

**ASK GUIDELINES
CALLER DEVELOPMENT**

OBJECTIVE:

- ⇒ **TO REASONABLY ASK FOR LARGE PLEDGES**
- ⇒ **TO INCREASE PLEDGES MADE AND PLEDGE AMOUNTS**

Q & A

Q: What are the ask guidelines?

*A: Small Futures- \$50, \$25, any amount
Large Futures- \$100, \$50, any amount
Lybunts/Sybunts (under \$100 last time)- \$200, \$100, Renew
Lybunts/Sybunts (over \$100 last time)- \$500, \$250, Renew*

Q: Why is it important to follow the ask guidelines all the time?

A: Using the ask guidelines helps to generate the most funding possible by getting each alumnus to donate as much as possible. They also help to achieve the highest number of pledges. Not to mention, that by effect using your ask guidelines increases your stats, which raises your caller level and in turn, your pay rate. So, using the ask guidelines not only helps the Annual Fund but also, helps you!

Q: Can you ask all the amounts at once ?

A: No. It is important that you use the ask guidelines separately and in order at all times. It not, one “no” will end your phone call and the last amount the alumnus hears will be the lowest one. Using the asks separately and in order helps to increase pledge amounts.

**ASK GUIDELINES
ARE PART OF YOUR JOB AT THE ANNUAL FUND
AND
THEY ARE CRUCIAL TO THE SUCCESS
OF OUR ORGANIZATION
AND OUR UNIVERSITY.**