



MICDS Madness – Handling Objections

You will not have all the answers – stay positive and objective! The two most common objections are: **Financial Reasons** and **Not Interested**. Please relay any objections or other information to [Sue Ann Stanton, Director of Annual Giving](#).

Helpful phrases to use: “**I understand**” and “**I appreciate**”
React to *what* the person is saying, *not to how* they are saying it.

Financial Reasons

I can't afford a gift this year / Not at this time:

- Perhaps you'd consider giving a small amount to MICDS. Participation is important, and every gift makes a difference, no matter its size. Last year, gifts of \$100 and less totaled \$90,000+. Your individual gift may not seem significant, but it does make a difference!
- You can pledge now. Payment is not due until June 30, 2024.
- You can give a small amount monthly if that makes it easier.

I have other giving priorities:

- I understand your desire to support other deserving organizations; I, too, give to other organizations. Perhaps you would consider giving a small amount to MICDS. Participation is what is important. Please consider how unique and important a place MICDS is to you. Your contribution, no matter its size, will ensure that today's students have the same, if not better, experience at MICDS that we enjoyed. \$1 literally moves the needle for our class!
- **Would you be interested in giving to a specific area of need?** Perhaps Area of Greatest Need, Academic Engagement, Athletics, Faculty Excellence, Fine & Performing Arts, Student Financial Assistance), or in honor/memory of a teacher or coach who had a meaningful impact on your life.

Not Interested / “The School Doesn't Need My Money”/I Don't Agree with the Direction of the School.”

The School doesn't need my money / They have a huge endowment / They raised \$100M in their most recent Campaign:

- **Tuition and the Endowment do not cover the full cost of educating a student at MICDS.** The MICDS Fund is critical to the ongoing operations of the School and is a small but mighty part of our operating income. Tuition covers the basics, but the MICDS Fund allows MICDS to be exceptional; **it affords the School the flexibility to greenlight needs and opportunities as they arise.** MICDS relies on a few principal sources of income: tuition, endowment income, and donations to the MICDS Fund. These are the essential ingredients we have to operate the School at its highest level and provide the students and faculty with all the tools they need to excel.



- The majority of the **endowed funds** support restricted programs, projects, equipment, and faculty professional development.
- **The MICDS Fund** represents approximately 5% of the School's yearly, unrestricted operating revenue and is critical to the day-to-day student experience. You can designate your gift to an area that is meaningful to you: Area of Greatest Need, Academic Engagement, Athletics, Faculty Excellence, Fine & Performing Arts, or Student Financial Assistance.
- **Funds for new facilities** come from a small group of donors who have made one-time commitments for these specific projects.
- **MICDS has high expectations** and, to keep the standard of excellence high, they need to attract and retain the best faculty and staff and, in turn, educate MICDS students to their fullest potential. Exceptional teachers and resources cost money.
- **Alumni who came before us helped the school meet its financial needs when we were students.** Now, it's our turn.

The only time I hear from you is when you want money:

- MICDS tries to stay in touch with alumni throughout the year with the MICDS Magazine, email newsletters, and invitations to special events. Are you receiving those?
- **MICDS Madness is a 7-day crowdfunding campaign every year aimed at young alums (5th through 15th reunion years).**
- **We are the next generation of MICDS supporters.** We benefited from similar alumni participation and generosity when we were students.

Discontent about an issue or decision:

- MICDS is a microcosm of the greater Saint Louis community and our nation. Issues of lack of understanding for people who are different from the school community (politically, racially, religiously, etc.) is an ongoing opportunity for growth. At MICDS, its Mission demands that its community strives to impart compassion and empathy, and that starts with helping MICDS students to understand one another better.
- The School does not have a liberal agenda or a conservative agenda. MICDS families represent the political spectrum, and the School values a diversity of perspectives and opinions in its school community. Teachers present a balanced curriculum and value all student perspectives. Students are taught **how** to think and not **what** to think.
- MICDS has school policies in place that set expectations for its students and require student conduct that is, at all times, consistent with the School's Mission.

In Closing

- **I'm sorry you feel that way about MICDS.** Thank you for expressing your concern. I'm happy to relay this information to a school representative, and I hope you will consider supporting MICDS in the future.