

1971 SAMPLE OUTREACH SCRIPT:

1) Preparing for the call

- Try to know as much as possible about the person you are calling.
- Consult their Facebook page (if possible).
- Have the dates for Reunion (June 4-7, 2021) handy.
- Have the contact information for our Class Agent, JC Labowitz, handy: jclabowitz@gmail.com

2) Introduction

- Hello, this is _____. Grinnell class of '71. May I please speak with _____? I'm a volunteer for our 50th College Reunion steering committee.
- I'd like to talk to you about coming to your 50th Grinnell Reunion at the beginning of June 2021. This is *not* a fundraising call.
- We divided up the names of our classmates. *I wanted to call you.*
- I am calling to invite you to your 50th Reunion next June. While we know circumstances will need to continue to improve to be able to gather together in person, I did want to get these dates on your calendar because I would really like you to be there. We know everyone will enjoy it.
- I can answer questions that you may have about it.

3) Rapport and Discussion:

- Before we talk Reunion, how are you? Tell me about what you have been doing since I saw you last?/Since you left Grinnell? (e.g., kids, grandkids, work, retirement, etc.)
- Are you still working?
- Do you receive and read the '71 class letter?
- Who are you in touch with from Grinnell?
- Who would you be most excited to see at Reunion?

- Would you be willing to recruit them/others for the Reunion?
- Do you have ideas for Reunion programming that you would particularly be interested in? You will be receiving a class letter soon, asking you to offer those ideas to the Reunion steering committee.

4) **Call to Action:**

- Could we add your name to our growing list of classmates who are making plans to attend—assuming the coronavirus pandemic is under control and we can do so?
- Also, can I confirm that your email address is XXX?
- (IF YES): Do you have any ideas you would like to offer for the Reunion planning committee?
- (IF NO): What could convince you to consider attending Reunion?
- If you have not done so recently, would you consider submitting a note for one of our upcoming class letters? *Offer to send a note on their behalf to JC.*

5) **Close:**

- (IF YES): Thank you for agreeing to come to Reunion if we are able! The College and our class will continue to send updates and materials out as we get closer to the date. Registration will open on March 15 next year.
- (IF NO): We will miss you at Reunion. Thank you for letting me know you can't attend. If your plans change, I would welcome the chance to visit with you again.
- (IF MAYBE): I hope you will decide to attend. Is there any additional information that would help you make this decision?
- Could I give you my email address or phone number and keep in contact with you?

6) Follow-up: First, take time to report the results of your contact with classmates. Report the following:

- Decisions about attending Reunion—YES, MAYBE YES, MAYBE NO, or NO. If maybe or no:CONTACT AGAIN/DO NOT CONTACT AGAIN?
- Changes to contact information (address, phone, business, family, etc.)
- Affinity information – Are there classmates from your campus life, clubs, extracurriculum, major, or dorm(s) that you are connected to/would like to reconnect with/would like to contact about coming to the Reunion?
- Other incidental notes from the call (e.g. ideas for the Reunion; who they would like to see, etc.)

Please be sure to communicate outcomes of your conversations to Jayn Chaney (chaneyj@grinnell.edu) and to Katherine Hauser (hauserks11@gmail.com)