

OVERCOMING OBJECTIONS

Objection: I don't have any money and I don't have a job yet.

Response: We're not asking for money now, only a pledge with the first payment due in July of 2005.

Objection: What if I don't have any money then?

Response: Well then you've got problems. Kidding. Fortunately for you it's only a pledge, not a contract. But if you do find that you can't fulfill your pledge 100%, we hope you will consider making a payment in an amount comfortable to you, as every dollar counts, and your participation at any amount is extremely important!

Objection: \$500 over 5 years sound like a lot of money.

Response: If you pledge \$100 per year, that works out to \$8.33 per month. That's less than a couple of lattes at Starbucks; it's less than a good martini (when you add on a tip); and it's less than popcorn and cokes at the movies. And you will be billed quarterly, so the obligation is only \$25 every three months.

Objections: The Law School does not need my money.

Response: The Law School does need your money because state funding continues to drop and is now only at 18% of our annual net operating budget. State funding and tuition combined don't cover any expenses outside of the classroom such as law journals, moot court, and career services.

Objection: I can't afford to give very much and the Law School will not miss my small contribution.

Response: The focus is on participation. Every gift counts and many small gifts add up to large amounts of money. High rates of participation also help to leverage money from other sources such as grant-making organizations that specifically inquire about participation rates. Furthermore, other law schools publish their participation rates. We want to show how much we believe in the school. Our alumni participation rates compare very well to other schools in the Big Ten and we want to continue the tradition.

Objection: I didn't participate in any extra-curricular activities – how is giving to the Fund for Excellence relevant to me?

Response: Reality check – law journals and student organizations are central to the Law School's reputation. Moreover, the *Fund for Excellence* provides additional funding that helps to recruit top-notch faculty and assists them in disseminating their research. Even though you may not have been involved in extra-curricular activities or used any of the Law School's student services, these programs are essential to the reputation of our school and therefore, directly enhance the value of your degree.

REMEMBER: These responses are not exhaustive. Be creative, but LISTEN and RESPOND to the person's objections. If you first hear "no," find out if they are saying no to the amount, the purpose, etc. Alas, there will be some who cannot be convinced – you'll know when to throw in the towel.

**CONTINUING THE COMMUNITY CLASS OF 2004 PLEDGE CAMPAIGN
SCRIPT**

Introduction:

(You know how to introduce yourself, of course, but be sure to mention that you are a member of the Class of 2004 Pledge Committee).

Did you get the e-mail I sent/letter I dropped in your mailfile?

(If you get a NO response) *I was writing to ask that you consider making a five-year pledge to the Fund for Excellence, the Law School's annual giving program. No payment will be due until July of 2005, and it's a great way for our class to show our support for the school for years to come.*

(If you get a YES response) *Great! We have kicked off the campaign, and [my teammate] and I are contacting some of our classmates in hopes that we can get everyone to participate. We are excited about this campaign because our class is the first to try this, and we want to get a great result and set the bar for the classes behind us. We also want to show our fellow students, the Dean, the faculty, and the alumni that we really care about the future excellence of the school.*

Dialogue:

How do you feel about participating in the Class of 2004 pledge campaign?
(Listen and respond – refer to the attached scenarios if needed).

Close:

Will you join me and [my teammate] in making a pledge to the Campaign? (Pause and wait for a response – refer to the attached scenarios if needed).

Convey a sense of urgency. Emphasize that there are only a few weeks remaining until you all graduate and become alumni for real.

(If they agree to participate) *Would you mind filling out a pledge card now?*

(If they want to think about it) *When would be a good time for me to contact you again? And remember:*

- *We have all benefited from the Fund for Excellence in one way or another*
- *Your pledge shows that you value the school and want to make opportunities available to the next generations of students*
- *Our goal is to reach at least 50% participation*

(If they say NO, try to get a definite reason – no to the amount, no to the purpose, etc. – many times, objections can be overcome!) *Thanks for listening. I hope you will reconsider joining the growing list of 3Ls who are showing their support of the future excellence of the school.* Consider approaching them in the following week to see if they have reconsidered.