

# Driving Bates Forward: Your Role as a Class Agent

## Your Commitment

Volunteers are critical to Bates' fundraising success. As a Class Agent, your outreach and drive helps Bates fulfill its mission of providing a best-in-class liberal arts education to the most deserving students. In this role, you will:

- **Lead** by example: Make your gift to Bates by December 31.
- **Contact** 10–20 classmates about making their Bates Fund gift. Select and reach out to your assignments through our easy-to-use volunteer platform.
- **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 or attend Bates events in their area! Visit [bates.edu/alumni/events](https://bates.edu/alumni/events) for more information.
- **Thank** those who make a gift with a personal thank-you.

## The Year Ahead

<b>September</b>	<ul style="list-style-type: none"><li>- <b>Lead agents recruit new class agents</b></li><li>- <b>Bates Fund class solicitation letter from lead agents</b></li><li>- Set class goals</li></ul>
<b>October</b>	<ul style="list-style-type: none"><li>- <b>Class agents select assignments</b></li><li>- Student calling</li><li>- Back to Bates, Oct. 4-6, 2019</li></ul>
<b>November</b>	<ul style="list-style-type: none"><li>- Annual Bates Wall calendar mailed</li></ul>
<b>December</b>	<ul style="list-style-type: none"><li>- <b>Class agent outreach to year-end donors (1st contact period)</b></li><li>- Bates Fund solicitation letter from the college</li><li>- Pledge reminders sent from the college</li><li>- <b>End of Tax Year: make your Bates fund gift!</b></li></ul>
<b>March</b>	<ul style="list-style-type: none"><li>- <b>Class agent outreach to year-end donors (2nd contact period)</b></li><li>- Student Calling</li><li>- Great Day to be a Bobcat</li></ul>
<b>May</b>	<ul style="list-style-type: none"><li>- <b>Bates Fund class solicitation letter from Lead Agents</b></li><li>- Bates Fund solicitation letter from the college</li></ul>
<b>June</b>	<ul style="list-style-type: none"><li>- <b>Final class agent outreach to classmates (3rd contact period)</b></li><li>- Bates Fund solicitation letter from the college</li><li>- Reunion Weekend: June 12-14, 2020</li><li>- Fiscal year ends: June 30</li></ul>

# Helpful Resources

The below resources will provide you with the tools you need to be successful as a class agent. Can't find what you're looking for? Contact your staff liaison with any questions or for additional resources. We're here to help!



## GiveCampus Volunteer Platform: [givecampus.com](http://givecampus.com)

Bates' new volunteer tool allows you to select your own assignments, utilize existing email templates or create your own, send one-click personalized messages to classmates, and receive real-time updates on your fundraising progress.



## Class Agent Website: [bates.edu/volunteer/class-agents](http://bates.edu/volunteer/class-agents)

Refer to the Class Agent website for links to the class leaderboard and donor roll, case for the Bates Fund, calling tips and templates, fundraising FAQs, and more.



## Bates News: [bates.edu/news](http://bates.edu/news)

Browse the Bates News website for news from campus as well as stories about Bates faculty, students, and alumni.

**Class Agents**  
Class Agents play an important role in keeping alumni connected and involved with Bates – creating and strengthening their relationship with the college. Class Agents responsibilities include:

- 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 attend a Bates regional or on-campus event.
- Thank those who made a gift with a personal thank you.

There are more than 250 dedicated Class Agents who are integral to the success of our fundraising effort. Current agents, the Class Agent program is poised to create a strong foundation for Bates' continued success. We hope the fundraising resources provided here are helpful. Please contact your staff liaison with questions.

[See who's volunteering for your class >>](#)

**Fundraising Resources**

- [Online Volunteer Tool](#)
- [Class Agent Volunteer Guide](#)
- [Ways to Give](#)
- [Class Leaderboard and Donor Roll](#)
- [Case for the Bates Fund](#)
- [Fundraising FAQs](#)
- [Responses to Common Questions](#)
- [Email Templates](#)
- [Bates News](#)

**Every Gift Matters**  
**Every Gift Counts**

**Invest in the Future**  
Every gift is transformational and enables the college to enhance the educational experience of students every day. By giving to the Bates Fund, you provide the next generation with:

- A best-in-class liberal arts experience spanning academic, athletic, and co-curricular programs
- Funded internships and student-faculty research opportunities
- Career development resources that help the college build students a stronger bridge to life after Bates
- Access to a global community of supportive alumni, forming a large and ever-growing Bates Family
- Generous financial aid coverage financial aid package of \$45,300 for 43 percent of Bates students
- A 10:1 student-to-faculty ratio, with top-tier, field faculty
- Technology resources to enhance the teaching and learning experience

**The Power of Giving**  
10,000 gifts to the Bates Fund collectively totaling nearly \$2 million last year have the same annual impact as adding \$40 million to the endowment.

**Participation Matters**

- Alumni participation is a factor in the calculation of national college rankings.
- Your giving inspires others to give: be a philanthropic role model for all Bates alumni.
- High rates of alumni participation help Bates receive foundation and corporate grant funding.

**Who Supports the Bates Fund**

The Bates Fund, including gifts to Friends of Bates Athletics, provides vital support for academic, athletic, and co-curricular programs.

ALUMNI	\$5,044,637
PARENTS	\$1,442,678
FRIENDS & OTHERS	\$493,568
<b>TOTAL</b>	<b>\$6,978,283</b>

**How You Direct Your Bates Fund Gifts**

- 15.7% of gifts are directed to
- 10.5% of gifts are directed to
- 3.6% of gifts are directed to

The vast majority (over 70%) of Bates Fund gifts are unrestricted, allowing the college to direct this philanthropy to the areas that need it most.

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**Bates College photographers' favorite images of 2018**  
January 1, 2019

to the fourth annual Bates Photographers' Favorites: 20 photographs from 2018 that try to answer the question, "What makes a photograph your favorite?"

**stories come to life in a jar of Ching '19, Sandglass**  
January 10, 2019

Look What We Found: Pat Cosquer's ostrich egg