

Bates



Class Agent Volunteer Guide

Thank You for Volunteering as a Class Agent!

Thank you so much for your work on behalf of Bates as a Class Agent. Over the last two years, we have had a record number of alumni participate as Class Agents for Bates. This extraordinary volunteer effort has helped Bates achieve record-breaking alumni participation and contributions to the Bates Fund. We are so grateful for your commitment to your alma mater.

We hope this guide is a helpful resource throughout the year. Please contact us with questions.

The Bates Fund Team

batesfund@bates.edu

888-522-8371



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 (September 22–24) or attend Bates events in their area! Visit 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 and/or found in the Online Tool.

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?

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 or enter it into the Online Tool.

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

Visit bates.edu/giving for more information about giving to Bates.

Bates Beacons — Perpetual Giving Program

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

bates.edu/giving/bates-beacons

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 • mtdavidssociety@bates.edu

President's Associates	\$10,000+
Founder's Associates	\$2,500 to \$9,999
Young Alumni: 2004–2008	\$1,000
BOLD: 2009–2013	\$500
BOLD: 2014–2018	\$100

Fiscal Year 2018 Timeline

September	<ul style="list-style-type: none">- Bates Beacons solicitation sent from the college- Set class goals- Lead Agents recruit new Class Agents- Back to Bates: Homecoming & Family Weekend (October 7–9)
October	<ul style="list-style-type: none">- Student Calling begins- Bates Fund class solicitation letter from Lead Agents- Class Agents select FY18 assignments
November	<ul style="list-style-type: none">- Report of Giving mailed to all FY17 donors- 2018 Bates Calendar mailed
December	<ul style="list-style-type: none">- Bates Fund solicitation letter from the college- Pledge reminders sent from the college- Class Agent outreach to year-end donors (1st contact period)- End of Tax Year: make your Bates Fund gift!
March	<ul style="list-style-type: none">- Class Agent outreach to classmates (2nd contact period)
May	<ul style="list-style-type: none">- Bates Fund class solicitation letter from Lead Agents- Student Calling ends
June	<ul style="list-style-type: none">- Final Class Agent outreach to classmates (3rd contact period)- Bates Fund solicitation letter from the college- Reunion Weekend: June 8–10- Fiscal Year ends: June 30

■ Class Agent Action Items