

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 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) 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

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 • 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