

# Bates



## Class Agent Volunteer Guide

# Fundraising for Bates

## Class Agent Responsibilities:

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

**Contact** 10–20 classmates about making their Bates Fund gift.

**Share** news from campus and speak with classmates about the importance of giving to Bates.

**Encourage** classmates to return to campus for Back to Bates (October 5–7) or attend Bates events in their area! Visit [bates.edu/alumni/events](https://bates.edu/alumni/events) for more information.

**Thank** those who make a gift with a personal thank-you.

## 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 by December 31.

**Review your assignments' contact information and giving histories.** Have they given consistently? Did they increase their gift last year? Information on your assignments will be provided by your staff liaison.

**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](https://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?

**Make the ask.** Ask your classmates to join you in making a gift to Bates. If they are unsure about giving, reiterate that their gift, whatever the size, truly matters to Bates.

### 3. Follow up

**Say thank you.** You will receive a notification when your assignments make a gift to Bates. Please personally thank those who make a gift as soon as possible.

**Update information.** Share updated contact information with your staff liaison.

## Ways to Give

**Online** at [bates.edu/give](https://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

Visit [bates.edu/giving](https://bates.edu/giving) for more information about giving to Bates.

## Recurring Gift Program

Maximize your gift to Bates by dividing your contribution into manageable and automatic monthly payments.

[bates.edu/giving/recurring-gift](https://bates.edu/giving/recurring-gift)

## Mount David Society Giving

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

Learn more:

[bates.edu/mds](https://bates.edu/mds) • [mtdavidsociety@bates.edu](mailto:mtdavidsociety@bates.edu)

Founder's Circle	\$100,000+
Benefactor's Circle	\$50,000 to \$99,999
Sustainer's Circle	\$25,000 to \$49,999
President's Circle	\$10,000 to \$24,999
Cornerstone Circle	\$5,000 to \$9,999
Mount David Society Member	\$2,500 to \$4,999

## Fiscal Year 2019 Timeline

- September**
- **Lead Agents recruit new Class Agents**
  - **Bates Fund class solicitation letter from Lead Agents**
  - Set class goals

- October**
- **Class Agents select FY18 assignments**
  - Student Calling: September 30–October 31
  - Back to Bates: Homecoming & Family Weekend (October 5–7)

- November**
- Report of Giving mailed to all FY18 donors
  - 2019 Bates Calendar mailed

- December**
- **Class Agent outreach to year-end donors (1st contact period)**
  - Bates Fund solicitation letter from the college
  - Pledge reminders sent from the college
  - End of Tax Year: make your Bates Fund gift!

- March**
- **Class Agent outreach to classmates (2nd contact period)**
  - Student Calling: March 3–31

- May**
- **Bates Fund class solicitation letter from Lead Agents**

- June**
- **Final Class Agent outreach to classmates (3rd contact period)**
  - Bates Fund solicitation letter from the college
  - Reunion Weekend: June 7–9
  - Fiscal Year ends: June 30

THE BATES  CAMPAIGN