Class Agent Program (CAP)
Job Descriptions

The Bates Class Giving Department is responsible for over 90% of the gifts that comprise Bates’ annual participation percentage, i.e. the 55% that was achieved in FY12.

The Class Agent Program plays a crucial role in the annual Bates Fund. It consists of a growing infrastructure of Class Agents (CAs), Lead Agents (LAs), Decade Co-Captains (DCCs) and Bates Fund Executive Committee (BFEC) Co-Chairs who together are responsible for educating alumni on the importance of the Bates Fund and promoting the importance of annual giving. The Program participants also strengthen relationships between Bates and alumni.

CAP volunteers typically serve for at least one (1) year, with many renewing for years and even decades. The annual time commitment for a Class Agent with 10-15 assigned alumni is approximately 15-25 hours spread over the course of nine months.

Class Agent Responsibilities

Lead by example. Make a gift or pledge to the Bates Fund early in the fiscal year.

Solicit and steward donors. Solicit gifts from 10-15 classmates and write thank-you notes or e-mails to donors, typically using the Garnet Gateway online tool.

Share ideas and provide feedback. Help to enhance the Class Agent Program.

Actively participate in conference calls. Attend a monthly 30-minute conference call with fellow Class Agents from the appropriate half-decade, e.g. the “early 90s” (1990-1994) to identify best practices, resolve problems, and share “lessons learned”.

Lead Agent Responsibilities

Lead by example. Make a gift or pledge to the Bates Fund early in the fiscal year.

Recruit. Recruit Class Agents for their class with the ultimate goal being that all alumni are personally contacted.

Train. Help train new Agents, supported by the materials and tools provided by Bates (see below).

Lead. Act as coordinator and first point of contact for the Class Agents. Motivate and encourage, problem-solve, escalate difficult issues to the Decade Co-Captain. Share talking points, news and other relevant information with Agents in their class. Lead Agents may also act as Class Agents.

Decade Co-Captain Responsibilities

Lead by example. Make a gift or pledge to the Bates Fund early in the fiscal year.

Recruit. Recruit one Lead Agent for each of the non-reunion classes in their half decade.

Train. Provide personalized advice and guidance to Class and Lead Agents in support of that provided by Bates (see below).

Lead. Act as coordinator and first point of contact from and to their classes. Motivate and encourage Lead and Class Agents, problem-solve or escalate issues to the BFEC Co-Chair. Share talking points, news and other relevant information. Review monthly results with Lead and Class Agents, identifying opportunities for improvement and celebrating “wins”.

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BFEC Class Agent Program Co-Chair Responsibilities

**Lead by example.** Make a gift or pledge to the Bates Fund early in the fiscal year.

**Recruit.** Recruit one DCC for each 5-year half decade, e.g. early ’80s (1980-1984). The two BFEC Co-Chairs each handle approximately half of the decades, the ’40s – ’70s and the ’80s – ’00s.

**Train.** Help assigned DCCs to recruit and organize their Lead and Class Agents.

**Lead.** Help problem-solve. Act as point person for DCC/LA questions and issues. Provide reports, statistics, and other information at the request of DCCs. Hold a monthly 30-minute conference call with assigned DCCs and LAs. Review and address participation and dollar results to-date. Identify areas of concern, opportunity and success.

**Director of Class Giving Responsibilities**

**Lead by example.** Make a gift or pledge to the Bates Fund early in the fiscal year.

**Training.** Provide training through print and video resources on the Bates Fund Volunteer Center (BFVC), WebExs, regional events, and individual meetings and phone calls.

**Support.** Provide talking points and relevant Bates news and information for solicitation purposes. Maintain broad, deep, and current information on the BFVC so that all CAP volunteers are optimally supported.

**Lead.** Provide monthly status reports regarding participation and dollar results to-date and against goals. Provide reports, statistics, and other information at the request of BFEC Co-Chairs.

**Goal Organizational Structure – How It All Fits Together**

**Bates Class Agent Program**

This depicts the organizational structure for one Class Agent within one class (1992).

The entire Class Agent Program has over sixty (60) classes, two BFEC Co-Chairs, 14 Decade Co-Captains, a Lead Agent for each class (the goal), and over 200 Class Agents... so far.

Our goal is to have 15 Class Agents per class, thereby covering a majority of alumni.