UNIVERSITY REPRESENTATIVE JOB DESCRIPTION

Cornell Annual Fund University Representatives are responsible for calling Cornell alumni, parents, and friends. Our primary goals are to reconnect Cornellians with the University and to bring in gifts to foster the growth and development of Cornell. Cornell Annual Fund gifts are vital to the health and continued growth of the entire university.

The candidates who are selected after completing both the drop-in and phone interviews will be asked to return for paid training sessions on September 10 & 11 after which regular work shifts will begin. Each employee’s shift schedule is determined based on his/her preferences as well as the availability of shifts in the calling room. Each employee is required to sign up for least 2 regular calling shifts per week.

Our attendance policy allows for some flexibility by using a sub system, but in general, you are expected to work your two regular shifts each week. Any shift you miss without a sub must be made up, and missing more than two shifts without a sub is grounds for termination from the program.

Responsibilities
- Arrive on time and be prepared for each of your shifts
- Foster a good working relationship with fellow callers and the student management team
- Contact Cornell alumni and follow the ask structure in soliciting gifts for the University
- Build rapport and maintain good relations with alumni
- Verify and update alumni information
- Follow program protocol on technical coding

Useful Attributes and Skills
- Enthusiasm and self-motivation
- Strong belief in and commitment to the mission of the Cornell University Annual Fund
- Clear communication skills; interest in talking to new people
- Polite persistence
- Strong work ethic and attendance record
- Flexibility and dedication
- Past calling or customer service experience

Shift Details
Sunday – Thursday: 6:45pm – 10:00pm
Saturday: 11:45am – 3:00pm
No Shift Friday

- All shifts are held in the Blue Room in Carpenter Hall (Engineering Quad).
- University Representatives must be present for the duration of the shift and are compensated for swiping in up to 15 minutes early
- Each shift includes a paid 15-minute break
- Employees are responsible for finding their own subs if they are unable to work a scheduled shift

Compensation
Hourly wages begin at $11.00. Raises and promotions are determined based on performance, attendance, and contribution to the program.
THE INTERVIEW PROCESS

1.) In-person interview – Sunday, Sept. 4 from 1-4PM or Monday, Sept. 5 from 5-8PM in Carpenter Hall
   • Required for all applicants
   • Location: Carpenter Hall Blue Room (computer lab straight ahead as you walk into Carpenter)
   • Interviews are first-come, first-served; feel free to use computers or bring homework while you wait
   • Decisions for the next round will be made on the evening of September 5

2.) Phone interviews—September 6-9, time TBD
   • Interviewers will call your cell number
   • Please be punctual and allot 15 minutes for the call

In-Person Interview*
The in-person interview will be a chance for two of our student managers to get a better sense of your personality, relevant job skills, experience, and familiarity with the Annual Fund and the duties of CAF callers. Please come prepared with any questions you may have. These interviews are short (<10 minutes). Depending on the time, you may have to wait a bit, but we’ll do our best to keep things moving.

*You may want to consider collecting the necessary I-9 documentation (http://www.uscis.gov/files/form/i-9.pdf) as you will need to these if you are hired. If these are at home, someone will need to mail them to you.

Phone Interview
The phone interview has two parts. The first will be a simulation of a typical phone call with an alumnus. The script you will use (attached here) is similar to what we use on the job and will include an introduction, verification of contact information, and a series of gift asks. You will act the part of the student caller and the interviewer will act as the alumnus. We recommend that you practice and run through the script with a friend beforehand.

1.) Mock call Please note that while it is a simulation, the interview should be treated as a real call. If you make a mistake, don’t worry – just relax and keep going! During the call, speak naturally and answer any questions the best you can. Remember – **one of your goals is to build a connection with the alumnus.** Don’t be too distracted by the script details and feel free to improvise as appropriate. Although the script acts as a guide to the phone call, **please try not to read it word for word.** Successful candidates are sincere, enthusiastic, and persistent communicators!

   In the script, there is a series of “asks” – the first is for $250. You only need to move on to the next ask if the alumnus refuses to commit to the previous larger amount. Most people don’t give until they’ve been asked more than once! At some point during the call, the alumnus will likely state some objections to giving. You must be prepared to respond to these objections.

2.) Interview questions There will be time for informal questions and discussion after the “call” is completed.

Questions? Please contact our hiring coordinators Will Gibson (wjg87@cornell.edu) or Therese Banks (tsb53@cornell.edu) and they’ll be happy to help.
PHONE INTERVIEW CALLING SCRIPT

Introduction

1. Hi, my name is _____ (Your Name) ___, and I'm a student at Cornell calling on behalf of the Cornell Annual Fund. May I please speak with Mr. or Mrs. Smith?

2. How are you this evening, Mr. / Mrs. Smith?

Update Records – 3 Steps

Tonight, we are calling alumni for a few reasons. First, we are updating our alumni records.

1. Is your current address still __________ (State any address OR choose option a) ____________?

   a. **If Address Not Available**: We don't have your current address on file. Would you like to provide that information?

2. Is your current employer still __________ (State any employer OR choose option a) ____________?

   a. **If Employer Info Is Not Available**: We don't have any information on your employer. Would you like to provide that information?

3. Is your best email address still __________ (State any email address OR choose option a) _____________?

   a. **If Email Address Info Is Not Available**: To save resources, we've begun to send a lot of our correspondence via email. What's the best email address Cornell can use to reach you?

Thank you for your updates!

Build Rapport

1. We're also calling to see if you have any questions about Cornell or would like to know what's happening on campus.

   **A Few Example Topics to Build the Conversation:**
   
   - Have you been back to campus recently?
   - I see you were in the ____(state any college at Cornell)______ school. What was your major?
   - How has your Cornell degree worked out for you?
   - I see you work for _________________
   - I see you are from _________________
   - Do you have any advice for a current Cornell student?
   - Or be creative and use your own!

2. Are there any resources or departments on campus that I could help connect you with?
What is the Cornell Annual Fund?

Finally, I am calling on behalf of the Cornell Annual Fund. Are you familiar with the Cornell Annual Fund?

a. IF YES: Great! Then you know that the Cornell Annual Fund raises support from alumni each year. That support goes to things such as... (see below)

b. IF NO: The Cornell Annual Fund raises support from alumni each year. That support goes to things such as...
   - Student financial aid
   - Library acquisitions
   - Laboratory equipment
   - Scholarships
   - Faculty salaries
   - Everything at Cornell

First Ask ($250)

With that in mind, I would like to ask if you would join other alumni in support of your alma mater with a very generous, tax-deductible gift of $250 tonight?

a. IF YES: (Great Job! Skip down to Pledge section of script!)

b. IF NO: I understand Mr./Mrs. Smith, but I would like you to know that...
   Rebuttals (pick one or two):
   - Cornell Annual Fund dollars support student organizations and activities like [insert a club/sport/activity that alum was involved in]
   - Gifts to the Annual Fund have allowed me to... [attend Cornell, do research, etc]
   - Tuition and government support cover less than 60% of the true cost of a Cornell education.
   - Over 60% of undergraduates receive financial aid.
   - Or be creative and use your own.

Second Ask ($100)

With this in mind, would you be interested in making a gift of $100?

c. IF YES: (Great Job! Skip down to Pledge section of script!)

a. IF NO: I understand Mr./Mrs. Smith, but one of our main goals this year is to increase our alumni participation rate. Our participation rate is a measure of alumni satisfaction and also influences our college ranking.
   - A high ranking ensures that your degree remains valuable.
   - Greater participation allows Cornell to receive additional support from outside sources.

Final Ask ($50)

This year, we are aiming to increase our participation rate, which you can help us with right now! Would you be able to give a smaller gift of $50 this evening?
a. **IF YES:** (Great Job! Skip down to Pledge section of script!)
b. **IF NO:** I understand your decision, Mr./Mrs. Smith. Thank you for taking the time to speak with me. I hope you will consider supporting Cornell in the near future.

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**Pledge**

Thank you very much for your generous gift! Your support greatly helps every student here at Cornell. For your convenience, would you like to use Visa, Mastercard, American Express, or Discover?

a. **IF YES:** Great! Could I please have your credit card number and its expiration date?
b. **IF NO:** I understand your hesitation to put your pledge onto a credit card, but we're encouraging alumni to give by credit card because...
   - it simplifies processing,
   - it is better for the environment,
   - it helps us cut costs,
   - it puts your money to good use right away.
   - I can also assure you that your personal information is completely secure. All your information is encrypted and we never keep your credit card number on file.
   Would you reconsider?

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**Matching Gift**

Also, do you or anyone in your family currently work for a matching gift company?

*(What’s a Matching Gift?)* By filling out a simple form, the alumnus could double or even triple the impact of his gift at Cornell! Many companies offer a matching gift program, which means they’ll match their employees’ charitable gifts. For example, if a company offers a 1:1 match, a gift of $100 could double and become a gift of $200!

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**Closing**

Thank you so much for your time and generosity! You’ll receive a receipt for the gift you made within the next few business days. It was a pleasure speaking with you, have a great evening!

*(Don’t hang up the phone! The interview isn’t quite over yet; we may have a couple of comments or questions for you, and we want to give you a chance to ask us questions!)*