First Time Caller Tips and Tricks 2014-2015

Purpose of phone call
Thank you for participating in this important outreach to fellow parents. The purpose of the outreach calls for the first time are designed to:

- Engage in conversation about Colby with fellow parents.
- Highlight common experiences and impressions as a way of building a stronger sense of “Colby community” for your assigned family.
- Note questions or any concern/suggestion requiring staff follow-up.
- Be a resource about “why give to Colby” should the conversation turn to the recent appeal letter or to the Colby Fund for Parents in general. (You will reach out to these families starting in the fall about supporting Colby)

Getting Started
- Once you log in to MVP you should review the bio information to learn about the families you have been assigned.
- If any of the information you see is hard to understand, don’t hesitate to reach out to Jlynn (jfrazier@colby.edu) or Matt (mrmullen@colby.edu).
- Many families have had great success starting with an email or writing a personal note to send to the families first. This often provides an opportunity to introduce yourself, say hello, and ask the parents for a time to call.
- If emailing or writing a note, we recommend including both parents names if it is a two person household and mentioning their student(s) by name.
- Outreach can take a couple of tries to connect. Similar to you, families are often juggling schedules (different school vacations, etc.).
- First time phone calls can turn into questions about giving to Colby. Remember parents received a written appeal in the fall. Parents have had the most success talking about the wonderful experience their student is having and the reasons they are giving back to Colby (by volunteering time and of course making a meaningful gift to the Colby Fund for Parents).
- If you try and try and cannot get ahold of a parent (or have a call that did not go well) not to worry. Just make notes in MVP so that we can be aware for next year (and cross them off your list).
- Say “thank you.” After making phone calls, we ask that you continue to check the MVP records of your assigned families in order to send them a brief thank you note for their gift. Some families even write notes to thank families and follow up on great conversations. It is not just about making a gift, it is about the Colby network (which parents are a really important part of).