

case you will know the prospective donor. Before approaching him, it is necessary that you consider carefully from your experience and acquaintance with him what is the best line of appeal to make to him. In other words, you should map out your line of argument, or your plan of attack. Your job is much like that of a salesman. In this case, however, you are not endeavoring to sell him a security or goods, but you are trying to arouse in him the satisfaction and the exaltation that comes from having done a service in a self-sacrificing way. You are trying to sell him something that will give him more enjoyment in acquiring than a person obtains in making an ordinary purchase. In other words, instead of getting a man to give you money for a bond or for goods, your aim is to get him to give you money in return for the satisfaction and pleasure that he gets out of helping Dalhousie University, thus increasing its power to be of service to the people of Canada.

MANAGING THE INTERVIEW

You realize that in business when the mind of a customer is a jumble it is hard to accomplish a sale. The same principle applies here. But how much harder is the task when the mind of the salesman is also a jumble. So your first duty, before calling upon a prospective giver, is to get clearly into your mind the main points of your interview. We are often prone to rush into an interview unprepared and without the slightest idea as to what we are going to say. We have no well-defined plan thoroughly mapped out, and are likely to depend on getting inspiration on the spur of the moment. It is well to remember, therefore, that, no matter how clever we may be, proper preparation is bound to increase our efficiency.

The first thought to get thoroughly in mind is that our task is a matter of the highest importance