UNION
COLLEGE
FOUNDED 1795



CLASS AGENT VOLUNTEER GUIDE

Dear Class Agents and Key Volunteers,

Thank you for volunteering on behalf of College Relations and all of us here at Union College. The efforts of dedicated alumni like you are vital to the success of The Union Fund and so many other avenues of support for your alma mater. We can't express our gratitude enough for your commitment.

In this guide, you will find an outline and resources that may be helpful this fiscal year. I will be reaching out frequently to offer guidance and assistance but please don't hesitate to contact me anytime with questions or ideas.

I'm looking forward to working with you and thank you for your continued partnership. Go U!

All my best from Union,

Shawna Gallagher
Sr. Associate Director of Annual Giving Volunteer Strategy
518-388-8380
gallaghs@union.edu

YOUR COMMITMENT

- **Lead** by example: Make an effort to give your gift to The Union Fund by December 31.
- **Contact** your assignments annually about making a contribution to Union College by using the Union College Volunteer Portal.
- **Encourage** classmates to join us for Union events both on campus and around the country and stay connected with Union through social media, college newsletters and the alumni magazine.
- **Advocate** for The Union Fund and the benefits of unrestricted giving.
- **Share** news and encourage participation during the Fall Giving Challenge and on ADAY4U.
- **Thank** those who make a gift with a personal thank you note or email.

WHY ARE GIFTS TO THE UNION FUND CRITICAL?

Alumni participation is key for Union's overall success. In addition to Alumni participation being a factor in prospective student appeal, federal and corporate grant-making foundations factor in a college's participation rate, so even a small gift can help Union secure critical outside funding and allow this campus to thrive.

The Union Fund meets the college's top priorities and allows the administration to meet the greatest challenges. Donations The Union Fund are current-use, spendable gifts that feed directly into the college's operating budget. This is in contrast to the endowment which is an invested fund of which only a portion of the interest generated is spent each year.

Each year, gifts to The Union Fund collectively form the foundation for all that we seek to do. Because gifts to The Union Fund are immediately spendable, they empower Union to adapt to multiple tomorrows. This enables our faculty and staff to launch innovative projects, seize opportunities, and provide life-changing experiences that shape the students who will one day impact the world in extraordinary ways.

WHAT IS THE IMPACT OF THE UNION FUND?

Support study abroad programs in 25 countries, from Argentina to Vietnam. As a result, nearly 60% of Union students go on full or mini-terms abroad, one of the highest percentages among U.S. liberal arts colleges.

Help to attract and support new faculty members with competitive start-up packages. It also helps Union maintain a 9:1 student-faculty ratio, enabling 80% of students do faculty-mentored research.

Support campus improvements and fortify a commitment to technology enhancements to create spaces where students can create, innovate and collaborate.

Elevate competitive excellence for our NCAA Division I ECAC Men's and Women's Ice Hockey teams, and for our 24 NCAA Division III Liberty League sports. A third of all Union students participate in intercollegiate sports.

Ensure that through student activities, study away, internships, research opportunities and wellness priorities, every student has what they need to prepare them for multiple tomorrows.

THE YEAR AHEAD

SEPTEMBER 2025
Sign annual confidentiality statement
Review and add/drop assignments in UCVP
Review training videos
President's Letter is sent, 1s and 6s ReUnion version

OCTOBER 2025
Inauguration of President Elizabeth Kiss
Homecoming & Family Weekend (Oct. 10-12)
Promote the Fall Giving Challenge & Illuminator Campaign

NOVEMBER & DECEMBER 2025
Lead by example: volunteers make their annual gift
Calendar year end push for donors who give by 12/31

JANUARY & FEBRUARY 2026
Thank fall and calendar year end donors through UCVP
ReUnion class letters and appeals sent

MARCH 2026
Prepare for ADAY4U in UCVP
Recruit Advocates
Make your gift early, use unique link-sharing tools

APRIL 2026
ADAY4U (April)
Complete ADAY4U outreach using UCVP
Consider joining students, staff and other alumni on campus at the ADAY4U HQ to call in live time!

MAY 2026
ReUnion (May 15-17)
ReUnion Giving Push
Review LYBUNTs for end-of-fiscal-year solicitation

JUNE 2026
End-of-fiscal-year (June 30) push
Thank you notes/emails to all donors

TERRACE COUNCIL

UNION'S LEADERSHIP GIVING SOCIETY

The Terrace Council (TC) is our society for leadership-level donors who make Union College a priority in their annual philanthropy. The Terrace Council honors all members of the Union community, including alumni, friends, students and parents, who give $2,000+ annually, with special initiation rates for recent graduates. United in their desire to propel Union to the forefront of higher education, this dedicated and distinguished group accounts for roughly 80% of all dollars raised for The Union Fund each year.

Special Benefits:

- Invitation to the President's Reception in NYC and during ReUnion weekend
- Priority registration for exclusive events on and off campus
- Networking opportunities with College leadership
- Insider communications highlighting College priorities

GOLD (Graduates of the Last Decade) Giving Levels

In consideration of our recent graduates, alumni who have graduated within the last 10 years are acknowledged as a member of the Terrace Council by making a gift at the following levels.

Dollar Amount	***Graduation Year***
$ 100 + ***Or $9+ per month***	**2026 (Current Seniors)**
$ 250 + ***Or $21+ per month***	**2022 - 2026**
$ 500 + ***Or $42+ per month***	**2017 - 2021**
$ 1,000 + ***Or $83+ per month***	**2016**

FISCAL YEAR 2025-2026 CLASS GOALS

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WAYS TO GIVE

FOR MORE INFORMATION VISIT: UALUMNI.UNION.EDU/WAYSTOGIVE

ONE-TIME GIFTS

RECURRING GIFTS

COMPANY MATCHING GIFTS

ONLINE GIFTS

MOBILE WALLETS
Apple Pay, Google Pay, Venmo, PayPal, etc.

BY CHECK

BY PHONE

CASH WIRE

STOCK TRANSFER

FUND ESTABLISHMENT

GIFTS FROM YOUR WILL

RETIREMENT ACCOUNTS

DONOR ADVISED FUND/DAF PAY

GIFTS OF LIFE INSURANCE

QUALIFIED CHARITABLE DISTRIBUTION

College Relations | Abbe Hall | 807 Union Street Schenectady, NY 12308
518-388-6175 | theunionfund@union.edu

REUNION GIVING
UNION COLLEGE
CELEBRATING CLASS YEARS ENDING IN 1 AND 6

ABOUT

Your ReUnion marks a memorable moment in time. It offers the opportunity to reflect on what Union College means to you and to commemorate your place in Union's history. Buildings may change, but our shared values of a liberal arts education remain constant. Making a significant gift in honor of your ReUnion ties the past to the present and allows us to develop new learning opportunities and student experiences for multiple tomorrows.

Although the fiscal year ends on June 30, we encourage ReUnion year alumni to make their gift before the ReUnion weekend celebration in May.

VOLUNTEERS

ReUnion giving volunteers are integral to class success. Peer-to-peer fundraising is four times more successful than traditional efforts. Being a volunteer allows you to reconnect with classmates before arriving for ReUnion weekend and help to create a lasting class impact.

AWARDS

GOLD Class with the most donors

ReUnion Class with the most donors

ReUnion Class with the most dollars

All awards are calculated the week of ReUnion and announced at the Celebrate U ceremony.

HOW TO GIVE

518-388-6175

Mail checks to:
Office of College Relations
807 Union Street
Schenectady, NY 12308

union.edu/reuniongiving

Planned Giving: rameecircle.org

MATCHES, CHALLENGES & SPECIAL FUNDS

Matches and Challenges

Each class will have a series of giving appeals that are written for the class over the course of the ReUnion year. Leveraging your own gift as a match or a challenge can increase the impact that a classmate's gift will have and is a wonderful way to incentivize class giving in these communications.

Directive and Multi-Year Giving

Alumni have the ability to contribute to a variety of worthwhile funds for Union. Your committee could choose to encourage the class to collectively support one designation in appeals and communications, such as, The Union Fund, Teaching and Learning, Student Experience or others.

Establishing an Endowed Fund

Many milestone classes have chosen to establish a Scholarship, Internship or other endowed fund in honor of their ReUnion. This requires substantial start-up giving, and can be explored with the Office of College Relations staff.

For questions on ReUnion Giving contact
Shawna Gallagher | gallaghs@union.edu
Liz DeLorenzo | delorene@union.edu

RESOURCES



Fundraising Volunteer Webpage
Union College Volunteer Portal



Union College Main Website
Union Alumni Website



Union College News



Union's Giving Page
Ways to Give



Union Alumni Instagram
Union Alumni Facebook
Union College Instagram
Union College Facebook

CONFIDENTIALITY AND CONDUCT

As a volunteer for Union College, you are in a position to receive highly confidential information about alumni, parents and friends of Union. You will have access to donor records, personal contact information and other related information that is considered property of Union College. At all times, during and after your volunteer role with the College, you will maintain the confidentiality of the Confidential Information, you will not disclose any Confidential Information to any person, party or entity other than College Relations personnel, and you will not keep or use the Confidential Information for any purpose other than for explicit purposes outlined by your volunteer role with the College. Without limiting the foregoing, this Confidential Information must not be shared with anyone outside of College Relations.

While working as an ambassador of the College, you are expected to share information about the College that you know to be true and is in line with the mission set forth by the President and Board of Trustees. You will be responsible for upholding the relationship and the trust between constituents and the College.

DIVERSITY, EQUITY, INCLUSION AND BELONGING

College Relations and The Union College Alumni Council are committed to cultivating and creating alumni programs and events that showcase the alumni community's variety of identities, lived experiences, and affiliations. United by a shared vision to create positive and lasting change in the world. As our 20,000+ Union College alumni community grows and becomes more diverse it is crucial that our programming and opportunities reflect, embrace, and cherish the experiences of all alumni.

The Union College DEIB Statement can be found here.

LAND ACKNOWLEDGEMENT

We acknowledge that we live, work, and study at Union College on the traditional homelands that were originally peopled by the Iroquois Confederacy (Haudenosaunee), including the Cayuga, Mohawk, Oneida, Onondaga, Seneca, and other tribes. What we call Schenectady is a Dutch version of a Mohawk word skahnéhtati, meaning 'The Place Beyond the Pines.' As a College, we honor the land itself with gratitude and acknowledge the people who have stewarded the land, lost lives, and had their land taken unjustly throughout the ages.