

Reunion Gift Strategies

Agenda

- Setting goals, developing timelines, and counting totals
- Recruiting, training, and motivating volunteers
- Creating strong appeals and soliciting leadership prospects
- Evaluating results and stewarding donors and volunteers

SETTING GOALS, DEVELOPING TIMELINES, AND COUNTING TOTALS

Define reunion priorities for your institution

- Engagement
- Alumni participation
- Dollars raised
 - Unrestricted
 - Endowments (like class scholarships)
 - Planned gifts



Identify key partners



- Gift officers
- Alumni relations colleagues
- Campus partners
- Event planners
- Volunteers

Create timelines with key milestones

- Know your reunion counting cycle from which to build your timeline
- Start your work on the next reunion before the current one has happened
- Milestones:
 - Goal-setting completion
 - Volunteer recruitment
 - First mass communication
 - Registration live
 - Other key events to utilize

Example: University of Virginia



Know your counting guidelines

- Recognize that every institution counts differently for reunion
- Set clearly defined guidelines for you and your team, colleagues, and volunteers to follow

Types of Gifts	Gift Allocations/Areas	Timing of Gifts
Outright gifts Multi-year pledges Pledge payments Planned gifts	All gifts Unrestricted only Class-specific only	12-month window 18-month window Since last reunion

Example: Virginia Military Institute

What Counts?

- All cash gifts or pledges since the class's 45th Reunion to be fulfilled within five years of the 50th Reunion
- Any gift or pledge to an endowed fund since the 25th Reunion that was not attributed to the 25th Reunion class gift
- Planned or deferred commitments not already counted since the class's 25th Reunion

Class	Participation %	Overall Class Giving Total
1967	81%	\$22,661,934
1968	77%	\$14,021,054
1969	86%	\$10,262,515

Making Five-Year Pledges

Five-year pledges are a great way to make an impactful gift in honor of your reunion.

- All five years of pledged support count towards your class reunion gift.
- "Set it and forget it" – you can set up a recurring payment plan to pay on your pledge annually, semi-annually, monthly – choose the interval that works best for you.
- Pledges help VMI plan by beginning each year knowing what resources will be available and how much ground the development team needs to cover.

"VMI has given us more than we could ever repay. It's important to give back in honor of our reunion for that simple reason. How many of us can look ourselves in the mirror and say that we would be who we are today without our experience at VMI? In one way or another, VMI made us who we are, and with our support, it will continue to maintain and improve its status as one of our nation's finest institutions for higher education."

– Ralph Costen, Class of 1970 50th Reunion Co-Chair

Stretch Your Support with a Planned Gift

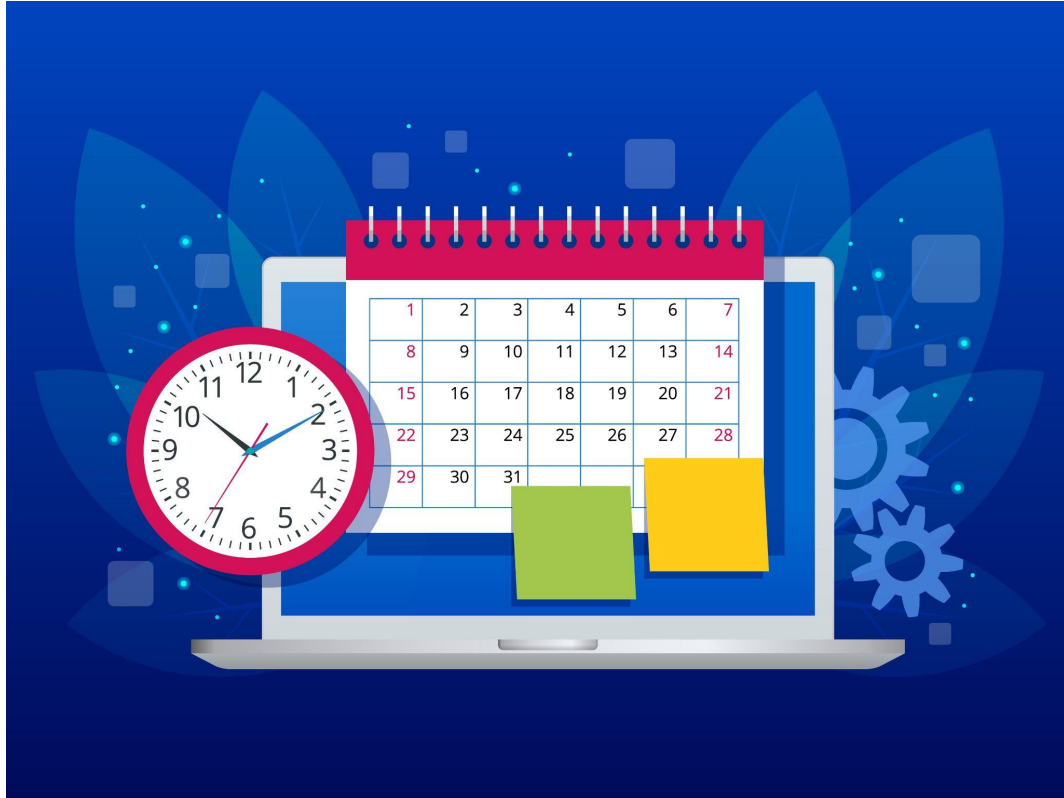
Pledges and cash gifts mean a lot to the fundraising efforts for a 50th Reunion, but planned gifts allow donors to make a transformative impact on VMI. A planned gift may be in the form of a bequest, a gift annuity, a trust, a gift of real estate or a life insurance policy. All such gifts demand careful thought and planning before donors choose the vehicle(s) that fit within their estate plans. The VMI Foundation is ready to help you strategize your planned gift, but also strongly encourages donors to consult with their own financial advisors as well. **For specific questions regarding planned giving, please contact Terrie Conrad, CFRE and Vice President, Development & Estate Administration at tconrad@vmiaa.org.**

Method of Giving	Does it Count for 50 th Reunion?
Irrevocable and revocable remainder charitable trusts	✓
Gift annuities	✓
Life Insurance with VMI as owner/beneficiary	✓
Bequests	✓
Retirement Plan designation	✓
Charitable IRA rollover provisions	✓
Stocks and Bonds	✓
Real Estate	✓

Planned Giving Tax Considerations

- **Long-term appreciated stock, land and other assets: Avoid capital gains taxation and receive a charitable income tax deduction**
- **Gifts from IRA's can be beneficial from a tax benefit standpoint**

Begin goal-setting process



- Request/pull your historical data
- Identify assigned/leadership prospects in reunion years
- Set meetings with gift officers to discuss - OR - set aside time to make projections yourself if you are the gift officer

Collaborate with colleagues on goals

- Share why reunion matters and its potential benefits to your gift officer colleagues
 - Opportunities for visits with prospects who may otherwise decline
 - Multi-year pledges
 - Challenge gift opportunities
 - Extra incentives to help with closing gifts



Collaborate with colleagues on goals (cont.)



- Review assigned prospects with gift officers
- Ask for projections of total giving during the reunion counting cycle
- Identify potential volunteers

Review historical data

- Analyze previous reunion cycle outcomes
 - Consider both the class (1978) and the reunion year (45th) for patterns and opportunities
 - Review major gifts from previous reunions and compare with gift officer projections
- Consider non-reunion year participation and annual giving from classes
- Identify records for past reunion giving and consider opportunities to create challenges

Examples: Lehigh University & Francis W. Parker School

Reunion Hall of Fame

The ultimate aspiration – joining the leaderboard! As a reunion volunteer, your involvement, enthusiasm, and peer-to-peer conversations are critical to achieving class goals. Below is the illustrious Lehigh Reunion Hall of Fame.

Reunion	Donors	APS Donors	Attendance
5 th	404 (1987)	40 (2009)	163 (1989)
10 th	421 (1977)	40 (1987)	171 (1988)
15 th	397 (1977)	48 (1986)	144 (1988)
20 th	368 (1977)	68 (1987)	121 (1991)
25 th	337 (1988)	102 (1988)	166 (1984)
30 th	305 (1969)	87 (1988)	161 (1988)
35 th	311 (1953)	80 (1957)	86 (1984)
40 th	350 (1950)	77 (1958)	98 (1958)
45 th	346 (1949)	64 (1965)	81 (1958)
50 th	296 (1950)	125 (1965)	155 (1953)
55 th	228 (1950)	59 (1958)	52 (1956)
60 th	161 (1956)	45 (1956)	68 (1956)
65 th	94 (1950)	23 (1950)	25 (1953)
70 th	32 (1948)	10 (1943)	11 (1941)

Records as of October 2020

Class of 19XX - XXth Reunion!

From your Reunion in 2016:

- 32 RSVPs
- 19 donors (21% participation)
- \$37,973 raised for Parker (Class Gift)

Other 40th Reunions:

- 19XX (in 2016): \$24,535, 14 donors (22%)
- 19XX (in 2018): \$10,410, 14 donors (14%)

Let's set some goals!

Class gift goal	\$
Class participation goal	%
Attendance goals	RSVPs



Parker

Francis W. Parker School
Expanding Learning

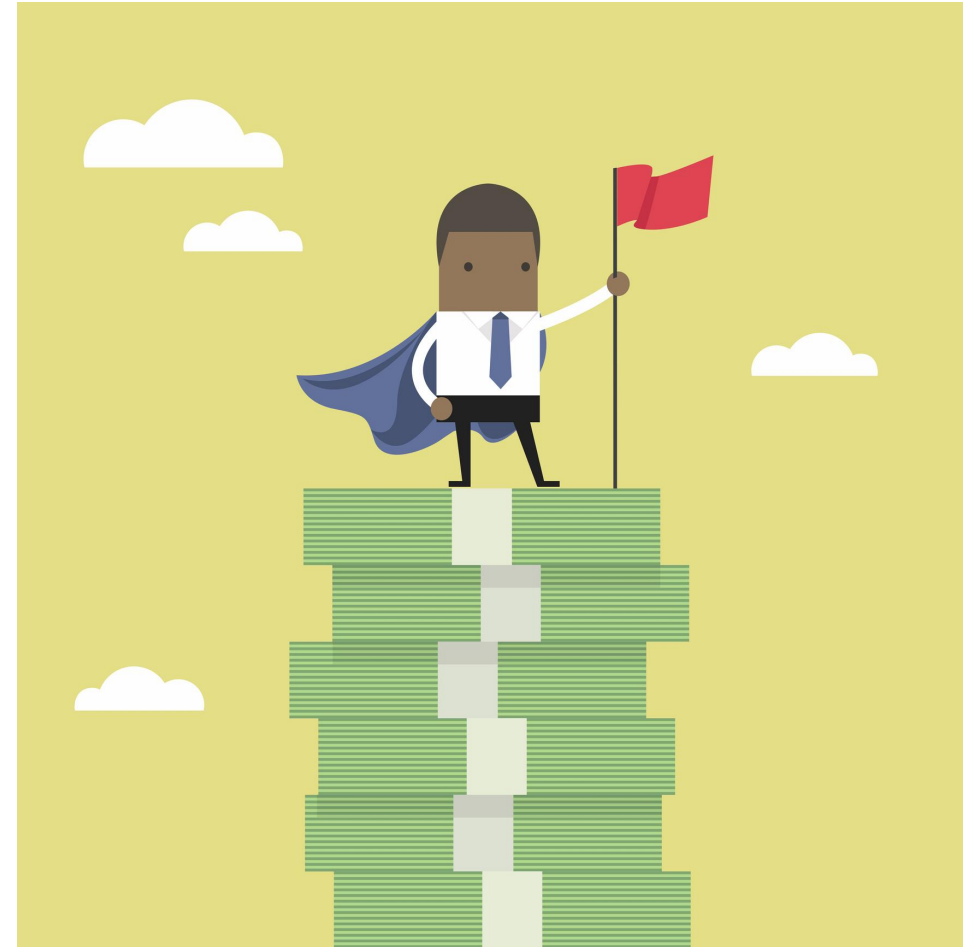
Bring it all together

- Consider if volunteers or leadership need to be involved in goal-setting
- Identify additional goals to include like participation and attendance
- Create a grid that shows class goals and totals; use it to track progress and report out
- Be creative with goals: 25% for 25th reunion, \$45K for the 45th

Reunion Year	Class of	Giving Part Goal	Dollar Goal	Volunteer Goal	Attendance Goal
50th	1973	50%	\$500,000	50	175
45th	1978	45%	\$450,000	45	125
40th	1983	50%	\$300,000	45	150
35th	1988	40%	\$198,800	40	200
Totals:		45%	\$1,500,000	400	1,500

Don't forget your overall program goals

- Enhanced engagement
 - Through personal visits
 - Via volunteer opportunities
 - By attendance on campus
- Increased planned giving
 - Class-specific goals: 50 by 50 example
- Additional major/leadership gifts
- Specific fundraising campaigns



Share your goals and plans



- Get your entire advancement/development team or the entire school involved as appropriate
- Communicate goals and timelines
- Plan to provide regular updates to keep everyone informed
- Share point of contact for any questions



RECRUITING, TRAINING, AND MOTIVATING VOLUNTEERS

Identify opportunities for volunteers

- What can volunteers do?
 - Encourage attendance
 - Ask for participation gifts
 - Ask for leadership gifts
 - Promote on social media
 - Plan events
- What can you share with them?
 - Attendance information
 - Simplified giving history
 - Detailed giving history

Make a plan



- Outline overall objective: “We will use volunteers to do X.”
- Identify your partners and get their buy-in
- Request/pull your data
- Create a recruitment and activation timeline

Example: Recruitment data list

Prospect Rating	Prospect Manager	Most Recent Gift Date	Most Recent Gift Amount	Lifetime Giving Total (w/ spouse)	Past Volunteer Role	Reunions Attended	Notes
\$25-99K	B. Smith	12/31/2022	\$250	\$10,425	2018 Class Chair	2018, 2013, 2008	Was chair last cycle, ask to volunteer
\$100-499K	S. Jones	4/18/2021	\$45,000	\$652,000		2018, 2008, 1998	Considering endowed scholarship, would be good to involve
n/a	n/a	3/22/2007	\$25	\$187	2008 Attendance Chair	2008, 2003	Was good chair in 2008 but has not been active since
\$25-99K	T. Lyons	8/17/2022	\$100	\$4,957		2018, 2013	Current regional volunteer, would be good to involve
n/a	n/a	6/30/2020	\$5,000	\$127,428	2013 Party Chair, 2003 Attendance Chair	2018, 2013, 2008, 2003, 1998	Very upset about child not being admitted in 2021, does not want to be contacted by school, but ask Steve P. if outreach from classmate appropriate
\$1-5M	R. Thompson	12/15/2022	\$25	\$2,475,000	2003 Class Chair	2018, 2013, 2008, 2003, 1998	Considering \$2M ask, would be excellent as overall chair but talk to Robert first

Devise your recruitment strategy

Outreach Volunteer Tracking Sheet

Name	Living Group	Volunteer Agreement	Fall/Winter Check-in	Spring Check-in
	Alpha Chi Rho			
	Alpha Chi Omega			
	Alpha Epsilon Pi			
	Alpha Gamma Delta			
	Alpha Phi			
	Alpha Phi Alpha			
	Alpha Sigma Phi			
	Alpha Tau Omega			
	Alpha Omicron Pi			
	Baseball			
	Basketball, Men			
	Basketball, Women			
	Beta Theta Pi			
	Brodhead			
	Brown & White			

Example: Lehigh University

- Determine your volunteer goals: class-specific and overall
- Identify populations for volunteer outreach to determine who you will need to recruit
- Review past volunteer involvement and identify gaps
 - Mix previous volunteers with new ones
 - Pay particular attention to diversity in your volunteers

Collaborate on recruitment

- Decide who will ask potential volunteers
 - Reunion staff
 - Gift officer
 - Leadership
 - Other volunteers
- Prepare your recruiters with role descriptions and appropriate info
- Have plans for reporting back, what to do with a “no,” and what to do with a “yes”



Define volunteer roles

- Clearly outline what volunteer role will be
- Create written versions of volunteer opportunities that can be shared
 - Use during recruitment process
 - Share with any colleagues who might be talking to potential volunteers
- Secure agreement from volunteers on their understanding and commitment to the role
- Be prepared to remind them of expectations and to adjust course

Example: U. Chicago Booth School



REUNION VOLUNTEER OPPORTUNITIES

MAY 5–7, 2022

A dedicated reunion committee is the best way to ensure your class is excited and involved in the reunion program. Volunteering on your class reunion committee is a fun, meaningful, and manageable way to create high-impact engagement among your community. All volunteer roles have the full support of the Office of Advancement.

Classes of: 1962–1972, 1977, 1982, 1987, 1992, 1997, 2002, 2007, 2012, 2017, 2021

Committee Members

Reunion committee members are instrumental in spreading the word about Reconnect weekend and making the event memorable for all. The specific responsibilities of this role are:

1. Encourage 20+ classmates (of your choosing) to come back for Reconnect weekend and give back to the reunion class gift.
2. Participate in four bimonthly committee calls and report outreach progress to the Reconnect staff liaison.
3. Sign one or two class-wide communications encouraging attendance at Reconnect weekend.
4. Consider taking on special leadership opportunities as they arise (e.g., managing social media marketing, helping locate lost alumni, becoming a regional leader, and leadership giving, etc.).
5. Make a gift in honor of your reunion and attend Reconnect weekend: **May 5–7, 2022**.

Program Chair

Reunion program chair ensures that the weekend's events are exciting and memorable for Reconnect attendees. The specific responsibilities of this role are:

1. Identify and recruit members to the reunion committee.
2. Reach out to 20+ classmates (of your choosing) to encourage them to come back for Reconnect weekend and give back to the reunion class gift.
3. Lead reunion event planning, strategize opportunities to make the weekend rewarding for your classmates, and promote the weekend's events.
4. Lend your name for class-wide communications encouraging attendance at Reconnect weekend.
5. Motivate your class reunion committee. Lead the programming portion of four bimonthly committee calls.
6. Make a gift in honor of your reunion and attend Reconnect weekend: **May 5–7, 2022**.

Gift Chair

Reunion gift chair oversees and champions the Reconnect fund-raising effort for their class. The specific responsibilities of this volunteer role are:

1. Identify and (where appropriate) recruit members to the reunion committee.
2. Sign two or three class-wide reunion solicitations to your class.
3. Solicit 10–20 classmates and committee members as needed for meaningful reunion gifts and encourage them to come back for Reconnect weekend.
4. Motivate your class reunion committee. Lead the fund-raising portion of four bimonthly committee calls.
5. Make a leadership gift in honor of your reunion and attend Reconnect weekend: **May 5–7, 2022**.

Examples: Fairfield University & UVA

Reunion Committee To-Do List

LEAD Make your gift before you ask your classmates to join you.

CONTACT 10-15 classmates and encourage them to attend Reunion 2021!

SHARE Fairfield University news with your classmates.

ASK each classmate you contact to participate in the Class Gift.

THANK those classmates who do participate.

STAY in touch with the Annual Giving team at 203-254-4004.

What Is the Role of a Volunteer?

Reunion giving committees reflect the top student activities and school makeup of each class during its time on Grounds and comprise 35-100 undergraduate alumni per class, depending on class size.

The giving committees are responsible for encouraging classmates to come back to Grounds to celebrate their class reunion and to support the University by giving back to an area that is meaningful to them. Giving committee volunteers work throughout the year to help their class achieve and exceed fundraising goals. As such, our tagline is **"Come Back, Give Back!"**

What's Expected of Reunion Giving Committee Volunteers?

1. MAKE A REUNION GIFT

Make a personal gift or five-year pledge to any area of the University and consider a leadership-level gift. Committee members are asked to document their personal gifts/pledges by December 31, 2020.

2. WATCH THE ON-DEMAND VOLUNTEER TRAINING VIDEO

An on-demand training video will be available to watch beginning July 1. The video will provide information about the reunion timeline, committee duties, and how to use EverTrue's volunteer management system.

3. REACH OUT TO CLASSMATES

Use our online volunteer management system to assign yourself to the classmates you wish to contact. Select your classmates and use our email templates and talking points to make the outreach process seamless. Contact peers three to four times throughout the year, and when classmates make a gift, simply thank them for their generosity and encourage them to attend their reunion.

4. LEND YOUR NAME TO THE GENERAL FUNDRAISING EFFORT

Your name will be included on our Reunion Giving website. Lending your name creates a point of connection, collaboration, communication, and outreach that will encourage your classmates to come back and give back to the University. Your name will also be listed on other relevant class information resources.

Your committee chair/co-chairs and your designated reunion giving officer will update you throughout the year about the giving effort. We will provide you with class lists, donor lists, templates, talking points, and other reports as needed. Email will be used as much as possible, and giving officers will be respectful of your time by providing you with materials to help you be a successful volunteer.

5. ATTEND VIRGINIA REUNIONS

Enjoy the results of your hard work and reconnect with the University, old friends, and former classmates!

Think creatively about how volunteers can help



Hi David,

Great news! Four generous donors are matching gifts 1:1 up to \$22,500 through March 31 as part of CDM's Match Madness challenge to support current students.

If you've been thinking about making a gift to our [Class of 2006 Reunion Fund](#), now is the time. You'll **double your impact** and help us reach our goal! So far **we've raised \$21,095 towards our \$25k goal** to add our class to the donor wall of the VC-5 clinic - see below.

In honor our 15th reunion, we have decided to join the [1852 Society](#). Gifts of \$2,500 and above grant you membership and benefits. An easy way to do this is to set up a [recurring pledge of \\$210 per month](#).

[Join the Challenge](#)

A big thank you to the following classmates who joined us in contributing to the fund. Just \$4k to go - we can do this!

Ashee Adamjee, Shon DiGuglielmo, Becky Gong, Caroline Hocking, Francis Kim, David Koslovsky, Eleni Michailidis, Aaron Park, Mimi Park, George Pliakas, and Lavanya Venkateswaran

Thank you for supporting this important effort. We're looking forward to seeing you at our virtual **Class Reunion** celebration during the weekend of May 21!

Dave Alfi and Ruba Rizqalla
Reunion Class Representatives

- Peer-to-peer outreach
- Amplifying other asks/appeals
- Augmenting specialty campaigns

*Example: Columbia University
College of Dental Medicine*

Motivate your volunteers

- Create regular communications schedules
- Track key outcomes to share progress towards goals
- Set milestones and celebrate successes along the way
- Get competitive where appropriate
- Utilize volunteer leaders to encourage other volunteers

Fundraising Tips from Successful Volunteers

When approaching classmates for a gift, it is sometimes difficult to know where to start. The following are some helpful hints on how to begin the process and ensure successful results.

1. Log into and use GiveCampus

GiveCampus is Yale's online portal for volunteers like you. Log in today to connect with your donors, check their giving status, and contact them with personalized notes or emails from a menu of Yale templates. Please contact your class manager if you require assistance registering your account. Log in to GiveCampus at givecampus.com/schools/YaleCollegeAlumniFund/login.

2. Have fun, be positive, let your enthusiasm show!

Fundraising is hard work, but fun. Volunteering for the Alumni Fund is a unique way to reconnect with classmates, broaden friendships, and meet interesting new people—all while staying connected to Yale! Remember that when people are asked why they give, the most common response is, "Because someone asked me."

3. Personalize your communication

Get to know who you are writing to by using the online volunteer portal, class directories, social media, or keeping your own notes about life events. Incorporate that information into handwritten notes, emails, texts, and phone calls.

4. Acknowledge prior giving, and say "thank you"

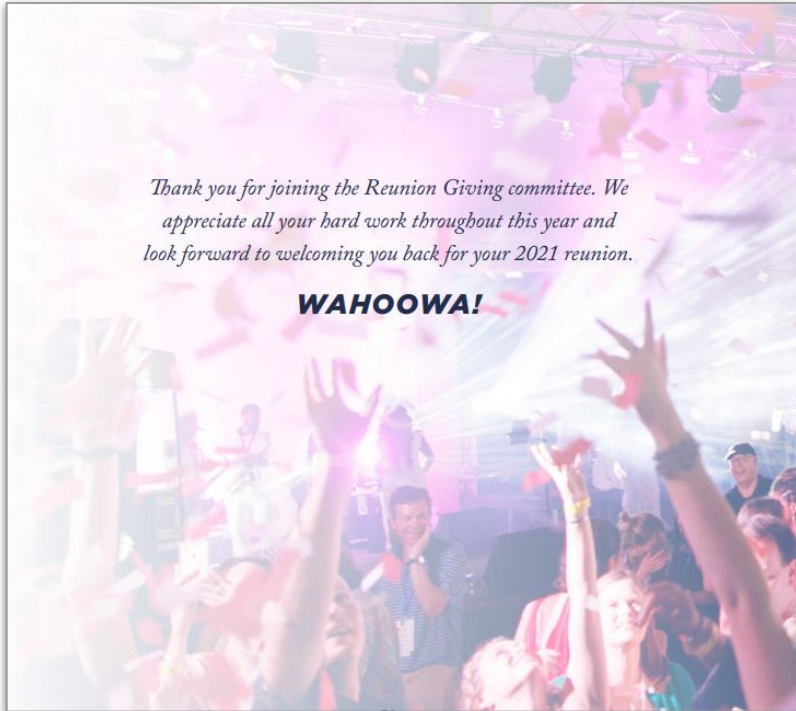
No two words are more important to fundraising than these. Begin by thanking your classmates for all of the ways they support Yale through volunteering or donations.

5. Make the connection

Nostalgia is often a powerful motivating force. Memories of experiences at Yale foster warm feelings toward the university and remind classmates why giving back

Example: Yale University

Have fun!



- Remember that volunteers are VOLUNTEERING
- Be especially grateful and gracious in your communications
- Steward volunteers in big ways
 - Celebrate and recognize during reunion
 - Consider institutional publications for additional recognition
 - Include volunteers in other events and opportunities during their service
 - Thank, thank, thank—from the reunion team, from leadership, from other volunteer leaders, etc.



**CREATING STRONG APPEALS AND
SOLICITING LEADERSHIP PROSPECTS**

Create overall solicitation plan for reunion cycle



- Know your counting guidelines and timeline as basis for plan
- Determine when you will start soliciting for reunion
- Segment, segment, segment
- Identify when to include reunion alumni in non-reunion solicitations and when to remove them

Segment your reunion audience

- Identify leadership gift prospects and volunteers
 - Create targeted plans for these audiences
- Divide remaining alumni into further segments
 - Lybunts
 - Lapsed
 - Rybunts (reunion-year donors)
 - Nevers



Collaborate on leadership gift strategy



- Identify key partners to assist with leadership gifts
- Schedule time to discuss prospects (may have occurred during goal-setting)
- Focus on multi-year commitments
- Discuss challenge gift opportunities

Examples: The Pennington School & Princeton

To mark our special milestone, we have set a **reunion class gift goal of \$12,000 and 30% participation**. Our class gift to the Pennington Fund will support the School's dedicated faculty members; provide funds for financial aid, academic programs, and classroom technology; and help foster a strong sense of community through arts and athletics. We believe our class can achieve this ambitious but doable goal if we each make a special reunion gift this year at these levels:


Table of Gifts Needed to Raise \$12,000			
# Gifts	Amount	Total	per month (through June 2021)
2	\$5,000	\$10,000	\$833
1	\$1,000	\$1,000	\$167
2	\$250	\$500	\$42
5	\$100	\$500	\$17
10		\$12,000	

In this season of giving, please join us to make our most impactful class gift yet! Will you consider honoring your Pennington experience and our class with a gift of \$xxx? Your gift will make a difference in the lives of Pennington students—now and in the future.

Wishing you peace and joy in the New Year,



Eliot Terborgh '61



Samuel Mather '61

Please make your gift using the enclosed envelope or online at pennington.org/support
(All Pennington Fund gifts from our class through June 30, 2021, are automatically counted towards our class goal!)



Princeton University Class of 2012 10th Reunion Annual Giving Campaign

February 2022

Dear Classmate,

Our 10th Reunion Annual Giving Campaign continues to track toward our goals of \$450,000 and 60% participation. To date, our \$112,761 total is from the gifts and pledges of 211 classmates (16.5%) and other friends of the class.

Classmates have responded in a way that reflects the special nature of our 10th anniversary. Here are several examples of classmates who have "stretched" their generous support for our important effort for Princeton:

Example	5th Reunion	10th Reunion
Classmate A	\$25	\$1,000
Classmate B	\$75	\$2,012
Classmate C	\$500	\$5,000
Classmate D	\$500	\$10,000
Classmate E	\$5,000	\$25,000

For those who have not yet joined us, please take these examples as inspiration to determine if your current circumstances will allow you to make a comparable increase. This is our most important class effort to sustain and enhance the Princeton we all love and, in order to reach our goal, we will need all classmates to do what they can to support the next generation of fellow Tigers.

As always, many thanks for your thoughtful consideration. We are grateful for whatever you can do to help our Class provide a special measure of support to students during our 10th Annual Giving campaign, especially during these challenging times.

You can use the QR codes below to link to the giving site or AG's Venmo mobile link, or call 800-258-5421 (outside the U.S. and Canada 609-258-3373).




To Give Online



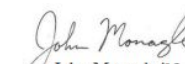
To Give Via Venmo

We look forward to reconnecting with you in the upcoming months!

Best Wishes,



John M. Butler '12
Class Agent



John Monagle '12
Class Agent

Leverage challenge gifts

- Ask a leadership donor to consider a larger gift as a challenge to their class. For example:
 - If class achieves 25% participation, Sue and Bob Smith will donate \$25K for the 25th reunion
 - If class raises \$50K for a class scholarship, an anonymous classmate will match that \$50K
- Promote challenges to class but also share with all volunteers to potentially inspire other classes

Inspire classmates with a giving challenge!

Some examples/ideas include:

- Invite a small group of classmates to offer up a challenge “pot” of money if the class raises a certain amount of money
- Have a lead donor offer to match gifts made to Parker up to a certain dollar amount
- A donor might agree to make a leadership (aka larger) gift if a certain percentage of classmates donate to Parker

Identify unique opportunities

- Work with gift officers on potential restricted fund opportunities for classes such as class scholarships, memorial and honor funds, etc.
- Keep in touch as potential milestones approach and leverage them. For example:
 - **Class of 1973** is \$48K from their goal, and Joe's donor is considering a \$50K gift, which would put them over the top
 - **Class of 2008** is \$15K from the highest dollar total ever by a 15th reunion class. Would that motivate Sarah's donor to make the commitment and secure the new record?

Remember that reunion is YOUR priority

- Most gift officers (and other key partners) will not be thinking about reunion in the same way you do
- Schedule regular check-ins on leadership donors
- Provide routine general updates widely to your colleagues to promote follow-up
- Be persistent but polite in requesting status updates on leadership gifts—they can make or break a class goal!



Create an engaging participation campaign

- Have a unique visual identity for reunion for all of your materials
- Establish a reunion website as a one-stop location for all information regarding the event, giving, points of contact, etc.
 - Ensure giving opportunities and impact of gifts are prominently featured
- Remember reunion is not a reason alone to give
 - Convey sense of urgency around timing
 - Utilize class goals to drive sense of community and investment
 - Share impact of giving—past, present, and future

Example: Whitman College

REUNION



Your Reunion is coming!

Saturday of Reunion Weekend offers so many memorable events - class photos followed by the alumni parade which brings everyone together in semi-organized and very noisy groups. Everyone winds their way to Reunion Convocation where fundraising checks are presented to President Murray and volunteers are recognized. Alumni and their guests can gather for lunch on the Green between Stanton Hall and Cleveland Commons. The afternoon is full of plenty of events on and off campus and the day closes with class dinners.

You won't want to miss out on all the fun! [RSVP](#) and make plans to **come back to Whitman September 24 - 26, 2021.**

[RSVP Today!](#)

Reunions reunite our alumni not only by gathering everyone together, but by collectively giving back to the college with a class gift. In honor of your upcoming reunion we hope you will consider making a gift to [The Whitman Fund](#), or to an area that is most meaningful to you. Every gift counts and creates a collective impact for today's students. **For every Whitman Fund gift received before December 31 the Board of Trustees will make an additional \$100 gift to The Whitman Fund.**

Please join your classmates with a reunion gift today. Thank you to those who have already contributed. Check your class participation and class gift progress [here](#).

[Give to Your Class Gift!](#)



Brent Stratton '81

Why I Give Back

"I moved to Chicago after graduation and have been here ever since. So, in a weird way, I give to Whitman because it helps me maintain a fond connection that is stretched by geography. Making regular donations - and larger ones during reunion years - causes me to think about and remember what Whitman meant to me, what it gave to me, what it prepared me to do for the rest of my life.

As much as I've loved living in the big city for the last four decades, I've always treasured those four years at a small college in a small town. I was fortunate that I didn't need to go into debt to attend Whitman, but I know others are not as fortunate, so if I can help new students afford the Whitman experience, that also helps me maintain the connection." - Brent Stratton '81

Join Brent and make a gift to The Whitman Fund. Your gift goes right to work for current Whitman students. Designate to the area you value the most:

- >> Greatest Need
- >> Scholarship & Student Aid
- >> Diversity, Equity & Inclusion
- >> Academic Excellence
- >> Internships

[Make a Gift to the Whitman Fund](#)



Financial Aid Helps Students Excel

Timo Jimenez '22 is a current Whitman student who is studying remotely from his family home in Concord, CA. He is a Chinese major but also loves his history classes. "I definitely like history courses - they're great! African History and Asian History are areas I hadn't explored before in my education."



Timo Jimenez '22

He misses Whitman, the small town of Walla Walla, and getting to converse with others. But, he says, "I think in due time we will gradually return back to normal."

He plans to study abroad in Shanghai, China his junior year, "I'd like to explore Shanghai, Taiwan, Hong Kong, and the rural counties. I'd like to eat the authentic cuisine and practice speaking with the locals - just get a fresh perspective on life."

Jimenez explains why he chose to attend Whitman, "I'm differently-abled - so to speak. I have Cerebral Palsy. I can't get around long distances. My family and I chose Whitman College because it was an open area and all the buildings were close together. I could get anywhere in about 10 - 15 minutes time. Also, it was a mix of the people there and the fascinating courses offered."


Gifts to [The Whitman Fund](#) help students like Jimenez achieve their education. When asked about the financial aid he's been awarded, he says, "I want to excel in college, graduate and focus on the future."

As Jimenez looks to the future and returning to campus he says, "As long as you put your heart into Whitman, you can excel no matter who you are."

Embrace the multi-year commitment ask

- Reunion is a unique opportunity for pledges
- Promote pledge options and why a multi-year commitment makes a difference
- Share recurring giving opportunities as another option to increase class giving totals



 **UNIVERSITY of VIRGINIA**

REUNION GIVING
come back, give back

Reunion Giving Pledge Form

.....

This year marks a special milestone. I want to honor my reunion by making the following gift(s):

One-time Gift \$ _____ to benefit _____

OR

5-Year Pledge \$ _____ to be designated as outlined below:

\$ _____ to benefit _____
Before June 30, 2021

\$ _____ to benefit _____
Before June 30, 2022

\$ _____ to benefit _____
Before June 30, 2023

\$ _____ to benefit _____
Before June 30, 2024

\$ _____ to benefit _____
Before June 30, 2025

Giving Options

.....

THE VIRGINIA FUND	\$ _____	School of Medicine Annual Fund	\$ _____
UNIVERSITY COVID-19 FUNDS		School of Nursing	\$ _____
Student Life and Leadership Fund	\$ _____	UVA Wise	\$ _____
UVA Emergency Assistance Fund for Employees and Contracted Workers	\$ _____	PAN-UNIVERSITY PROGRAMS/INITIATIVES	
UVA Health COVID-19 Support	\$ _____	Alumni Association Annual Fund	\$ _____
		UVA Arts Fund for Artistic Excellence	\$ _____

Include reunion wherever possible

- Create targeted reunion appeals
 - Use volunteers as signers
 - Share class goals and progress
 - Promote attendance
- Utilize variable data where possible on more general appeals
 - Example: P.S. lines → “Your gift to the Engineering School will also count for your reunion class total.”
- Include in specialty campaigns like giving days



Example: Smith College

Examples: Furman University & Carroll University

Emily,

Make your gift to Furman TODAY and take advantage of the special **Furman Reunion Year Hat offer** available exclusively for alumni celebrating a milestone reunion in 2021.

Hurry because this offer ends today, June 30!

[Make a gift of \\$35 or more to Furman](#) before midnight tonight.

Claim your hat here!

If you have already purchased your hat, no further action is required! All hats will be sent in late July and we'll be sure to send an update at that time.



In celebration of our 5th reunion, our reunion committee would like you to consider supporting fellow Pioneers through our reunion class gift. Our goal is to encourage **50 of our classmates** to contribute a donation of any amount.

Due to the pandemic, many people have faced obstacles they never imagined - food shortage and emergency circumstances among those. Below are two of the funds Carroll has created to help students in these very areas:

- Following the Class of 2016 senior class gift to expand and improve the Community Garden, we suggest you consider making a gift to **Carroll's Cupboard**, an on-campus food-share program that encourages students to "take what you need, give what you can".
- Founded in 2010, **The Guardian Angel Fund** specifically assists students who experience sudden financial hardship due to unforeseen circumstances. Given the events of the past year, the Guardian Angel Fund is still an important resource for Carroll students.



However you decide to join us in commemorating our 5th reunion, participation and support is most important. A gift of any amount is greatly appreciated, but **\$20.16** in commemoration of our graduating year may be a suitable place to start. If you'd like to make your gift online, **please visit carrollu.edu/give or use this QR code!**

To kick off the Homecoming festivities, our reunion committee is planning a virtual "The Price is Right" event to raise money for, and awareness of, Carroll's Cupboard in particular. This event, as well as others we're hoping to host, will be a great option for all of our classmates that won't be able to make it back to Waukesha in October for Homecoming itself. Keep your eye on your mailbox and inbox for more details later this summer.

Example: U. Penn reunion letter from volunteers

50TH
REUNION
The Penn Fund

REUNION GIVING COMMITTEE VOLUNTEERS

John Chester W'71, L'78,
WG'78

Sandy Dechert CW'71

Donald Dinan W'71

Mike Eisenman, Jr. W'71

John Feldman W'71

Scott Grodnick W'71

Paul Krissel C'71

Michael Lewis C'71

November 30, 2020

Dear ##TPF_VAR_1##,

As 2020 comes to a close, we look forward to a better, safer 2021 and for our Class of 1971, next year marks a truly special occasion—our 50th Reunion! Ignoring the fact that we cannot possibly be old enough to have a 50th reunion, it really is a milestone.

It may be 50 years since we left Philadelphia, but for many of us, the memories of our time on campus have not faded. As Penn alumni, we are forever connected by our shared experiences, regardless of the paths we have forged since graduation.

Now, we can honor our 50th Reunion with a gift that will help create similar opportunities for the next generation of Quakers. Whether we reunite this spring in person, or virtually, this is a chance to put our Penn pride on display, commemorating the Class of 1971.

Gifts from graduates—like us—ensure that the University of Pennsylvania remains the outstanding academic institution we remember, providing funds for scholarships to “pay forward” what we got from Penn, supporting innovative research, developing and furthering experiential learning, and fostering student and alumni success.

A gift to The Penn Fund has widespread impact, providing immediate support to undergraduates where they need it most—it enhances everything from grant-based financial aid packages, to academic programs and campus technology, to student clubs and organizations. These contributions are felt by the entire Penn community, each and every day.

Join us in our commitment to raise \$1,000,000 from 400 members of the Class of 1971 in support of The Penn Fund. And thanks to an anonymous and completely generous classmate, our efforts have been jump-started. Our classmate will match the first \$25,000 for gifts at that level or higher.

Susan Marcus CW'71,
GED'73

Stephen Marmon C'71

Joel Melamed C'71

Stephen Offen C'71

Claudia Zeitz Poster C'71

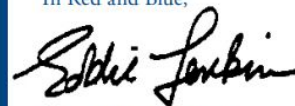
Margaret Race CW'71, G'74

Randy Schaffer C'71

To make your gift to The Penn Fund before the end of the tax year on December 31, return the enclosed pledge card or visit www.pennfund.upenn.edu/50thReunion. Please contact the 50th Reunion's Class Giving Director, Bruce Konopka, by emailing konopka@upenn.edu or by calling 215-746-8843 if you have questions or need more information.

As we prepare to celebrate this milestone in the months ahead, we encourage you to join our reunion giving campaign with a gift that will support exceptional Penn experiences and opportunities for today's students!

In Red and Blue,



Edward Lenkin C'71
50th Reunion Giving Co-Chair




Melanie Franco Nussdorf CW'71
50th Reunion Giving Co-Chair

P.S. You also can support The Penn Fund using a Qualified Charitable Distribution through an IRA or by adding to a Charitable Gift Annuity. However you give, don't forget you can be recognized for the full amount of a five-year pledge (at any level) in honor of our reunion year!

Examples: The Westover School & Loyola University Chicago

CLASS OF 1977
1st Reunion



Friday and Saturday
May 12 and 13, 1978

February 20, 1978

Dear Class of 1977,

As you all know, our first class reunion is coming up shortly: May 12 and May 13. If we all plan our schedules accordingly, the Class of '77 will meet again. I know everyone is probably very busy with either college or jobs, but it is important that we reunite in May to catch up on the latest gossip. The Class of '77 was a very close class and I hope that we can remain as such.

I know that college students are usually broke, but it is important that we save our pennies and give to the annual fund. [REDACTED] is our Class Agent, and I'm hoping that she has contacted you. The Class of '77 has done remarkable things in the past as far as planning activities and raising money; therefore, it should present no extra effort for our class to make this Reunion and Annual Fund a success. Hope to see you in May.

LOYOLA UNIVERSITY CHICAGO SCHOOL OF LAW
ANNUAL GIVING REMINDER

MAKE YOUR GIFT ONLINE
LUC.edu/law/ReunionGift

PLEASE CONSIDER HONORING YOUR REUNION WITH A GIFT. THANK YOU!

Please accept my gift:
 \$ASK1 \$ASK2 \$ASK3 \$ASK4 OTHER \$ _____

Please direct my gift to:
 FUND1 FUND2 OTHER _____

MY CHECK IS ENCLOSED
Payable to **Loyola University Chicago**

I WOULD LIKE TO PAY BY CREDIT CARD
Pay online at LUC.edu/law/ReunionGift
or call 800.424.1513

Name 1
Name 2
Company
Street 1
Street 2
City, State Zip code

PLEASE ADVISE US if any of your contact information above is incorrect.
Contact us at 800.424.1513 or lawalumni@LUC.edu.



<ID, Spouse ID>
21L19

LOYOLA UNIVERSITY CHICAGO
1870
NOBIS • DEI • GLORIAM

Dear <Salutation>,

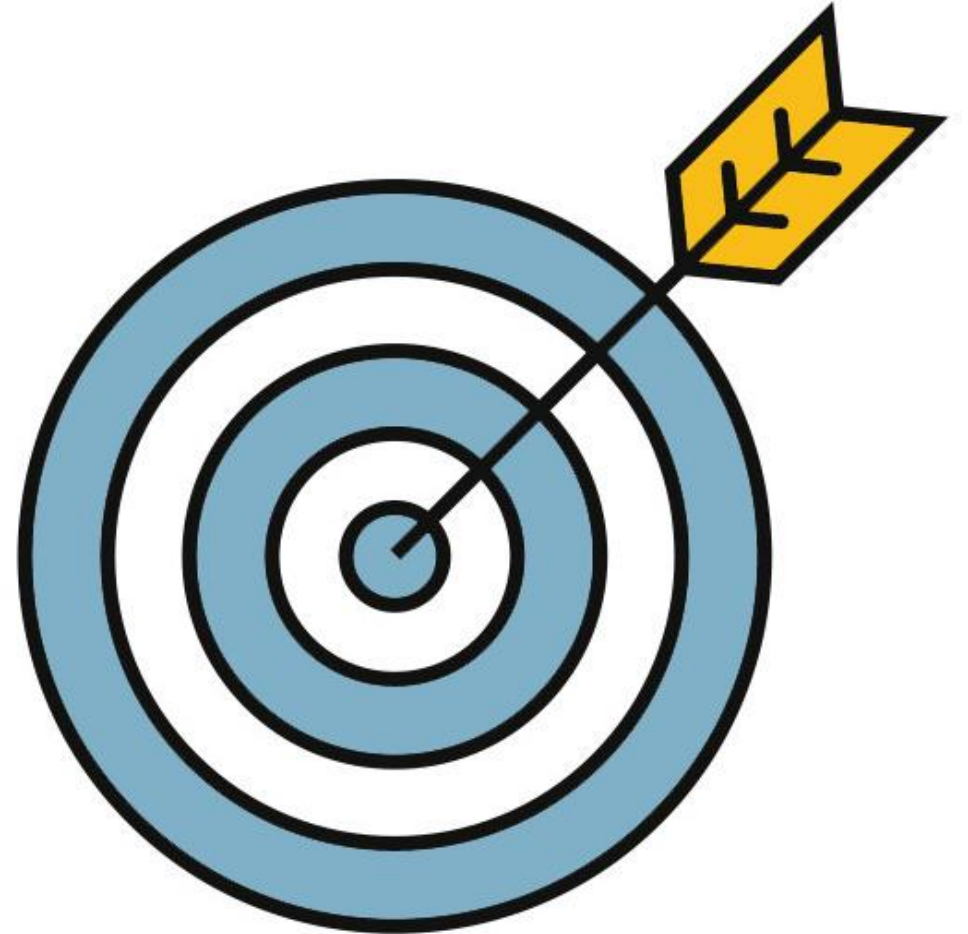
Celebrating my 10th reunion has allowed me to reflect on the transformative power of my Loyola Law education. I had a top-notch academic experience while I was on campus, and my life has continued to be enriched by my lifelong relationship with our law school since graduation.

During my time as your annual giving and Damen Society chair, I have seen firsthand that philanthropy is often the margin of excellence, helping to advance programming and expand operations thanks to the generosity of alumni and friends. **As 2020 comes to a close, please join me by making a gift before December 31 to honor your reunion too. You may give online at LUC.edu/law/ReunionGift or by calling 800.424.1513.** Let's continue to make our mark on Loyola Law together.

Sincerely,


KEVIN C. LICHTENBERG (JD '10, MA '11)
Chair, Annual Giving and Damen Society
Loyola University Chicago School of Law

Don't forget the event itself!

- Encourage giving throughout reunion
- Include giving options via online registration
- Have a giving station in a centralized location at the event
- Recognize donors via nametags
- Host special events for donors and volunteers during the event





EVALUATING RESULTS AND STEWARDING DONORS AND VOLUNTEERS

Revisit your goals

- What were the priorities you identified for reunion?
- Engagement
 - Increased attendance both year-over-year and reunion cycle over reunion cycle
 - More volunteers
 - Enhanced volunteer activity



Revisit your goals (cont.)

- Alumni participation
 - Increased totals in key audiences (particularly reunion over reunion cycle)
 - Pandemic effect
- Dollars raised
 - Overall total achieved? Increase over previous year or previous reunion cycle?
 - Class performance: goals achieved, records broken, etc.
 - Leadership gifts secured

Celebrate reunion

- Go big!
- Consider recognition during event itself
 - Check presentation
 - Class awards
 - Volunteer awards
- Utilize existing publications to celebrate and take advantage of your great event photography
- Create specialized acknowledgements in donor reports, online donor rolls, etc.



Personalize your reunion stewardship



- Carry reunion visual identity into acknowledgements
- Write reunion-specific messages of thanks
- Consider using volunteers as signers
- Acknowledge volunteer roles and event attendance where possible

Keep detailed records

- Every reunion cycle is unique with specific wins and challenges
- Note the leadership gift donors and commitments from each class
- Document strong volunteers and potential future roles for them
- Admit the misses and the lessons learned
- Celebrate and document the wins



Key Takeaways

- Set clear goals, timelines, and counting criteria
- Recruit, train, and motivate a core group of volunteers
- Create strong appeals and engage top leadership prospects
- Evaluate results and steward donors/volunteers in meaningful ways

aGn

ANNUAL GIVING NETWORK