



Supporting the student-athletes of Loyola Marymount University

LMU Athletics Summer Drive 2009 Talking points

Reminders:

- 1. Make your personal pledge first, then ask your contacts to join you in supporting LMU Athletics**
- 2. Identify yourself as a volunteer and fan**
- 3. Always be positive, enthusiastic, and courteous in your contact**

Introduction

Hello, Can I speak with _____? My name is _____ and I'm a volunteer calling on behalf of LMU Athletics with our Summer Drive. Do you have a moment to talk?

- If they are an alumni or a former student-athlete, talk about their experiences at LMU.
- Have you been back to campus or seen any of the teams' games recently?
- Do you keep up with the team and LMU Athletics?

Transition:

- We've also been sending out emails written by our Athletic Director this summer to keep our alumni and fans updated regarding LMU Athletics. Have you been receiving these emails?
- If not receiving emails, ask if we can add them to the list. **Get their email address!**

Ask:

We're currently running a LionsFund Summer Drive to build support for our student-athletes for the coming year. **Would you be willing to renew your support of LMU Athletics with a gift of \$_____ this year?**

- Each and every team and student-athlete depends on LionsFund for annual scholarships and support to succeed in both the classroom and in competition
- They can (1) make a gift right away, (2) make a pledge to be paid anytime during the coming school year, or (3) set up a payment plan over a period of time to make it easier for the donor.
- *Do you work for a matching gift company?*

Thank you:

Thank you for your gift to the student-athletes of Loyola Marymount University! We will send you a confirmation of your pledge of \$_____. Thank you again for your support!

Do you have any teammates/classmates that we should contact to be involved? Thanks again!!!

Deliverables (to send to Rob Anderson after your contact):

- Pledge amount
- Email Address and any updated contact information

Questions? Contact Rob Anderson at (310) 338-2908 or golions@lmu.edu