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>
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<tr>
<td>Bart</td>
<td></td>
<td>Coleman</td>
<td><a href="mailto:bartsterc@msn.com">bartsterc@msn.com</a></td>
<td>6124 W Ambonnay</td>
<td>Boise, ID 83709</td>
<td>(208) 336-4241</td>
</tr>
<tr>
<td>Eric</td>
<td></td>
<td>Dungan</td>
<td><a href="mailto:Eric.Dungan@bestbuy.com">Eric.Dungan@bestbuy.com</a> &amp; <a href="mailto:edugan@gmail.com">edugan@gmail.com</a></td>
<td>9040 Belvedere Ct</td>
<td>Eden Prairie, MN 55347</td>
<td>(952) 294-9810</td>
</tr>
<tr>
<td>Paul</td>
<td></td>
<td>Folin</td>
<td><a href="mailto:paul@alliedconcertservices.com">paul@alliedconcertservices.com</a></td>
<td>2835 Breckenridge Rd</td>
<td>Minnetonka, MN 55305-2980</td>
<td>(952) 595-7055</td>
</tr>
<tr>
<td>David</td>
<td></td>
<td>Furnstahl</td>
<td><a href="mailto:AVCChristmas@comcast.net">AVCChristmas@comcast.net</a></td>
<td>16620 41st St E</td>
<td>Lk Tapps, WA 98391</td>
<td>(253) 863-7672</td>
</tr>
<tr>
<td>Darla</td>
<td>Armstrong</td>
<td>Haller</td>
<td><a href="mailto:dhallder@tcctwest.net">dhallder@tcctwest.net</a></td>
<td>PO Box 763</td>
<td>Greybull, WY 82426-0763</td>
<td>(307) 765-9620</td>
</tr>
<tr>
<td>Kris</td>
<td>Hertsgaard</td>
<td>Kincaid</td>
<td><a href="mailto:kincaid@cannon.net">kincaid@cannon.net</a></td>
<td>8008 485th St</td>
<td>Kenyon, MN 55946-4107</td>
<td>(507) 789-6290</td>
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<tr>
<td>Daniel</td>
<td></td>
<td>Hill</td>
<td><a href="mailto:clsh@comcast.net">clsh@comcast.net</a></td>
<td>16519 83rd Ave N</td>
<td>Maple Grove, MN 55311</td>
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</tr>
<tr>
<td>Bonnie</td>
<td>Jacobson</td>
<td>Marziani</td>
<td><a href="mailto:marzimom@yahoo.com">marzimom@yahoo.com</a></td>
<td>5 Bakers Lane #7</td>
<td>Newtown Square, PA 19073</td>
<td>(610) 355-0166</td>
</tr>
<tr>
<td>Lynn</td>
<td></td>
<td>Keltin</td>
<td><a href="mailto:lynmgib@int.net">lynmgib@int.net</a></td>
<td>324 S 5th Ave</td>
<td>Bozeman, MT 59715</td>
<td>(406) 585-2702</td>
</tr>
<tr>
<td>Karen</td>
<td>Waters</td>
<td>Lee</td>
<td><a href="mailto:karen.lee@deluxe.com">karen.lee@deluxe.com</a></td>
<td>20 Indian Hills Dr</td>
<td>Circle Pines, MN 55014</td>
<td>(763) 780-0542</td>
</tr>
<tr>
<td>Carolyn</td>
<td>Anderson</td>
<td>Lillehaugen</td>
<td><a href="mailto:cllileha@cord.edu">cllileha@cord.edu</a></td>
<td>202 37th Ave S</td>
<td>Moorhead, MN 56560-5508</td>
<td>(218) 236-0781</td>
</tr>
<tr>
<td>Mark</td>
<td></td>
<td>Lillehaugen</td>
<td><a href="mailto:lillehau@cord.edu">lillehau@cord.edu</a></td>
<td>202 37th Ave S</td>
<td>Moorhead, MN 56560-5508</td>
<td>(218) 236-0781</td>
</tr>
<tr>
<td>Cyndi</td>
<td>Jacobson</td>
<td>Meldahl</td>
<td><a href="mailto:cmeldahl@montana.edu">cmeldahl@montana.edu</a></td>
<td>119 Cobalt Ct</td>
<td>Bozeman, MT 59715</td>
<td>(406) 586-2965</td>
</tr>
<tr>
<td>Dave</td>
<td></td>
<td>Meldahl</td>
<td><a href="mailto:cobbers83@msn.com">cobbers83@msn.com</a></td>
<td>119 Cobalt Ct</td>
<td>Bozeman, MT 59715</td>
<td>(406) 586-2965</td>
</tr>
<tr>
<td>Jerilyn</td>
<td>Miller</td>
<td></td>
<td><a href="mailto:thejlowe@aol.com">thejlowe@aol.com</a></td>
<td>2025 Webber Hills Rd</td>
<td>Wayzata, MN 55391-9379</td>
<td>(952) 471-1118</td>
</tr>
<tr>
<td>Brenda</td>
<td>Peterson</td>
<td>Moore</td>
<td><a href="mailto:bmoore@hickorytech.net">bmoore@hickorytech.net</a></td>
<td>1012 Sioux Lane</td>
<td>Saint Peter, MN 56082</td>
<td>(507) 934-4614</td>
</tr>
<tr>
<td>John</td>
<td></td>
<td>Parkes</td>
<td><a href="mailto:JParkes@Murdochs.com">JParkes@Murdochs.com</a></td>
<td>55 Brajenka</td>
<td>Bozeman, MT 59715</td>
<td>(406) 586-4997</td>
</tr>
<tr>
<td>Sandra</td>
<td>Williamson</td>
<td>Peter</td>
<td><a href="mailto:petersrd@luther.edu">petersrd@luther.edu</a></td>
<td>710 5th Ave</td>
<td>Decorah, IA 52101</td>
<td>(563) 382-4884</td>
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<tr>
<td>Jacqueline</td>
<td>Wachtler</td>
<td>Piepkorn</td>
<td><a href="mailto:jackiep524@aol.com">jackiep524@aol.com</a> &amp; <a href="mailto:westonka@citilink.net">westonka@citilink.net</a></td>
<td>44820 Canterbury</td>
<td>Mound, MN 55364</td>
<td>(952) 472-3068</td>
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<tr>
<td>Dave</td>
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<td>Roen</td>
<td><a href="mailto:david@saturnstpaul.com">david@saturnstpaul.com</a></td>
<td>4350 Shady Lane</td>
<td>Minnetrista, MN 55364-9443</td>
<td>(952) 470-9630</td>
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<td>Carrie</td>
<td>Sandbaken</td>
<td>Hill</td>
<td><a href="mailto:clsh@comcast.net">clsh@comcast.net</a></td>
<td>16519 83rd Ave N</td>
<td>Maple Grove, MN 55311</td>
<td>(763) 494-8487</td>
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<tr>
<td>Cara</td>
<td>Berg</td>
<td>Schoenfish</td>
<td><a href="mailto:cshoenfish@comcast.net">cshoenfish@comcast.net</a></td>
<td>7 Quinshipaug Rd</td>
<td>Milford, MA 01757-1175</td>
<td>(508) 478-7980</td>
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<td>Erich</td>
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<td>Ronald</td>
<td></td>
<td>Spear</td>
<td><a href="mailto:rnspear@yahoo.com">rnspear@yahoo.com</a></td>
<td>13509 Point Pleasant Dr</td>
<td>Chantilly, VA 20151</td>
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<tr>
<td>Robin</td>
<td>Heskin</td>
<td>VanderVoort</td>
<td><a href="mailto:prvandervoort@comcast.net">prvandervoort@comcast.net</a></td>
<td>42758 Summerhouse Pl</td>
<td>Ashburn, VA 20148-5510</td>
<td>(703) 723-8026</td>
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<td>Mark</td>
<td>Weeks</td>
<td></td>
<td><a href="mailto:markw@thefoursome.com">markw@thefoursome.com</a></td>
<td>15509 Holdridge Rd E</td>
<td>Wayzata, MN 55391-2139</td>
<td>(962) 476-8365</td>
</tr>
</tbody>
</table>
Save the date!
Celebrate your 25 year reunion during Homecoming 2008:

*October 10-12*

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

Brenda (Peterson) Moore
at: bmoore@hickorytech.net

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

C-400 Annual Giving recognizes and honors those who make annual gifts to Concordia College during the fiscal year, May 1 to April 30.

<table>
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<th>Level</th>
<th>Amount</th>
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<td>$5,000+</td>
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<tr>
<td>C-400 Silver Investor</td>
<td>$2,500 to $4,999</td>
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<tr>
<td>C-400 Bronze Investor</td>
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<td>Old Main Builder</td>
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<td>Maroon and Gold Builder</td>
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<tr>
<td>Cobber Builder</td>
<td>up to $99</td>
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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 89 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 89 percent is approximately twice the national average.
- Concordia’s communication studies and theatre art department is the winner of the prestigious 2006 Rex Mx 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 500 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 immersion 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 218-349-3504 or toll-free at 800-699-6596 or give 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 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>
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<tr>
<th>College</th>
<th>Alumni Participation FY 2005</th>
<th>Alumni Participation FY 2006</th>
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<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>
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<tr>
<td>Luther College - Decorah, IA</td>
<td>25.9%</td>
<td>24.0%</td>
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<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>
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Our Class Giving

Class of 1983 - FY Dollars & Donor Count

Class of 1983 % Participation
Making a Difference: 1983 Class Goals

200+ donors

36% participation

$60,000 (public)
$100,000 (internal)

100% Committee Participation
# Timeline and Letter Sample

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<th>Date/Details</th>
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<tbody>
<tr>
<td><strong>Reunion appeal is 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>Additional training and support opportunities:</strong></td>
<td>October 10, 16 and 25 – see page 22 for details</td>
</tr>
<tr>
<td><strong>Calling ends:</strong></td>
<td>Thursday, November 8</td>
</tr>
<tr>
<td><strong>All calling sheets must be back to the Office of C-400 Annual Giving no later than:</strong></td>
<td>Thursday, November 15</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>Last chance reminder:</strong></td>
<td>Last chance reminders will be sent in March and April for those who have not yet made a gift this fiscal year</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 Jay:

There is a special energy that surges through campus when the 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 25 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.

A special 1983 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 an all time record for our class with 200+ donors. Together, our gifts will have an incredible impact.

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

See you at Homecoming 2008!

John Parkes and Dave & Cyndi (Jacobson) Meldahl
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 and grab your yearbook – there are going to be some fun stories and memories that come from these calls!

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

~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! The student phonathon makes up to 10 attempts

~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 week to make your calls

~You get what you ask for

~Invite the gift, then stop and listen. Silence is OK!

~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!

~Call your staff liaison with ANY questions!
Building a Case for Support

I choose to support Concordia because…
- I am grateful for the experience and it’s a great way to celebrate our 25th anniversary!
- Propose gifts in $25.00 increments
- I believe in Concordia’s mission, the way it operates, how it changed my life
- I believe in faith-based liberal arts education
- It’s time for us to step up and re-engage with the college
- The college links faith and learning
- I’m eternally grateful for the gifts that others gave to make my Concordia experience possible, and I want to give the gift of the Concordia experience to today’s students.

Why might my classmates choose to support Concordia?
- Gratitude
- Giving back---some sense of obligation
- Celebration
- Because somebody asked them personally

What are messages that will resonate with our class about why Concordia needs our **annual** support?
- Ongoing need for student financial aid
- Gifts to live by, gifts to grow by
- We are at that stage in our lives/careers where we can make such a commitment
- Concordia is on the right track and has many important ongoing initiatives; let’s respond to the great leadership provided by the current president, Pam Jolicouer
- Recognize there is a “gap” between operational costs and tuition income

What are reasons some of my classmates choose not to support Concordia?
- Their own children are in college
- They have other financial priorities
- Ill feelings about something
- Feelings that Concordia does not handle certain aspects appropriately
- Feeling disconnected
- Not philanthropic

Based on what we have heard and what we know, how can we as classmates appeal to those individuals?
- Invite them to the Homecoming 2008 reunion---mention others you know who will be there
- Plan a specific party for Class of 1983 during the weekend and play it up
- Mention your own pledge and share your enthusiasm about the college and about re-connecting with classmates
- Reminisce about Concordia stories---stir some emotion by doing so
- Connect people with the memory of a professor who made an impression
- People give out of gratitude and/or emotion
- What kept you coming back to Concordia each year
Giving Options

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

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

Mail to: Concordia College, Office of Development, 901 8th St. S., Moorhead, MN 56562 or simply return the gift card included with the letter from reunion giving chairs or wait for the pledge reminder to come following your phone call.

Via phone:

Make a gift by calling the Office of C-400 Annual Giving at 800-699-9896 or 218-299-3454.
Great to catch up Olivia! Thanks to you, Ole for your generous support of Concordia.

Mark Your Calendar for Homecoming 2008. October 10-12!

Ole and Olivia Olson
1111 1st St S
Anywhere MN 11111-1111

Thank you for your pledge of $____________________

Pledge Fulfillment Options
1. □ Payment Enclosed
2. □ Charge my credit card for the entire amount
3. □ Pay in installments
   Charge my credit card ______
   □ monthly □ quarterly □ annually
   □ MASTERCARD □ VISA □ AMERICAN EXPRESS
   Card # _______ - _______ - _______ - _______ Exp / __
   CVV# ______ (three digits of back of card)
   Signature: ________________________________

GIFTS received by April 30th will be directed to the needs of the current school year and be recognized in the upcoming Donor Report. Gifts to Concordia College are tax deductible.

The section above this line will be mailed out by the Office of C-400 Annual Giving. Please return this sheet, in its entirety, to the Office of C-400 Annual Giving in the postage-paid envelope provided.

1983 Reunion Giving Phonathon
Borten, Kristin

<table>
<thead>
<tr>
<th>Name</th>
<th>Children</th>
<th>H.S.</th>
<th>C.C.</th>
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<td>Ole and Olivia Olson</td>
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(111) 111-1111

Updates/Changes to information: *please change email
to olenoki@yahoo.com; send recruit
ment info to Olga email is olga-olson@gmail.com

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<th>YR</th>
<th>Marital Status</th>
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<td>ASK #1</td>
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<td>$100</td>
<td>$75</td>
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CALL COMPLETION

DATE: 10/10

1. Gift/Pledge $250
   special instructions

2. Considering

3. Refusal - reason (if given):

4. Recently made a gift

5. Unreachable

6. Notes:

Matching Gifts

1. Do you or your spouse work for a matching gift company?
   □ Husband □ wife works for matching gift company
   name of company Cargill

   Go to http://www.cord.edu/match for more information

2. Are you, or your spouse, a Thrivent for Lutherans Policyholder?
   Yes □ No □ Always ask to verify information

   Download a Thrivent matching form from www.cord.edu/thrivent

   Special notes:
Volunteer Calling Guide/Script

Hello, may I speak with (Classmate’s name)?
Hello (name), this is ________, Cobber classmate from the class of 1983. 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 25 year reunion next fall. Can you believe it’s been 25 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 Brenda (Peterson) Moore 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 on page 12.

**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 200+ 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 (page 18)

**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 25 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 (page 18)

**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](http://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/thrive](http://www.cord.edu/thrive).

**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?*

Brenda (Peterson) Moore 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!
Responding to Objections

FINANCIAL OBJECTIONS

1. “I have children in school right now, and cannot afford to give”
   That’s understandable. The costs of higher education have certainly risen since we were at Concordia! Luckily because we as alumni of Concordia make annual gifts of support, Concordia is able to provide scholarships and other forms of financial aid to students today. In fact, if tuition were the only source of income for Concordia, students would have to pay significantly more each year. That is why our support is so critical. (Return to script at 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

8. “Just built a new 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).

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 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 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).

PERSONAL TRAGEDY

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

Online at: www.cord.edu/volunteer/1983

Training videos from Leadership Weekend include:

- 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

Lunch and Learn Sessions:

Grab your lunch (or coffee on the west coast) and join us for an interactive conference call with other reunion giving volunteers. These sessions are designed to provide ongoing support as you make your calls. Call in with questions, tips, stories or just to listen. Once your RSVP is received, a confirmation message, with instructions for joining the call, will be sent to you.

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<th>Date/Time</th>
<th>Title</th>
<th>Host(s)</th>
<th>RSVP/Submit a question in advance</th>
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<td>Tuesday, October 9</td>
<td>Conference Call Review</td>
<td>Kristin Bortnem, Lonnie Pederson, Mary Melroe</td>
<td>By Monday, October 8 to <a href="mailto:renner@cord.edu">renner@cord.edu</a></td>
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<tr>
<td>Wednesday, October 10</td>
<td>Making the Call: Tips from a Fellow Volunteer</td>
<td>Kara Fleharty Schulz '96</td>
<td>By Tuesday, October 9 to <a href="mailto:renner@cord.edu">renner@cord.edu</a></td>
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<td>Tuesday, October 16</td>
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<td>Kristin Bortnem and C-400 Annual Giving Staff</td>
<td>By Monday, October 15 to <a href="mailto:renner@cord.edu">renner@cord.edu</a></td>
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<td>Thursday, October 25</td>
<td>Potpourri Round Two: Your Questions and Stories</td>
<td>Kristin Bortnem and C-400 Annual Giving Staff</td>
<td>By Wednesday, October 24 to <a href="mailto:renner@cord.edu">renner@cord.edu</a></td>
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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