

THE CASE FOR SUPPORT:



Why give to the Norwich Fund?

Gifts to the Norwich Fund can be spent as they come in and are directed wherever the need is greatest. Unrestricted annual gifts provide Norwich the flexibility to take advantage of emerging opportunities and to respond to unanticipated needs.

Participation matters.

Gifts of every size support Norwich today and in the future. College rankings measure alumni satisfaction on alumni giving participation. Your gift counts!

Your gift teaches current students how to lead and to serve.

Show Norwich students what it means to put service to country and others before self. We are working hard with our current students to teach them the importance of philanthropy and you, our alumni donors, are their strongest role models.

BEFORE THE CALL:

Make your own gift.

- Asking others to join you in supporting Norwich can be very persuasive.

Be able to articulate why you give back and volunteer for Norwich University.

- *'I give back to Norwich because my time there prepared me for my career in the Army and I made life-long friends.'*
- *'I give back to Norwich because I got a great education and received a generous scholarship. I want to make sure today's students have the same opportunities I had.'*

Familiarize yourself with your contact's gift history and contact information.

- The Class Giving team will share contact information and giving histories for your assigned classmates.
- Search NU's alumni directory for additional information on classmates at alumni.norwich.edu/directories.
- Think of connections to facilitate your conversation. Connections could include: academics, athletics, civic engagement/volunteer service, student clubs, etc.

Be ready to share recent NU news.

- Read the Record, NU's e-News and visit the website for recent updates.

MAKING THE CALL:



Contact your classmate by phone, email or social media. Introduce yourself and share brief life updates and why you are calling.

- Say you are calling on behalf of Norwich. The call is not just about money but about strengthening alumni relationships and affinity between the university and one another.

Share why you give and why you volunteer.

- Be specific and illustrate how your support has made a difference to students and the university.

Thank him/her for past giving, if applicable.

Make the ask.

- Ask for a specific amount, and target an increase over last year's gift: *"Can you support the Norwich Fund with a gift of \$X this year?"*

Wait for a response.

- Be patient and wait for a response.

Celebrating your reunion? Here are some additional talking points:

Ask if your classmate plans to attend.

- Reunion is a great way to stay connected and see what has changed on the Hill.

Share a little bit about the class gift and the reunion goal.

- An important part of reunion is the class gift.
- Participation at any level will help the class reach the reunion goal.

If the answer is yes:

- Thank him/her and ask if they would be willing to commit to giving that amount annually for the next five years.
- Ask if s/he'd like to make their gift via credit card, check or appreciated stock.
- Remind them to check and see if their company matches gifts and, if so, to direct the match to Norwich.

If the answer is maybe:

- Ask if you can follow up, and discuss the best time and way to check in.
- Ask if there is any information Norwich can provide to help with the decision.

If the answer is no:

- Ask if s/he will consider a gift at any level to support participation objectives.
- Every gift, no matter the amount, counts.

Thank you and wrap up.

- Thank them for their time and for considering a gift to NU.
- Send a thank you note or email follow up within the week following the call.

After the call:

- Note changes in contact information and notable conversation notes (changes in marital status, job, children, and employment) to your Class Giving contact.

HANDLING CONCERNS OR OBJECTIONS:

I don't agree with all of Norwich's policies.

- It's important to hear feedback from our alumni and to pass along feedback to the university. Thank them for their input and ask them if they would like to receive a call from someone at the university to discuss a particular decision.

I can't afford to give back.

- Participation is what matters most of all.
- 40% of our donors give \$100 or less. Please give back what you can and know that your gift of any amount matters to our students and our future.
- Recurring gifts make it easier to give over time.

Tuition is so high, you must not need my gift.

- Tuition doesn't cover the total cost of a Norwich education. Donations help bridge the gap between what tuition covers and the true cost of a Norwich education.



THANK YOU TO OUR VOLUNTEERS:

Thank you for volunteering for the Norwich Fund.

As a volunteer, you play an important role in our annual outreach to alumni. Your outreach to classmates and friends keeps the Norwich family connected and strong. We are grateful for your support.

WAYS TO MAKE A CONTRIBUTION:

Online

- Make a gift or set up a new pledge online at alumni.norwich.edu/givenow.

Personal Check

- If a classmate would like to give by personal check, please mail a pledge form with a personal note thanking him/her for their gift.
- Copies of the pledge form can be found online at alumni.norwich.edu/givenow or the Class Giving office will mail you copies to have on hand upon request.

Appreciated Securities

- Donating securities entitles the donor to an income tax deduction.
- Contact the Development Office for more information.

Company Matches

- Donors who work at matching gift companies should contact their HR office to fill out a matching gift form.
- Donors may search our online directory at alumni.norwich.edu/givenow for details on their company's matching gift policy.

The Partridge Society

The Partridge Society recognizes those who make especially generous gifts to Norwich. Young alumni levels for the Partridge Society are tailored to early careers, and matching gifts count toward membership. Many new members have joined by making monthly gifts by credit card.



CONTACT US:

Development Office:
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Norwich University Class Giving:
classrelations@norwich.edu



NORWICH UNIVERSITY DEVELOPMENT VOLUNTEER GUIDE



alumni.norwich.edu

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