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 a drop-in and phone interview will be asked to return for paid training sessions on September, 8 & 9 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 2 regular calling shifts per week. The available shift times are detailed below.

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 prepared for each shift
- 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 and 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 $12.00. Raises and promotions are determined based on performance, attendance, and contribution to the program.
THE INTERVIEW PROCESS

1.) In-person interview – Sunday, September 2 from 11-2 PM or Monday, September 3 from 11-2 PM
   • Required for all applicants
   • Location: Carpenter Hall, Blue Room (computer lab straight ahead as you walk into Carpenter)
   • Interviews are first-come, first-serve; feel free to use computers or bring homework while you wait
   • Applicants will be notified if they advance to the next round on the evening of September 3, and if invited to proceed, will be prompted to select a phone interview time

2.) Phone interview—September 4-7, time TBD
   • Interviewers will call your cell number
   • Please be punctual and allot 15 minutes for the call
   • All applicants will receive a final decision on the evening of September 7, and if accepted, must attend training on Saturday, September 8 and Sunday, September 9

In-Person Interview
In the in-person interview, you will have the opportunity to meet with two of our student managers. The interview will allow us to get a better sense of your personality, skills, familiarity and interest in the program. Please come prepared with any questions you may have for us. These interviews are short (around 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 (https://www.uscis.gov/i-9-central/acceptable-documents) as you will need to these if hired. If these are at home, someone will need to mail them to you.

Phone Interview
The phone interview will mainly consist 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, rapport building, and a series of gift asks. You will act the part of the student caller and the interviewer (a student manager) will act as the alumnus. We strongly recommend that you practice and run through the script with a friend beforehand.

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 try to have an engaging, upbeat conversation with the alumnus. Remember – one of your main goals is to build a connection. Don’t be too distracted by the script details and feel free to improvise as appropriate. The script is solely 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 three “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! While the alumnus will be excited to have a conversation with you, he or she may state some objections to giving. You must be persistent and proceed to the next ask. After the call, please stay on the line! We may have some follow-up questions for you.

Questions? Please contact our hiring coordinators Angel Gutierrez (ag755@cornell.edu) and Karsyn Lawler (kpl36@cornell.edu) and they’ll be happy to help.
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 about 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 ________________
   • 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?
   • Alumni Career Services?
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. Is there anything else I can help you with tonight?

---

**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?

- **If YES:** *(Great job! return to option a.)*
- **If NO:** I understand. We will send you an email with instructions to fulfill your pledge!

**Matching Gift**

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

a. **IF YES:** Great! Please bring your receipt to your HR department and the company will match your gift!

b. **IF NO:** That’s okay, Mr./Mrs. Smith! *(There’s nothing you can do here—just make sure you asked!)*

*(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!)*

**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!)*