

Common Responses and Objections + How to Handle Them

Yes!

Great, thank you! You can give online at www.whitman.edu/give. Or if you'd like to send a check, I have the address for you.

I need to think about it. / I need to talk with my spouse.

Okay, I completely understand. When can I circle back with you?

I can't afford to give.

I understand. I should add that participation is one of our class goals. We need _____ more classmates to give in order to hit that goal. Your participation is appreciated and helps the College's ranking. Could you give tonight to help our class participation goal?

I can't give very much. My gift won't make a difference.

Every gift counts and makes a difference. Plus, for our reunion our class is working together to combine our efforts for a class gift to give back to the college. The gift will be announced

No, thanks. I'm not interested.

May I ask why? It's helpful to hear feedback.

I'm mad at Whitman for_____.

I'm sorry to hear that. Would you like me to pass your thoughts along to the College?

I can't give much. / I'm embarrassed that I can only give this much.

No, thank you! If more alumni did what you're doing, Whitman would really see benefits in donations adding up and in alumni giving participation. A popular way to give now is through a monthly, recurring gift. Are you interested in that?

I already gave.

Thank you for giving! I don't have you on my list of donors for this year. When did you last give?



REMEMBER!

ALWAYS THANK THEM FOR THEIR GIFT, CONSIDERATION, AND/OR TIME.