

Thank you for your interest in making phone calls to friends for Erskine's Day of Giving. Those personal touches mean a great deal in fundraising.

The phone call guidelines on the next page are just that—guidelines to help you cover necessary bases. Feel free to spend time catching up and reminiscing about your time at Erskine before jumping into the business of the call. In other words, enjoy the conversation!

**Please be sure to call your friends in plenty of time for them to give on April 27.**

We appreciate how you have supported us in the past. If you have not already done so, as a Day of Giving champion, you may make a contribution at [www.erskine.edu/dayofgiving](http://www.erskine.edu/dayofgiving), call (864) 379-8881 to give over the phone, or mail a check to the Office for Advancement, Erskine College, P.O. Box 338, Due West, SC 29639.

If you're ready to become an Erskine Champion, please contact me at [paul.bell@erskine.edu](mailto:paul.bell@erskine.edu) or (864) 379-8727.

I look forward to hearing from you!

Thank you,

***Paul Bell***

*Vice President for Advancement  
and Alumni Relations*

### Suggested phone call guidelines

I'm calling to tell you about an opportunity to support Erskine during their fourth annual Day of Giving on April 27. I've made a contribution because I'm encouraged by what's happening there, and I want to support the work that Erskine is doing.

Have you heard about some of the ways Erskine is growing?

- If yes, discuss some of what you've heard.
- If no, give some examples such as the following: Erskine has implemented a growth plan. They've built four duplexes and acquired apartments to accommodate this growth, and they've also launched some new academic programs, including the Accelerated Ministry Program for earning a B.A. and M.Div., and an Actuarial Science Dual Degree program with Clemson.
- New president, Dr. Steve Adamson, has tremendous corporate world experience, an extensive background in higher education administration, and has also served short-term pastorates in Scotland. He and his wife love living in Due West, and he has a deep appreciation for Erskine's history as well as great vision for its future.
- In the midst of this growth, Erskine is still the same caring place it has always been.

Would you join me in supporting Erskine on the Day of Giving?

- If no, thank them for their time. If appropriate, state that Erskine appreciates gifts of any amount whenever the person is ready to give.
- If yes, restate that the Day of Giving is April 27 and ask whether they would like to donate online or with a check. Remind them to mention "Day of Giving" with either method they choose.

If they want to donate online, ask for a current email address and send them this link: [www.erskine.edu/dayofgiving](http://www.erskine.edu/dayofgiving)

If they want to give with a check, provide this address:

Advancement Office  
Erskine College  
P.O. Box 338  
Due West, SC 29639