

STUDENT FUNDRAISER JOB DESCRIPTION



Purpose:

The Calling 'Canes telemarketing program is a direct link to UM's alumni, friends, current students, and parents. The Calling 'Canes team is trained to contact these important constituents to ask for monetary support to the much needed areas of the University, such as scholarships, operating expenses, and student programming.

The Student Fundraiser will be an ambassador for the University in every aspect of their job: soliciting alumni and friends for gifts to the University, providing constituents with information about the University, and other duties as assigned by the supervisor. As part of the Calling 'Canes team, Student Fundraisers are an integral part of the Annual Fund's fundraising and alumni relations efforts.

Qualifications:

- Excellent telephone communication skills
- An understanding of the University and its history
- Motivated to achieve team and personal goals
- Responsible, mature, energetic, and positive
- Willingness to follow directions with a high regard for details
- Previous customer service, sales, or telemarketing experience is preferred, but not required
- Ability to work a minimum of 2 calling shifts per week throughout the semester

Duties and Responsibilities:

- Contact alumni and friends of the University via the phone and other mediums as assigned, to solicit them for annual gifts, and where appropriate, multi-year gifts, to the University.
- Complete the following: orientation, computer training, and role play
- On a nightly basis:
 - Follow calling script for donor and non-donor alumni
 - Establish rapport with all prospects
 - Follow the ask structure of calling script
 - Address immediate concerns and objections of alumni
 - Maintain proper amount of attempts, contacts, and completes
 - Solicit prospects for Annual Fund gifts
 - Update prospect biographical information
 - Inform prospects of campus news and upcoming events
 - Record any customer service issues in CampusCall or report to a supervisor
- Follow all Calling 'Canes policies and standards
- Maintain confidentiality of prospect records
- Show courtesy and professionalism on each and every phone call
- Communicate needs, concerns, and other issues to UM staff
- Perform other duties as assigned by program manager