

Class Agent Overview

Bates Fund Class Agents strengthen their classmates' relationships with the college and build awareness of the importance of giving to the Bates Fund. They are supported in their efforts by the Bates Fund Executive Committee (BFEC) Class Agent Program co-chairs, their Decade Co-Captain(s), and the Bates Office of Advancement Class Giving staff.

Class Agent Role

- Lead by example, making a gift or pledge to the Bates Fund early in the fiscal year, which runs from July 1 – June 30 each year.
- Solicit and steward gifts to the Bates Fund from 10-15 classmates. The most effective solicitations are made by phone and handwritten notes.
- Write thank-you notes to donors, using either the Bates Volunteer system on the Garnet Gateway, or using handwritten notes.
- Utilize the Bates Volunteer system on the Garnet Gateway to track status with each assignee and to report results to the Bates team.
- Participate in 4-6 conference calls during the year. Calls are typically planned for the November to May period, last approximately 30 minutes, and focus on sharing ideas, creative problem-solving, and answering questions.
- Attend regional or on-campus Bates events – especially Class Agent meetings and donor events – whenever possible.

Why You, and the Bates Fund, are so Important

It is a well-known and accepted fact that alumni are more prone to give if they are contacted by a classmate.

Gifts to the Bates Fund fuel the day-to-day operation of the College, supporting students, faculty, the facilities, and—very importantly—financial aid.

- Approximately 45% of Bates students receive financial aid, with the average package totaling over \$35,000.

The Bates family consists of people from all walks of life. Continuing this tradition depends on the availability of financial aid. With the current economy's impact on families with college-aged children, our support is especially critical today.

Bates students and faculty depend on grants, provided by the Bates Fund, to conduct research and to participate in projects and programs leading to important learning and discoveries.

A strong Bates Fund also benefits alumni by helping Bates remain a top-tier school, thereby maintaining the value of our Bates degrees in society and at work.

As a Class Agent, your work is crucially important to the future of Bates. You have the potential to do great things for Bates, and the entire Bates family is truly grateful for the work that you do on behalf of the college. Thank you so very much.

Profile of a Class Agent

Very Important

- Comfortable calling classmates and asking for money
- Comfortable using the online volunteer system (Garnet Gateway)
- Accountable to get the work done
- Good social skills and good communicator

Important

- Track record of involvement with the College
 - Attend reunions
 - Return to campus "regularly" (annually? every few years? other?)
 - Attend local/regional Bates events
- Regular gifts made to the college over the last 5 years or so

Decade Co-Captain Overview

Overview

As a member of the Class Agent Leadership Team, Decade Co-Captains work with the Bates Fund Executive Committee (BFEC), fellow Decade Co-Captains, and the Bates Office of Advancement to create, grow and lead a superb Class Agents Program for Bates.

Responsibilities

1. Collaborate with the Class Agents leadership team to develop creative, measurable and effective strategies and tactics that lead to achieving Bates' goals and objectives related to the annual Bates Fund.
2. Recruit new class agents.

Bates lags many of its peer schools in terms of the number of Class Agents in each class. This means that our alumni do not receive the personal touch and relationship that is so important. Our goal is to have enough CAs that the vast majority of alumni are personally contacted by a classmate.

- Goal: add at least one new class agent per class within assigned half-decade during the Fall.
 - Send names of new class agents to the Class Agent BFEC Co-Chairs.
 - Communicate with Irwin and Kathy regarding progress, support or information needs, issues, questions, etc.
3. Lead a monthly call with CAs from assigned half-decade; may be in conjunction with the decade's other Co-Captain's group of agents, at the Co-Captains' discretion.

Collaborate with Bates and the Co-Chairs to develop a tight agenda, conduct a 30-45 minute call, and distribute a post-call email capturing the next steps, agreements made, and other pertinent information.

The primary objectives of the calls are to:

- Share information that is useful to, and needed by, the CAs, as identified by them leading up to the call.
 - Review current results, celebrate successes, problem-solve where needed.
 - Discuss strategies and best practices for achieving goals.
 - Identify obstacles, issues, needs; brainstorm solutions.
4. Attend a monthly Decade Co-Captains conference call.

The Decade Co-Captains, Co-Chairs and Bates hold a 30-minute monthly call to discuss progress, problem solve, and identify opportunities for improvement.

Lead Agent Role

Working closely with the Class Agent Program co-chairs and Annual Giving staff, the Lead Agent coordinates fund-raising efforts in their class. As a key advocate for Bates, the Lead Agent works to strengthen relationships between the College and alumni as well as build awareness of the importance of regular Bates Fund giving.

Responsibilities

- Lead by example. Make a gift or pledge to the Bates Fund early in the fiscal year (July 1 – June 30).
- Serve as a spokesperson. Author communications (provided by staff for the Lead Agent/s to edit and/or approve) such as solicitations, newsletter messages, and e-mail announcements, to classmates as a primary spokesperson for the Bates Fund for his/her Class.
- Recruit and manage Class Agents. Help to identify, recruit, and motivate Class Agents and evaluate their activity. Solicit Class Agents for their own annual gifts when appropriate. Provide leadership for the Class' team of Agents by chairing conference calls and meetings when needed.
- Make the case for Bates Fund giving. By phone and/or e-mail, solicit and steward Bates Fund gifts from 10-15 assigned donors (per Lead Agent's selection, but assignees often end up being the Class Agents themselves).
- Say "Thank You." Write thank-you notes or e-mails to assigned donors and volunteers.
- Join in and report back. Collaborate and report results with staff and Class Agent co-chairs by e-mail and through participation in 4-6 annual conference calls. Communicate with Class Officers when appropriate.
- Share advice. Provide advice and share ideas with staff relating to proposed goals, strategies, plans, and timetables for the Bates Fund.
- Engage. Attend regional or on-campus Bates events – especially Class Agent meetings and donor events – whenever possible.