



Bentley Reunion

Sample Reunion Scripts

Letter Sample

Dear [NAME],

Can you believe we're celebrating our [#] reunion this year? I hope you're as excited as I am to return to campus and reconnect with our classmates!

In addition to attending the event — which I hope you plan to do — I am also asking you to join me in contributing to our class gift.

Our financial support for Bentley will demonstrate our appreciation for our time at Bentley and help make sure today's students have the same experience that we did.

You can choose how to direct your gift. For example, did you know that Bentley administers more than \$87 million in financial aid each year to undergraduate students? You might choose to support financial aid and scholarships, or another area of the university that is meaningful to you.

Please help us get to our [#] goal of [#] donors from [CLASS YEAR], which is [#]% participation for our class! Would you consider making a gift of [ASK AMOUNT]?

Reunion is a reminder of our defining time on campus and of how fortunate we were to be able to attend an outstanding institution and receive a world-class education. Without our gift — your gift — there are qualified students who may not get the same opportunity. You can email Brittany Topper at btopper@bentley.edu, call 781.891.2798, or make your gift online at bentley.edu/giving.

I hope to see you at our Reunion!

Sincerely,

[YOUR NAME]

Class of [#] Reunion Committee



Email Sample

Dear [NAME],

Can you believe we're celebrating our [#] reunion this year? I hope you're as excited as I am to return to campus and reconnect with our classmates!

In addition to attending the event — which I hope you plan to do — I am also asking you to join me in contributing to our class gift.

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You can choose how to direct your gift. For example, did you know that Bentley administers more than \$87 million in financial aid each year to undergraduate students? You might choose to support financial aid and scholarships, or another area of the university that is meaningful to you.

Please help us get to our [#] goal of [#] donors from [CLASS YEAR], which is [#]% participation for our class! Would you consider making a gift of [ASK AMOUNT]? [Click here to make your gift!](#)

Reunion is a reminder of our defining time on campus and of how fortunate we were to be able to attend an outstanding institution and receive a world-class education. Without our gift — your gift — there are qualified students who may not get the same opportunity.

I hope to see you at our Reunion!

Thanks!

[YOUR NAME]

Class of [#] Reunion Committee



Making the Call

Put your classmate at ease by letting him/her know that you're calling on behalf of Bentley. Have a few stories to share about your time at Bentley and/or your senior year. This will help your classmate "return" to Bentley as you chat.

Ask if that person plans to attend your Class Reunion. If so, then engage them in a discussion about Reunion. If your classmate wants more information about the event or doesn't plan on going, then this is the perfect chance to share your enthusiasm about the Reunion program and tell them why you are excited to attend!

Let them know that you are serving the university as a reunion volunteer and are calling in an effort to increase your class support and participation in the Bentley Fund. Giving back to Bentley helps today's students have the same experience — the teachers, classes, internships, clubs, sports and lifelong friendships — that you had. Let them know why YOU have chosen to support Bentley, and that any and all gifts, regardless of designation, will count toward your class gift.



Making the Ask

Past Donor: I want to take this opportunity to thank you for your past support of Bentley, and I hope that you will continue to support the university with a gift this year. Will you consider a gift of [ASK AMOUNT]?

Future Donor: I hope that you will join other members of our class this year in supporting Bentley. Will you consider a gift of [ASK AMOUNT]?

They say yes: Great, thank you very much for your support — it will make a difference! I will mark you down for a pledge of [AMOUNT]. You will receive a pledge reminder and a reply envelope from the university.

They want to consider: I understand if you do not want to commit to this amount now. If this amount is not comfortable for you, please remember that a gift of any amount makes a difference. Thank you for your consideration. When you are ready, you can let me know, or make your gift online at bentley.edu/giving.

They say no to the initial ask: Your support at this time is extremely important to the university. Would you consider a gift of [LESS THAN ASK AMOUNT]?

If still no: I wouldn't be doing my job as a volunteer if I didn't tell you that corporations and foundations use alumni participation as a measure of the value alumni place upon their Bentley experience. If Bentley does not have strong alumni participation, then these groups may overlook the university for funding. So, I hope that we can count on your support in the future.

Close: Thank you very much for taking the time to speak with me about Bentley. I've really enjoyed it! Do you have any new contact information or changes the university should be aware of? Again, thank you for your support/time! I hope I'll see you at our Class Reunion!



Ask Amounts

What is an ask amount?

Ask amounts are specific dollar amounts assigned to all alumni. The ask amount is determined by members of the development staff. Ask amounts are based upon the donor's past giving habits, giving potential and whether or not the donor is in a reunion year.

Why do we use ask amounts?

You will never know how much someone is willing to give unless you ask! Asking a donor to consider a specific dollar amount sets an expectation of the range of gift the university would like to receive, which many find helpful when considering their gift.

After the Call

Please inform Britt (btopper@bentley.edu) as soon as possible of the outcome of your contacts. It is important for the university to acknowledge any gifts, pledges or concerns promptly. Additionally, following up to say thank you to the donors in your class, either by phone or note, is a wonderful way to be in touch and to share the university's appreciation for their support.

Thank you – Bentley's success is due in large part to your volunteer efforts!