Welcome to Fiscal Year 2013-2014!

Thank you so much for volunteering to be a Class Agent for your class. We are looking forward to another great year for the Class Agent Program. Over the last two years, the number of Class Agents has grown dramatically. We hope to continue this trend by adding several more Class Agents to the Team and strengthening the community of volunteers dedicated to ensuring Bates’ future. As a Class Agent, we are asking you to contact your classmates about supporting the Bates Fund. This packet includes materials to assist you in the solicitation process. Please take the time now to review these materials and your Online Tool account. If you have any questions or need any assistance, we encourage you to contact one of us or your class’s lead agent. Thank you so much for all of your hard work on behalf of Bates.

Cordially,

Irwin Flashman ’65   John Ducker ’91   Nina Emmi ’10
Class Agent Co-Chair   Class Agent Co-Chair   Associate Director of Annual Giving

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Class Agent Program Calendar of Events and Activities – 2013-2014

**September 15th to November 30th**: Lead Agents and Class Agents work with the Associate Director of Annual Giving to allow each Class Agent to choose his/her assignees for the upcoming year. Lead Agents also encourage and assist Class Agents to sign on to the Garnet Gateway On-Line Tool (OLT) and to sign consent forms.

**November 25th forward**: Class Agent Program sends out materials, including sample e-mails to prepare for the December contact period.

**December 2nd to December 15th**: Contact Period! Class Agents and Lead Agents are encouraged to reach out to all of their assignees during this period and report contact results through the OLT (or to the Office of College Advancement for paper call sheet users).

**March 16th to March 30th (tentative)**: Contact Period! Class Agents and Lead Agents are encouraged to reach out to all of their assignees during this period and report contact results through the OLT (or to the Office of College Advancement for paper call sheet users).

**May 31st**: All Class Agents are encouraged to make their Bates Fund gift as early as possible and no later than May 31st.

**June 9th to June 23rd**: Contact Period! Class Agents and Lead Agents are encouraged to reach out to all of their assignees during this period and report contact results through the OLT (or to the Office of College Advancement for paper call sheet users).

**June 30th**: LAST DAY OF THE FISCAL YEAR

**July 1st to July 30th**: Class Agents review Online Tool and call lists to thank anyone that has made a gift to Bates this year
Description of Class Agent Role

The role of the Class Agent is to contact each assignee on their Garnet Gateway Online Tool (OLT) (or paper) list and move them to “completed” status, defined as either an assignee having made a gift and been thanked or having 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 OLT, if comfortable with using it.
2. In concert with the Bates system for classmate assignments, select your assignees for the year.
3. During the contact periods, or at other times you may choose, contact all assignees who are not yet completed. Class Agent Program Leaders* will provide e-mail 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 OLT, 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.
6. Advise Bates of any e-mail, 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 OLT. 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, can serve as forum for discussion and create an environment for class pride.

*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.
Resources and Links for Class Agents

**Garnet Gateway** – the Garnet Gateway is a volunteer tool for Class Agents. Its web address is www.bates.edu/garnet-gateway

**Bates Fund Volunteer Center** – the Bates Fund Volunteer Center contains many great resources and tips for Class Agents, including their Class Statistics, and information about the Bates Fund. Its web address is www.bates.edu/volunteer

**The Case for the Bates Fund** - the Case for the Bates Fund outlines the important reasons for supporting Bates College through its Annual Fund. Its web address is www.bates.edu/fund/case-for-the-bates-fund

**Class Agents Facebook Page** – the Class Agents Facebook Page provides an opportunity for Bates Class Agents to gather and share ideas on the popular social networking site. Its web address is http://www.facebook.com/groups/440618805983684/

Ways Alumni Can Make a Gift

When someone wants to make a gift, they have a number of options. They can:

- Go to www.bates.edu/give and make the gift online
- Call Bates toll free at 888-522-8371
- Send a check payable to The Bates Fund to 2 Andrews Road, Lewiston, ME 04240

Note: if someone makes a *pledge*, a “**Specified**” pledge, i.e. for a specific dollar amount, is best. If this can’t be done, then it is “**Unspecified**”. Be sure to code the pledge appropriately in the online system.
Sample Email during Calling Periods

*Please feel free to personalize this message or adapted it to the circumstance of the addressee or your class.*

Subject: Supporting Bates

Dear (name/s),

I hope all's well with you. As you might suspect, I'm writing to thank you very much for your past support of the Bates Fund. You have been so generous with Bates in the past and I hope that you continue your record of giving again this year. Bates could not remain the institution that it is without such terrific alumni support as yours. The Bates Fund provides crucial funding for the fundamental aspects of a Bates education, from financial aid, to faculty salaries and curriculum development, to athletic team travel and dance performances.

Philanthropic support from alumni is a critical indicator of the college’s success and achieving 50% alumni participation last year was such a great accomplishment for the Bates community. We hope to continue the great tradition of alumni support for Bates again this year. Please help provide new and amazing opportunities for current and future Bates students by making a gift this year.

You can make a gift by visiting [www.bates.edu/give](http://www.bates.edu/give), calling Bates toll free at 888-522-8371, or by sending a check payable to The Bates Fund, to 2 Andrews Road, Lewiston, ME 04240. I hope you'll consider a donation today or before the end of the calendar year. Doing so will allow you to claim your donation for tax year 2013 rather than if you waited until much later in the fiscal year. Please feel free to contact me with any questions about giving to Bates.

Best wishes and thank you again for your past support.