Thank you for volunteering for your Bates Reunion!

Reunion volunteers make Bates Reunion Weekend happen. The keys to a great Bates Reunion are strong attendance, robust giving and high participation in your class gift. These elements ensure a wonderful weekend for all who return to reconnect with classmates and with the college, and they allow each class to celebrate their time at Bates by paying forward to today’s students and faculty.

Bates Reunion could not succeed without the energy and enthusiasm of its volunteer leaders. Your efforts ensure your class has a memorable experience while helping Bates provide the highest quality education for today’s students. We thank you for your commitment to your alma mater. For questions and further information, please contact Grace Bell at 207-786-6487 or reunion@bates.edu.

Planning the Celebration

Social Committee Member Responsibilities:

- **Attend** your class’s Reunion planning meeting.
- **Contact** 10–20 classmates about attending Reunion.
- **Make** an annual gift to the Bates Fund by December 31.
- **Assist** with one or more of the following initiatives:

  - **Parade Attire**
    Show your class spirit! Social Committee members determine a theme and costume for the annual Alumni Parade. (Fun fact: Reunion 2014 marks the 100th anniversary of the parade!)

  - **Programming**
    Each class is encouraged to organize and sponsor one or two programs that are open to all Reunion attendees. These programs can include topical discussions, panels, academic lectures by Bates faculty, workshops or activities.

  - **Hospitality Suite**
    Create a welcoming atmosphere for your classmates at your class headquarters. Decorate your class lounge, bring along your favorite snacks and beverages for all to enjoy, and greet classmates as they arrive! A familiar and friendly face is a welcome sight to those who have not returned to Bates in many years.

  - **Building Attendance**
    Reunion is for everyone! Whether it is an opportunity to reconnect with old friends, create new memories, visit campus or hear from esteemed Bates faculty, there is something for everyone to enjoy. The more, the merrier — spread the Reunion enthusiasm via phone calls, emails and social media.
Fundraising for Bates

Gift Committee Member Responsibilities:

**Lead** by example: Make your gift to Bates by December 31.

**Attend** your class’s Reunion planning meeting.

**Contact** 10–20 classmates about making their Reunion gift.

**Share** Reunion news and speak with classmates about the importance of giving to Bates.

**Encourage** classmates to return to campus for Reunion Weekend!

**Thank** those who made a gift with a personal thank-you.

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The Ask

First Step: **Prepare**

**Make your own gift to the Bates Fund.** You’ll feel more comfortable asking your classmates to join you in supporting Bates when you have already made the commitment yourself. Please make your gift or pledge as early as possible this year.

**Review your assignments’ giving histories.** Have they given consistently? Did they increase their gift last Reunion? The college will provide a suggested gift amount for each individual based on their previous giving history.

**Use the Online Tool to find up-to-date giving and contact information.**

**Stay informed.** The more you know about what’s happening on campus, the easier the conversation will be. The Bates News site (bates.edu/news) is constantly updated with current stories about students, faculty and college initiatives.

Second Step: **Make the contact**

**Identify yourself.** Make it clear that you are a fellow classmate working as a volunteer for your Reunion Gift Committee.

**Encourage your classmates to return for Reunion Weekend.** Reunion is a great time to reconnect with old friends and the campus. The more classmates to make it back for Reunion Weekend, the more fun everyone will have!

**Find common ground.** What did your classmates cherish most about their Bates experience?

**Emphasize participation.** Let them know that their gift, whatever the size, truly matters to Bates.

**Check contact information.** Confirm mailing addresses, telephone numbers and email addresses.

Third Step: **Follow up**

Use the Online Tool to see when your assignments have made a gift to Bates.

**Don’t forget to personally thank those who make a gift.**

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Participation Matters

- A gift to Bates shows that you care about your Bates experience and believe in the power of higher education for generations to come.
- Our rate of alumni participation is one factor considered by key college rankings across the country. While no ranking system can fully represent the experience of any college, they are an indicator of a college’s status and value.
- Bates’ stature as an elite institution benefits alumni in the job market. Having Bates on your resume helps open doors and opportunities. If Bates’ stature declines, so does the value of all of our diplomas.
- Together all gifts pack a big punch: When added together, gifts of $1,000 or less added up to over $1 million last year.
- Federal and corporate grant-making foundations take note of a college’s participation rate, so even a small gift can help Bates secure critical outside funding.
Timeline of Events and Action Items

**July–September**
- Leadership and Committee Recruitment

**October–December**
- Gift Committee Assignments Made
- Fall Gift Committee Outreach
- Social Committee confirms parade attire

**December 31**
- End of Tax Year
- Lead by example, make your Reunion gift!

**February**
- Social Committee confirms programming

**March**
- Registration Opens
- Spring Gift Committee Outreach

**March 15–May 15**
- Social Committee Outreach

**April**
- “It’s A Great Day to be a Bobcat”
- One-Day Giving Campaign

**May**
- Reunion Registration Closes

**June 12–14**
- Reunion Weekend — Enjoy!

50th Class arrives on June 11

**June 30**
- End of Bates’ Fiscal Year

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**Online Resources**

**The Bates Fundraising Portal**
Use the Online Tool under your Volunteer tab in the Garnet Gateway to view your assignments, review giving history and contact information, and keep track of your assignments through the “ask,” the gift and the thank-you.
Visit [bates.edu/garnet-gateway](http://bates.edu/garnet-gateway).

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Up-to-Date Reunion Information
[bates.edu/reunion](http://bates.edu/reunion)

Up-to-Date Class Giving Information
[bates.edu/volunteer/resources/class-statistics](http://bates.edu/volunteer/resources/class-statistics)

Bates News
[bates.edu/news](http://bates.edu/news)

Bates Alumni on Facebook
[facebook.com/bates.college.alumni](http://facebook.com/bates.college.alumni)