation of Concordia students. (Return to script at the next level).

2. “My credit card bills are out of control, along with my other bills, there is no way I can give to Concordia this year”
   I know what you mean. The budget at Concordia is pretty tight too. The college is increasingly dependent on the financial support of alumni and friends of Concordia like us. One thing a lot of our classmates are doing is breaking their gifts into monthly payments to make the gift more manageable, while still providing support to the next generation of Concordia students. (Return to script at the next level).

3. “This just isn’t a good time for me. Try back next year”
   I understand your reluctance to give that much. However, there are other more manageable levels that our classmates have found to be more affordable. Because every gift makes a difference, I hope you will join me with a gift that will impact our class’s participation. The higher the percentage of alumni that give the more competitive Concordia is for external grant dollars. We can really make an impact! (Return to script at the next level).
**DELAY OBJECTIONS**

4. “I need to talk it over with my spouse”
I know that is a sizable gift, and you probably would not want to make such a decision without your spouse’s input. Why don’t you talk it over with your spouse and perhaps we could reconnect next week? What would be a good day/time to call?

5. “I am busy right now and don’t have time to talk”
I understand! Would it be alright if I tried you back at another time? Is there a day or time that might be better for you? If at all possible, schedule a specific time to call back.

6. “Just send me something. I don’t do business over the phone”
Because we wanted to be sure to touch base with everyone in our class to let them know about our special reunion giving effort, we have chosen to get in touch with our classmates by phone. But, your gift can definitely be made by mail or online. The college will send you a confirmation card in the mail, and you can either send your check back in the mail or go online to make your gift. By sharing an amount tonight we can count you in the tally for our reunion giving goal of $______.
With this in mind… (Return to script at next level).

**LIFE CHANGE OBJECTIONS**

7. “Just bought a house”
Congratulations. I hope you are very happy in your new home. There are certainly other classmates in a similar situation. Many of them have chosen to make a gift at a more manageable level and are utilizing one of the various payment options available. (Return to script at the next level).

8. “Just had a baby”
Congratulations! Another future Cobber! There are certainly other classmates in a similar situation. Many of them have chosen to make a gift at a more manageable level and are utilizing one of the various payment options available. (Return to script at the next level).

9. “I am unemployed”
Thanks for sharing that tough news with me. I’m really sorry to hear about that. I know that it is difficult to make substantial financial commitments during a time of transition, so perhaps we could find a more comfortable gift level for you – Concordia even offers us the opportunity to break our gifts down into multiple payments to make it more manageable. (Return to script at the next level).

10. “I am planning to go back to school. I cannot give right now”
A. Congratulations! Many classmates comment on how they developed a passion for lifelong learning when they were a student at Concordia. Where are you going? I am sure that your time at Concordia did a great job in preparing you for (name of school attending). Concordia has very strong programs and a great reputation, but if it were not for outside support from alumni like us, Concordia might not have these great things going. That is why our support is so important (Return to script at the next level).

B. Congratulations! Where are you headed? I bet your classes with Dr. ______ have you feeling really well prepared! Annual support from alumni like us helps Concordia attract and retain top faculty like
Dr. ____. That’s why our support is so critical (Return to script at the next level).

11. “I don’t use my degree from Concordia because I am working in a different field”
I understand. I, too, have experienced career changes since Concordia, but I am also grateful for the many ways in which my Concordia experience shaped the person I am today. Do you remember… [insert specific experience here]? Our annual support makes the Concordia experience, in and out of the classroom, possible for students today. With that in mind, (Return to script at the next level).

**UPSET WITH CONCORDIA OBJECTIONS**

12. “I only hear from Concordia when they want money, so I am not interested”
How can I help you get reconnected to Concordia in other ways? I know the college sends a monthly newsletter called eNews – would you like to receive it? I can share your e-mail address and get you subscribed. I should also verify your address to ensure that it is up to date so you can receive the Concordia magazine – it is full of amazing stories about the students and faculty at Concordia today! Many of the great things happening on campus today are made possible through the generous support of alumni and friends of the college. Therefore, we are combining a chance to let you know about our reunion and Concordia news along with getting you involved with supporting Concordia. (Return to script at the next level)

13. “I am not happy with how Concordia handled *** or Concordia’s stance on, so I will not give!”
Thanks for sharing your frustration. I know it would mean a lot to Concordia to receive this feedback. Would you be comfortable with me passing your concern along? Is this something that will prevent you from returning to reconnect with our class during Homecoming?

14. “I did not like my time at Concordia”
I can understand that not everything about your time was pleasant. Let me ask you this—was there a favorite professor you had at Concordia? (WAIT FOR NAME). That is great. Why did you like her/him? One thing you could do is make a gift in honor of professor ______. That would be a great way of celebrating what you did like about Concordia, while honoring someone who made a difference in your life. (Return to script at the next level). (Record reason the prospect is unsatisfied).

15. “I had to work my way through college without any help from others, I am not going to help anyone else now”
I completely understand. Working and attending college is an incredible accomplishment. Thankfully, Concordia alumni like us have helped to keep tuition lower by providing the college with much needed operating funds as well as scholarship funds. You may not be aware of the fact that alumni support assisted us even when we were students there. Imagine how much higher our tuition would have been without alumni support. That is why our support is so critical. (Return script and start at next level).
**SUPPORT OTHER ORGANIZATIONS OBJECTIONS**

16. **“I have a degree from another school, and only support them”**
   It’s great that you have the opportunity to do that, and I am sure that Concordia played an important role in preparing you for that degree. Because I know how important alumni funding is to every college, I don’t want you to give to Concordia instead of (other school), but I would like for you to consider helping Concordia as well. Let me tell you why your support is so critical (Return to script at the next level).

17. **“I give to other charities that are more important than Concordia”**
   It is great that you are a supporter of important organizations and programs. I hope that you consider making Concordia a part of your charitable giving this year as well, perhaps at a different level. I choose to support Concordia because…. And gifts of all sizes from alumni like us make a big impact! (Give a reason to give from Building a Case for Support on page 12 and return to script).

**MISCELLANEOUS OBJECTIONS**

18. **“I’ll just give $25 (or any other gift less than <$50)”**
   Great. I am so glad you are willing to support Concordia. Your gift is very much appreciated. One option for you to consider is to pay your gift over time. If you want to make your gift go even further, you could give $25 in four payments for a total gift of $100. This would help out so much because (Give a reason to give from Building a Case for Support on page 12 and return to script).

19. **I am not connected to Concordia, I was a commuter/I didn’t live on campus”**
   I know many of our classmates did the same thing — commuted and benefited from not having to pay for room and board. Regardless of whether or not you lived on campus, your support of Concordia benefits all students. With our reunion coming up, it’s a great time to reconnect with Concordia and to consider a gift of support. (Return to script at next level).

20. **You are not supposed to be calling me, I signed up for the “Do Not Call Registry?”**
   Sorry for the confusion. As a non-profit organization, Concordia and other similar institutions are exempt from this new piece of legislation. However, because we are calling on behalf of the College and Concordia is a non-profit organization, you can be assured that any information that you share will be kept confidential.

   (If they persist that they do not want to be called or reached via phone, state that you can simply add them to our own “do not call” list. Thank them for their time and terminate the call. Proceed with documenting this information).
21. We just experienced a terrible loss in our family (death of family member, fire, flood or other natural disaster).
I’m so sorry to hear about your loss. The Concordia family has always been so supportive during difficult times. Would it be alright with you if I passed that information on to our committee so that we might invite prayers of support from our classmates?

I will continue to hold you and your family in my thoughts and prayers during this difficult time.
ADDITIONAL SUPPORT AND TRAINING

Campus Call technical support: Andrea Williams – awilliam@cord.edu
All other questions: Kristin Bortnem – bortnem@cord.edu

Volunteer web site: www.cord.edu/volunteer/1998
- Volunteer Guidebook
- Concordian Archives
- Training videos from Leadership Weekend:
  - Making a Meaningful Ask
  - Call Scenario #1: Clean Close
  - Call Scenario #2: Delay Objection
  - Call Scenario #3: Amount Objection
  - Call Scenario #4: Plain Old Fashioned “No”
  - Call Scenario #5: Mad at Concordia Objection

STEWARDSHIP: THANKING YOUR CLASSMATES

You will receive a monthly report of classmates who have made a gift. There are a number of ways to thank them for supporting Concordia College.

1. Send an e-postcard: www.cord.edu/postcard

2. Send a handwritten note – contact the Office of C-400 Annual Giving for Concordia stationary

3. Make a call