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:

- All student employees must be degree-seeking, enrolled at least half-time (six credits per semester) and financially registered (i.e., paid or have made arrangements to pay for the semester) to be eligible to work as a student employee
- Excellent telephone communication skills
- An understanding of the University and its history
- Motivated to achieve team and personal goals
- Responsible, mature, energetic, and positive
- Willing to follow directions with a close attention to detail
- 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 Calling ‘Canes training program
- On a nightly basis:
  - Follow scripted materials which are provided for all constituents
  - Act as a representative of the University to establish rapport with all prospects and to deliver information about the school
  - Follow the ask structure of calling script to solicit donation from constituents
  - Address immediate concerns and objections of alumni
  - Maintain proper amount of attempts, contacts, and completes
  - Update prospect biographical information
  - Record any customer service issues 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