

Black Alumni Summit
Philanthropy Support Packet
Listening Session Talking Points: Template
Last updated: June 6, 2019

Philanthropy Support Packet: This document is part of the *Philanthropy Support Packet* compiled by the Black Alumni Summit. The Packet features tools, resources, and content to support the stewardship, engagement, philanthropy, and fundraising objectives of alumni groups and associations. We appreciate the willingness of the Black Alumni Summit to share the content below, which was secured with permission. For additional details, please visit www.blackalumnisummit.org.

Overview of Listening Sessions: Listening Sessions are face-to-face meetings with volunteers, donors, and prospects to more deeply engage them in the work of black alumni associations. Typically, 2-3 conversations with a donor are required to successfully close a gift, and below are some draft talking points to help guide an initial donor visit.

LISTENING SESSION TALKING POINTS

Name #1 (Perhaps the Board Chair)

- Thanks so much meeting with us today. For our time together, we'd like to cover three things.
- First, we can talk through some recent developments at the Black Alumni Association, which is taking on a new direction this year.
- Next, we can review opportunities for engagement. We'd like to sit down with 10-15 Black Alumni Association members like you in the next 2-3 months, and we could really use your guidance on any suggestions you might have.
- Lastly, we would like to collect your ideas around how we can engage Black Alumni Association members in their thinking about the Black Alumni Association and their personal philanthropy.
- Is there anything else that you would like to cover? **PAUSE AND ANSWER ANY QUESTIONS**

Name #2 (Perhaps the Chair of the Fundraising Committee)

- First, let's talk through the Black Alumni Association and its new direction. Before I get started, please tell us about your experience with the Black Alumni Association and its value over the years. **PAUSE AND WAIT FOR RESPONSE**
- Thanks for that. There are a few things I want to share with you about the new face of the Black Alumni Association. I'd like to share our revised mission statement with you: **SHARE MISSION STATEMENT**
 1. How does this resonate with you?
 2. In what way might you envision seeing yourself being involved in the months and years ahead?
 3. What services and programs would you suggest that the Black Alumni Association organize?

Name #1

- Thanks for that. I'd like to switch gears and ask for your help on engaging with more Black Alumni Association members.
 1. As you think about your closest friends, classmates, and Black Alumni Association members, who else should we engage in a conversation like this?
 2. Would you be willing to connect us with them?

Name #2

- As we think about philanthropy, we know that there is a lot of energy around opportunities to invest in Black Alumni Association. A heightened view of philanthropy means more resources to support scholarships, Black Alumni Association events, and programs that the Black Alumni Association generates and maintains.
- To kick off this work with lots of momentum, gifts from key influencers, Black Alumni Association leaders, and alumni from each generation will be necessary.
- For our early efforts in securing resources that support Black Alumni Association, we want donors to do three things: 1) Make a stretch gift; 2) Feel good about their gift, and 3) Tell other Black Alumni Association members about their gift and engage them in our work to build financial resources.

Name #1

- Would you be willing to have a conversation soon about making a gift to Black Alumni Association?
- **IF YES:** We appreciate your willingness to consider a gift. When would be the best time to follow-up around that?
- **IF NO:** We know that you have a number of priorities, and we appreciate the chance to sit down with you today.
- Thanks so much for visiting with us today, and we'll see you soon.