

# BATESREUNION

## VOLUNTEER GUIDE





## Gift Timeline

## Social Timeline

<b>July–August</b>	- Committee building	- Committee building
<b>September</b>	<ul style="list-style-type: none"> <li>- Committee building continues</li> <li>- Reunion solicitation letter from Gift Chair(s)</li> <li>- Schedule Reunion planning meeting or pre-Reunion gathering</li> </ul>	<ul style="list-style-type: none"> <li>- Committee building continues</li> <li>- Save-the-Date email from Social Chair(s)</li> <li>- Schedule Reunion planning meeting or pre-Reunion gathering</li> </ul>
<b>October</b>	<ul style="list-style-type: none"> <li>- Gift Committee selects assignments</li> <li>- Student Calling: September 30–October 31</li> <li>- Back to Bates: October 5–7</li> </ul>	- Back to Bates: October 5–7
<b>November</b>	- Volunteer conference call	- Newsletter from Social Chair(s)
<b>December</b>	<ul style="list-style-type: none"> <li>- Committee outreach to year-end donors (1st contact period)</li> <li>- Reunion solicitation letter from the college</li> <li>- End of Tax Year: make your Reunion gift!</li> </ul>	<ul style="list-style-type: none"> <li>- Confirm parade attire: December 15</li> <li>- End of Tax Year: make your Reunion gift!</li> </ul>
<b>January</b>	- Full Committee check-in	- Full Committee check-in
<b>February</b>	- Reunion registration opens	- Reunion registration opens
<b>March</b>	<ul style="list-style-type: none"> <li>- Committee outreach to classmates (2nd contact period)</li> <li>- Committee members register by March 1</li> <li>- Student Calling: March 3–31</li> </ul>	<ul style="list-style-type: none"> <li>- Attendance building</li> <li>- Committee members register by March 1</li> </ul>
<b>April</b>		<ul style="list-style-type: none"> <li>- Confirm dinner audio-visual needs: April 1</li> <li>- Email newsletter from Social Chair(s)</li> <li>- Attendance building</li> </ul>
<b>May</b>	<ul style="list-style-type: none"> <li>- Reunion solicitation letter from Gift Chair(s)</li> <li>- Committee outreach continues</li> </ul>	<ul style="list-style-type: none"> <li>- Attendance building</li> <li>- Reunion registration closes</li> </ul>
<b>June</b>	<ul style="list-style-type: none"> <li>- Reunion Weekend: June 7–9</li> <li>- Final committee outreach to classmates (3rd contact period)</li> <li>- Reunion solicitations from the college</li> <li>- Fiscal Year ends: June 30</li> </ul>	- Reunion Weekend: June 7–9
<b>July</b>	- Thank classmate donors and volunteers	- Thank classmate volunteers

# Reunion Gift Committee: Fundraising for Bates

## Gift Committee Member 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 2018, Reunion-year alumni increased their Bates Fund giving by more than 50 percent over the prior year.
- There are many ways to make a “stretch” gift:
  1. Increase the size of your gift and make a multi-year pledge to the college. (Members of Reunion classes are asked to consider a milestone gift that is three times their largest gift to the Bates Fund.)
  2. Join a leadership giving circle such as the Mount David Society. [bates.edu/mds](https://bates.edu/mds)
  3. Sign up for recurring giving. [bates.edu/giving/recurring-gift](https://bates.edu/giving/recurring-gift)
  4. Share your bequest intentions and join the Phillips Society. [bates.edu/gift-planning](https://bates.edu/gift-planning)

### Mount David Society Giving

The Mount David Society recognizes Bates Fund donors who put the college first in their annual philanthropy.  
[bates.edu/mds](https://bates.edu/mds)

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

# 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.

**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](http://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](http://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.

# Ways to Give

**Online** at [bates.edu/give](http://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](http://bates.edu/giving/ways-to-give) to learn about other ways to make your gift to the college.

# Online Resources

**Reunion Volunteer Website:** [bates.edu/volunteer/reunion](http://bates.edu/volunteer/reunion)

Refer to the Reunion Volunteer website for links to the class leaderboard and donor roll, information about giving to Bates, calling tips and templates, Reunion giving FAQs, and more.



## 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	\$253,293	1993	2018
30th	\$249,633	1979	2009
35th	\$448,196	1980	2015
40th	\$205,967	1978	2018
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 4s and 9s Needed to Break the Record
5th	56%	2007	239
10th	54%	1990	241
15th	49%	1982	210
20th	57%	1991	222
25th	66%	1993	197
30th	60%	1986	183
35th	63%	1963	141
40th	74%	1960	163
45th	79%	1967	158
50th	96%	1951	145
55th	86%	1957	102
60th	95%	1956	113
65th	100%	1925	67
70th	94%	1925	55



# Reunion Social Committee: Planning the Celebration

## Social Committee Member 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 4s and 9s Needed to Break the Record
5th	49%	2012	237
10th	25%	2007	124
15th	16%	1989	73
20th	27%	1986	113
25th	32%	1993	125
30th	20%	1988	80
35th	24%	1975	70
40th	33%	1967	100
45th	36%	1959	96
50th	62%	1959	128
55th	33%	1959	52
60th	34%	1942	52
65th	24%	1951	20
70th	35%	1940	26



# Social Committee and College Responsibilities

SOCIAL COMMITTEE		COLLEGE
<b>Attendance Building</b>	<ul style="list-style-type: none"><li>• Save-the-date email: fall</li><li>• Reunion letters: fall and spring</li><li>• Brainstorms attendance building strategy</li><li>• Personal outreach before and during registration (February–May)</li></ul>	<ul style="list-style-type: none"><li>• Save-the-date email: provides suggested text</li><li>• Reunion letters: provides suggested text</li><li>• Registration: creates, mails, and collects registration forms, and sends registration reminder emails</li><li>• Class list: provides classmate contact information</li></ul>
<b>Parade Attire</b>	<ul style="list-style-type: none"><li>• <b>Brainstorms and confirms parade attire by December 15</b></li><li>• Works with staff liaison to choose a vendor and finalize order</li></ul>	<ul style="list-style-type: none"><li>• Pays for parade attire via invoice or reimbursement</li><li>• Stores parade attire until Reunion</li><li>• Brings parade attire to class lounge for distribution</li><li>• Provides class banner for parade</li></ul>
<b>Class Lounge</b>	<p>Optional items to bring:</p> <ul style="list-style-type: none"><li>• Additional snack and beverages</li><li>• Serving platters, bowls, utensils</li><li>• Stereo/boombox</li><li>• Other decorations and Bates memorabilia</li></ul> <p>*Please note that housing will not be confirmed until you arrive on campus.</p>	<ul style="list-style-type: none"><li>• Balloons and streamers</li><li>• Corkboard and push pins</li><li>• Cooler with ice and bottled water</li><li>• Kitchen Supplies: corkscrew/bottle opener, small cutting board, paring knife, disposable utensils, paper cups, paper napkins, small paper plates</li><li>• Refrigerator (located in kitchen)</li></ul>
<b>Class Dinner (Program Optional)</b>	<ul style="list-style-type: none"><li>• Brainstorms and confirms class dinner program (example: classmate speaker during dessert)</li><li>• <b>Confirms audio/visual needs by April 1</b></li></ul>	<ul style="list-style-type: none"><li>• All meals are included with your registration package</li><li>• Dinner will be a buffet, and the menu is decided by the college</li><li>• Provides logistical support (e.g. microphone, projector)</li></ul>

