ALUMNI FOLLOW-UP SCRIPTS

*“I should follow-up on a GAPS Ask with a recent alumnus …what does that look like?”*

Below are situation-based scripts for text follow up to help you lovingly follow-up a GAPS Ask. You’ll find:

* Text scripts for when an alumnus from a more direct culture said “Maybe”
* Text scripts for when an alumnus from a more direct culture said “Yes”
* Pointers for how to adjust follow up posture and language according to degree of directness

**An alumnus from a more direct culture said “Maybe” to giving**

**Text Follow-Up #1 (F1)**

Hey [Insert Name], how have you been since our transition interview (or when you last spoke with them)? We’re super grateful you’re praying for our chapter! [Insert appropriate Emoji]. When we talked, you said “maybe” in response to the invitation to give, I wanted to follow-up to see what your thoughts are now?

**If They Reply:**

*Offer to set up a short call where you catch up and walk them through the giving process.*

**If They Don’t Reply (F2-F5):**

*Send the following text 1x/week for the next four weeks.*

Hey [Insert Name], how are you? I know there might be a lot going on…wanted to circle back with you about giving? Any updates?

**If There’s No Reply To F2-F5 (F6):**

Hi [Insert Name], no worries here…there’s a lot going on. InterVarsity is asking me to make sure that everyone who wants to give to their chapters is thoroughly followed up with. Thoughts on giving to our chapter?

**If There’s No Reply To F6 After Several Weeks (F7):**

Hi [Insert Name], not trying to bother you. 😬 🙃 We’re super grateful for you! Like with NSO, we’re persistent when people express interest in joining InterVarsity. In this case, we’d love for you to join our team of financial partners who are resourcing the mission at [Insert School Here]. Is there anything holding you back from giving now?

**If There’s No Reply To F7 After Several Weeks (F8):**

Hi [Insert Name], I’m sorry if I’ve offended you with my follow-ups on joining the giving team. We really care about you. I’ll interpret your silence to mean that you’re not interested in giving for now. I’ll plan to circle back with you in another season. Hope you’re doing well!

**Finally, If There’s No Reply To F8:**

*Setup a task in Donor Elf to follow-up again (with fewer contact attempts) in six months.*

**An alumnus from a more direct culture said “Yes” to giving**

**Text Follow-Up #1 (F1)**

Hey [Insert Name], We’re super grateful you! How have you been since our transition interview (or when you last spoke with her)? When we talked, you said “yes” to giving to our chapter. When were you hoping to start that up? I’d love to help you set it up if you need it.

**If They Don’t Reply (F2-F5):**

*Send the following text 1x/week for the next four weeks.*

Hey [Insert Name], how are you? I know there might be a lot going on for you. I’m looking to check-in about your desire to give to our IV chapter. How can I be helpful?

**If They Don’t Reply To F2-F5 (F6):**

Hi [Insert Name], no worries here, I'm sure there’s a lot going on. InterVarsity is asking me to make sure that everyone who wants to give to their chapters is thoroughly followed up with. Still looking to give to our chapter?

**If There’s No Reply To F6 After Several Weeks (F7):**

Hi [Insert Name], not trying to bother you. 😬 🙃 We’re super grateful for you! Like with NSO, we’re persistent when people express interest in joining InterVarsity. In this case, we’d love for you to join our team of financial partners who are resourcing the mission at [Insert School Here]. Is there anything holding you back from giving now?

**If There’s No Reply To F7 After Several Weeks (F8):**

Hi [Insert Name], I’m sorry if I’ve offended you with my follow-ups on joining the giving team. We really care about you. I’ll interpret your silence to mean that you’re not interested in giving for now. I’ll plan to circle back with you in another season. Hope you’re doing well!

**Finally, If There’s No Reply To F8:**

*Setup a task in Donor Elf to follow-up again (with fewer contact attempts) in three months.*

**Adjusting our follow-up according to degree of directness to love alumni well**

For reference, this is a [great guide](https://mpd.intervarsity.org/asian-american-asking-gradient) in thinking about making MPD asks in a variety of cultures.

**If an Alumnus has an indirect cultural heritage, but is more assimilated to majority culture:**

* It is likely that you can more freely use the text scripts provided above, as is.
* If unsure, be more indirect (see below) or ask a staff colleague for help.

**If an Alumnus would be served best with a *soft indirect* approach:**

* (F1) Hey [Insert Name], how have you been since our transition interview? I know last time you mentioned that you'd be interested in giving to the chapter, so just wanted to check in and see if you had any questions. How can I be helpful?
* *If no reply:* (F2-F5) Hi [Insert Name], how are you? I know there might be a lot going on for you... I’m looking to check in about potential partnership with InterVarsity? How can I be helpful?

**If an Alumnus would be served best with a *hard indirect* approach:**

* (F1) Hey [Insert Name], we’re super grateful you! How have you been since (you last spoke with them) our transition interview? Just wanted to see if you had any questions from our conversation.
* *If no reply:* (F2-F5) Hi [Insert Name], how are you? Just wanted to see how things are going in this crazy season.

**If an Alumnus would be served best with a *soft indirect* approach:**

* Handwrite a note and snail-mail it to the alumnus. Share a recent testimony about campus and mention generally and impersonally that you “hope to increase your funding.”
* Make sure the alumnus is receiving your Alumni Newsletter and any other chapter-specific alumni communication.