



Supporting the student-athletes of Loyola Marymount University

2009 LionsFund Summer Drive Hints and Tips for Success!

Before Calling:

- Make your own gift first! It is the easiest one to get, is worth double the points, and a great way to give us a head start on our efforts for the summer. You will be much more comfortable reaching out and asking others to give if you have already made your gift or pledge in the Summer Drive.
- Take a moment to review the materials, talking points, and any other information you want to talk about. Pass on your enthusiasm and excitement about LMU Athletics and our teams to those who you reach out to, and they will want to make a gift.

When Calling:

- Identify yourself as a volunteer and part of our LMU Athletics Summer Drive. People are much more receptive when they know you are a volunteer and calling because you want to help.
- If the person made a gift last year, thank them for their support, let them know it makes a difference, and ask if they would be willing to continue that support. If they were not a donor, let them know that each and every gift helps to add up and make a difference, and we'd love to have them join us with a gift of whatever size they are comfortable with.
- If they agree to make a gift, thank them and confirm the specific amount pledged. Pledges are paid and fulfilled 4-5 times more often when they are for a specific dollar amount, and it helps us know how much we can plan to count them in for in our Summer Drive totals.

When you receive a pledge:

- Let us know right away! The faster you let us know as you get each pledge, the faster we can get a confirmation and thank you letter out to each donor.

Shortcut and tips for points:

- The best calling list is the one in your cell phone! You probably have contacts and numbers for many friends, fans, and alumni, that we wouldn't even be able to get ahold of. They know you love LMU Athletics, and you are the one they are most likely to make a pledge to.
- New or lapsed donors are harder to get, but worth twice as much no matter the amount they give. Take some extra names from the lapsed donor list, or think of someone who hasn't ever given before, and get them on board for the first time!