

BATES REUNION

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



Reunion Committee Timeline

August	<ul style="list-style-type: none">- Reunion Save-the-Date mailed- Reunion Chairs recruit committee members
September	<ul style="list-style-type: none">- Committee recruitment continues- Schedule Reunion planning meeting or pre-Reunion gathering- Reunion solicitation letter from Chairs- Back to Bates: September 22–24
October	<ul style="list-style-type: none">- Student Calling begins- Committee selects FY18 assignments
November	<ul style="list-style-type: none">- Newsletter from Chairs- Report of Giving sent to all FY17 donors- 2018 Bates calendar mailed
December	<ul style="list-style-type: none">- Reunion solicitation letter from Chairs- Pledge reminders sent from the college- Confirm parade attire: December 15- Committee outreach to year-end donors (1st contact period)- End of Tax Year: make your Reunion gift!
January	<ul style="list-style-type: none">- Full Committee check-in
February	<ul style="list-style-type: none">- Reunion registration opens
March	<ul style="list-style-type: none">- Committee members register by March 1- Attendance building- Committee outreach to classmates (2nd contact period)
April	<ul style="list-style-type: none">- Confirm dinner audio-visual needs: April 1- Newsletter from Chairs- Attendance building
May	<ul style="list-style-type: none">- Reunion solicitation letter from Chairs- Attendance building- Reunion registration closes- Student Calling ends
June	<ul style="list-style-type: none">- Reunion Weekend: June 8–10- Final Committee outreach to classmates (3rd contact period)- Reunion solicitations from the college- Fiscal Year ends: June 30

Reunion Committee: Fundraising and Attendance Building

Fundraising Responsibilities

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

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

Contact 10–20 classmates about joining you in making a stretch gift in honor of your Reunion.

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 make 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 2017, Reunion-year alumni increased their Bates Fund giving by 53 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/beacons • 888-522-8371
 5. Share your bequest intentions and join the Phillips Society.
bates.edulgift-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/mds • 207-786-8255

President's Associates	\$10,000+
Founder's Associates	\$2,500 to \$9,999
10th Reunion	\$1,000
5th Reunion	\$500

The Ask

1. Prepare

Make your own stretch 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. For Reunion news and information, please visit bates.edu/reunion.

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 stretch gift in honor of your Reunion. If they are unable to increase their 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/ways-to-give to learn about other ways to make your gift to the college.

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.

Reunion Giving Information (refreshed nightly)
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 3s and 8s Needed to Break the Record
5th	56%	2007	228
10th	54%	1990	222
15th	49%	1982	195
20th	57%	1991	193
25th	58%	1990	182
30th	60%	1986	187
35th	63%	1963	192
40th	74%	1960	161
45th	79%	1967	167
50th	96%	1951	140
55th	86%	1957	113
60th	95%	1956	97
65th	100%	1925	86
70th	94%	1925	26



Attendance Building 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:

Attendance Building

Reunion is for everyone! Whether it is an opportunity to reconnect with old friends, create new memories, or visit campus, there is something for everyone to enjoy. The more, the merrier — spread the Reunion enthusiasm via phone calls and emails.

Social Media

Build excitement by sharing Reunion news, favorite photos, and registration information with your friends on your social channels throughout the year. #BatesReunion

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 3s and 8s Needed to Break the Record
5th	49%	2012	228
10th	25%	2007	119
15th	16%	1989	68
20th	27%	1986	97
25th	24%	1988	95
30th	19%	1983	82
35th	24%	1975	94
40th	33%	1967	98
45th	36%	1959	103
50th	62%	1959	130
55th	33%	1959	58
60th	34%	1942	49
65th	24%	1951	28
70th	35%	1940	14

THE BATES  CAMPAIGN