Class Agent Program FY14

Class Agent Description

Class Agent Role

The role of the Class Agent is to contact each assignee on their Garnet Gateway Online Tool (or paper) list and move them to “completed” status, defined as either having made a gift and been thanked or declined to do so. Class Agents are expected to make their own gifts within the fiscal year. Class agents are asked to:

1. Sign on, become familiar with, and use the Garnet Gateway online tool.
2. In concert with the Bates system for classmate assignments, select your assignees for the year.
3. During the four targeted periods or at other times you may choose, contact all assignees who are not yet completed. Class Agent Program Leaders* will provide email templates and motivation/speaking points for the contact periods. Updates on Bates are available through the Bates Fund Volunteer Center (www.bates.edu/volunteer) and Class Agents are encouraged to become familiar with the information on the website.
4. Enter the results of each contact through the Online Tool, or to let the Office of College Advancement know the results using paper following the close of each contact period.
5. Thank all gift givers via e-mail, snail mail, or phone and update all assignees’ status, including “refused”, in the online tool.
6. Advise Bates of any email, phone, work or other changes for assignees (including any information found to be incorrect, even if correct information is unknown), so that the Bates database can be updated.

Generally, Class Agents communicate with their class Lead Agent. This includes initial training, and letting the Lead Agent know that they have successfully logged into the online tool. Most follow up communication will occur prior to and during the contact periods. Class agents are encouraged to communicate with fellow agents, and possibly as a group via the Lead Agents. The community of Class Agents helps build a knowledge base, share successes and strategies, and can serve as forum for discussion.

*Class Agent Program Leadership includes the Associate Director of Annual Giving and others from the Office of College Advancement and the Co-Chairs of the Class Agent Program.