



Bates

**Reunion 2017
Volunteer Guide**

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. Please contact us with any questions.

The Bates Reunion Team

reunion@bates.edu

207-755-5976



Gift Timeline

Social Timeline

July	- Reunion Save-the-Date mailed	- Reunion Save-the-Date mailed
August	- Committee building	- Committee building
September	<ul style="list-style-type: none"> - Committee building continues - Schedule Reunion planning meeting or pre-Reunion gathering - Reunion solicitation letter from Gift Chair(s) 	<ul style="list-style-type: none"> - Committee building continues - Schedule Reunion planning meeting or pre-Reunion gathering - Save-the-Date email from Social Chair(s)
October	<ul style="list-style-type: none"> - Student Calling begins - Back to Bates: October 7–9 - Gift Committee selects assignments 	- Back to Bates: October 7–9
November	- Volunteer conference call (TBD)	- Newsletter from Social Chair(s)
December	<ul style="list-style-type: none"> - Reunion solicitation letter from the college - Committee outreach to year-end donors (1st contact period) - End of Tax Year: make your Reunion gift! 	<ul style="list-style-type: none"> - Confirm parade attire: December 15 - End of Tax Year: make your Reunion gift!
January	- Full Committee check-in	- Full Committee check-in
February	- Reunion registration opens	- Reunion registration opens
March	- Committee outreach to classmates (2nd contact period)	<ul style="list-style-type: none"> - Confirm dinner audio-visual needs: April 1 - Attendance building
April		<ul style="list-style-type: none"> - Newsletter from Social Chair(s) - Attendance building
May	<ul style="list-style-type: none"> - Reunion solicitation letter from Gift Chair(s) - Committee outreach continues - Student Calling ends 	<ul style="list-style-type: none"> - Attendance building - Reunion registration closes
June	<ul style="list-style-type: none"> - Reunion Weekend: June 9–11 (50th Reunion Class arrives on June 8) - Final committee outreach to classmates (3rd contact period) - Reunion solicitations from the college - Fiscal Year ends: June 30 	<ul style="list-style-type: none"> - Reunion Weekend: June 9–11 (50th Reunion Class arrives on June 8)
July	- Thank classmate donors and volunteers	- Thank classmate volunteers

Reunion Gift Committee: Fundraising for Bates

Gift Committee Member Responsibilities

- Lead** by example: Make your gift to Bates by December 31.
- Attend** your class’s pre-Reunion gathering or Reunion planning meeting (if applicable).
- Contact** 10–20 classmates about making their Reunion Bates Fund 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.

Stretch Giving and Participation

- Giving to Bates every year is a critical measure of Bobcat pride. Each gift shows that you value your own Bates experience and believe in the power of higher education for generations to come.
- Bates depends on alumni philanthropy to help provide financial aid, faculty development, career planning support, and student life programming.
- Reunion is an opportunity to make a gift of increased significance (“stretch” gift) to celebrate Bates and your milestone year.
- In 2016, Reunion-year alumni increased their Bates Fund giving by 50 percent over the prior year.
- There are many ways to make a “stretch” gift:
 1. Increase the size of your gift. (Consider doubling or tripling your last contribution.)
 2. Join a leadership giving circle such as the Mount David Society.
 3. Make a multi-year pledge to the college (maximum pledge period is 3 years).
 4. Sign up for recurring giving and become a Bates Beacon.
bates.edu/giving/bates-beacons
 5. Share your bequest intentions and join the Phillips Society.
bates.edu/giving/gift-planning • 207-786-6249

Mount David Society Giving

The Mount David Society recognizes Bates Fund donors who put the college first in their annual philanthropy.

bates.edu/giving/mount-david-society

President’s Associates	\$10,000+
Named Scholar’s Program	\$5,000
Founder’s Associates	\$1,855 to \$9,999
10th Reunion	\$1,000
5th Reunion	\$500

The Ask

1. 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 year? The college will provide suggested gift amounts for alumni 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.

2. Make the contact

Identify yourself. Make it clear that you are a fellow classmate working as a volunteer.

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.

Verify contact information. Confirm mailing addresses, telephone numbers, and email addresses. Please share changes in the Online Tool or with your staff liaison.

3. 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.

Ways to Give

Online at bates.edu/give

Phone at 888-522-8371

Check made payable to "The Bates Fund." Mail to: Bates College, 2 Andrews Road, Lewiston, ME 04240

Online Resources

The Bates Fundraising Portal: bates.edu/g

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.

Up-to-Date Class Giving Information
bates.edu/volunteer/resources/class-statistics

Information about Giving to Bates
bates.edu/giving

Bates Alumni on Facebook
facebook.com/bates.college.alumni

Reunion Website
bates.edu/reunion

Bates News
bates.edu/news

Reunion Bates Fund Records

Reunion	Bates Fund Total	Record-Setting Class	Year Set
5th	\$31,904	2000	2005
10th	\$74,835	1992	2002
15th	\$78,329	1988	2003
20th	\$120,595	1988	2008
25th	\$247,825	1980	2005
30th	\$249,633	1979	2009
35th	\$448,196	1980	2015
40th	\$107,774	1975	2015
45th	\$281,532	1960	2005
50th	\$250,100	1959	2009
55th	\$136,785	1959	2014
60th	\$224,174	1947	2007
65th	\$115,965	1946	2011
70th	\$87,715	1946	2016

Reunion Participation Records

Reunion	Participation	Record-Setting Class	# of Donors from 2s and 7s Needed to Break the Record
5th	56%	2007	254
10th	54%	1990	234
15th	49%	1982	187
20th	57%	1991	252
25th	58%	1990	215
30th	60%	1986	163
35th	63%	1963	161
40th	74%	1960	164
45th	79%	1967	139
50th	96%	1951	134
55th	86%	1957	107
60th	95%	1956	95
65th	100%	1925	71
70th	94%	1925	34



“Truly transformative experiences are rare, yet providing them is Bates’ mission. I look forward to the day when I am able to fund these opportunities for others — until then, your generosity is important for continuing this legacy.” — Shannon Griffin ’16

Fiscal Year 2016: \$28,155,472

23%

Academic Excellence	200+ top-in-their-field faculty
Financial Aid	48% of students receive aid
FBA (Athletics)	coaching staff, equipment, team travel
The Arts	dance, music, visual arts
Library	staffing, technology, and holdings
Residential Life	student advising and support

● non-Bates Fund dollars
● Bates Fund dollars

Bates Fund: \$6,532,502

Alumni participation of 47% and parent participation of 38% make Bates a national leader in annual giving.

By giving to the Bates Fund, you provide the next generation with:

- ## In the words of Bates alumni...

(From the Bates Alumni Survey 2015, Office of Institutional Research)

Reunion Social Committee: Planning the Celebration

Social Committee Member Responsibilities

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

Attend your class's pre-Reunion gathering or Reunion planning meeting (if applicable).

Contact 10–20 classmates about attending Reunion.

Assist with one or more of the following initiatives:

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.

Parade Attire

Show your class spirit! Social Committee members determine a theme and costume for the annual Alumni Parade.

Class Lounge

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.

Reunion Attendance Records

Reunion	Attendance Record (% of class in attendance)	Record-Setting Class	# of Alumni from 2s and 7s Needed to Break the Record
5th	47%	2011	224
10th	24%	1995	110
15th	16%	1989	65
20th	27%	1986	125
25th	24%	1988	95
30th	19%	1983	70
35th	24%	1975	81
40th	33%	1967	97
45th	36%	1959	91
50th	62%	1959	112
55th	33%	1959	53
60th	34%	1942	42
65th	24%	1951	21
70th	35%	1940	15

Using the Online Tool

Logging In

- Visit www.bates.edu/g (Bates Garnet Gateway)
- Sign in using your user ID and PIN (if you are a first time online tool user, this information will be sent to you by your Bates Staff Liaison). If you have used the Online Tool before, but don't recall your PIN, click "Forgot my PIN" on the log in screen, or call the Bates College Registrar at 207-755-5949 during business hours, M–F, 8–4:30.
- Once logged in, you will see a screen with multiple tabs across the top. Choose the "Volunteer" tab. Click "Fundraising Volunteer."
- You will be asked to read and "sign" a confidentiality agreement. This is an annual requirement for all volunteers. Read the agreement thoroughly, enter your PIN, and choose "Accept."

Tabs and Columns

- **Tab:** The Call List tab displays all of your assignments, regardless of whether or not you've already contacted them and whether or not they have made a gift.
- **Columns:** There are six columns. Please review these columns and become familiar with the information.
 1. **Status:** This column displays what kind of contact (if any) you have had with your classmates.
 2. **Name:** This is your classmate's name. When you ready to contact this classmate, click their name to display their profile page.
 3. **Contact Info:** This column includes phone number and email address information. If Bates has an email on file, the email address will display here. If Bates does not have an email on file, "request email" is displayed. Please ask the classmate to update this information with you.
 4. **Bates Fund:** This column displays the different Bates Fund "programs" in which a classmate falls depending on ask amount, class year or alumni/parent affiliation. Please review the explanations below.
 - Bates Fund: Includes alumni with an ask amount of \$1,854 and less.
 - Mount David Society Prospect: Includes alumni or parents with an ask amount of \$1,855 and above who did not give at the MDS level last year.
 - Mount David Society: Includes any alumni or parent with an ask amount of \$1,855 and above who gave at the MDS level last year.
 - Class of XXXX: Includes any Reunion 2017 class (all classes ending in a 2 or a 7)
 - Parents Fund: Includes any parent with an ask amount of \$1,854 and less.
 5. **Ask:** The amount listed is the "ask amount."
 6. **Class:** Displays the class year.
- **Profile Page:** By clicking in the "Name" column, you will be brought to a classmate's profile page that shows additional contact information, contact notes, and allows you to create a new contact record. Reviewing this information (number of children, last gift amount etc.) will prepare you for the contact.

Steps to Complete a Contact

1. Click the name of the classmate you wish to contact.
2. Review the personal information to prepare for the call.
3. If any contact information is listed as "not on file," remind the classmate to update this information.
4. Once the call is complete, enter the Contact Type, Contact Result, Pledge Amount (if pledge was confirmed) and contact notes.
5. Review all the information you have entered. In the contact notes (required field), enter any updates you received (new home, recently retired, new email address, new job, etc.) If any Bates staff member follow-up is required, please note that here, and click "Flag for Bates staff follow-up." Click Submit.
6. This will bring you to an email form populated with sample text. Please personalize the email, or send an email from your personal email account instead (click "skip email").

Bates

bates.edu/reunion