Instructions for Applying for Phonathon Position

The position of phonathon caller is essential to thank past donors and to ask for continued gifts to the Annual Fund for Potsdam. You should familiarize yourself with what the Annual Fund is by visiting the webpage.

Read this sheet carefully and fully before starting the steps. Then follow the instructions to apply for a position as caller.

1. Send an email to nesbitem@potsdam.edu with the following information (Do NOT do this until you have read all the instructions):
   a. Full name
   b. Hometown
   c. Class Year (freshman, sophomore, etc)
   d. Your phone number
   e. Day and time you will be calling (you will be making a solicitation call as part of your interview. The script is No. 2 below)
   
      i. **The date be between Aug. 30 and Sept. 12 – Don’t wait until the last day! Optimal times are between 8:30 am and 4:30 pm**

   f. Shifts you are available to work (this does NOT mean you will be assigned to all your days of availability). Shifts are: Sunday 1-4 pm, Sunday 6-9 pm, Monday 6-9 pm, Tuesday, 6-9 pm, Wednesday 6-9 pm. We will NOT be calling on Thursdays, Fridays, or Saturdays

2. Use the script below when calling, Anything highlighted in yellow in this section are instructions for you. Make sure to make your call to 315-267-3403 on the day and time you have scheduled. Be prepared to take notes, you will have to email information at the end of the call.

   If you get voice mail leave the following message:
   
   Hi this is __YOUR NAME______________, I’m calling on behalf of the Annual Fund for Potsdam. I’m sorry I missed you. I will call again [leave another day and time, and then make another call on that day and time]

   If someone answers:

   Hi, my name is __ YOUR NAME____, I’m a (freshman/sophomore/jr/sr) at SUNY Potsdam, calling on behalf of the Annual Fund for Potsdam. May I speak with Mrs. Ellen Nesbitt? [If not Ellen Nesbitt or she is not available, leave your name and the day and/or time you will call back... and make sure to call back.]

   How are you **today/this evening**?

   Mrs. Nesbitt, I’m calling to talk with you about the Annual Fund for Potsdam and fill you in on what’s happening on Campus. May I first verify your contact information?

   Are you still living at 1313 Mockingbird Lane, Monsterville, NY 19999?

   Is your email still nesbitem@potsdam.edu?

   And we have a cell number of 315-261-3889?
Mrs. Nesbitt, I’m really happy you answered my call (today/this evening), it’s always great when I can talk to alumni of the College. What was one of the things you liked most about your time here at Potsdam?

[Do you know what she is talking about? Ask her more details or talk about how it relates to you. Tell her something about yourself – what do you like about Potsdam, or something about your major. What activities or sports/clubs are you involved in... this is where you have a short conversation to engage the caller. Then transition to the next section]

These experiences really make the Potsdam a great place to be. It just wouldn’t be the same without them. I know a group of students were able to visit Cuba last year, and this summer there was a group of students who were able to do an archeological dig at the John Brown farm in Lake Placid. These opportunities are possible because of alumni like you.

Mrs. Nesbitt I see you have been a loyal supporter of the College in the past, and I hope that you will continue that support (today/this evening) with a gift of $200?

[If the answer is YES] – Thank you so much for your gift of $200. Jump to Green section

[If the answer is NO] – We could break that amount up into monthly payments if it fits your budget better. Would that be easier? Jump to Light Blue section.

Would you like to put that on a Visa, Mastercard or American Express?

Can I have the card number [write it down]

Expiration date [write it down]

CVV code [write it down]

Again, Mrs. Nesbitt thank you so much for your gift of [repeat the amount]. It will help so many students here on campus. You will be receiving a receipt by email shortly. Do you have any questions for me? Thank you again and I hope you have a great [day/evening].

END, hang up send information to email nesbitem@potsdam.edu

I see you gave $100 to the Annual Fund last year. We certainly hope you could continue your support. Repeat gifts continue to help the College’s public rating, and the College can use the money to help the students in so many ways.

YES – Go to Green Section above

No – Go to Grey Section below

I’m so sorry to hear that. You’ve been such a loyal supporter. Is there any particular reason you feel that you can’t support us this year? [make note of reason if significant]

Even a $20 gift can make a difference? Could you possible support us at that level?

YES—go to Green
No – Mrs. Nesbitt I want to thank you for your time this evening and answering our call. I hope that you will be able to help us out in the future. Have a good (day/evening).

END, hang up send information to nesbitem@potsdam.edu

3. After your call, and you have sent your email, you will get a response by email with further instructions.
   a. You may be asked to make a second call,
   b. You may be asked to come into the office for a face-to-face meeting
   c. You may be told that you didn’t get the job

4. Tips for this interview
   a. If you are calling from a cell phone – make sure you have a quiet space and a strong signal
   b. Be prepared – re-read the script a few times. Imagine how a person might answer the questions. What will you say back to them?
   c. Have the script in front of you…read it, or paraphrase it.
   d. Check out a few pages on the Website
      i. Annual Fund
      ii. Phonathon
      iii. About the College and its history
      iv. Alumni Pages including notable alumni, Mascot History, Poplar statistics
   e. RELAX – look at it as having a conversation with someone
   f. Remember if you leave a message to call back, YOU are responsible to call back and make the connection! We will not be calling you back.

Thank you for your interest in applying for a position at the Buzz Phonathon.