

Bates College 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.