Randolph-Macon College

Class Agent Handbook

2013 - 2014

Your investment in* THE RANDOLPH-MACON FUND *allows the College to continue being the college that you love.

Dear R-MC Class Agent:

Thank you for agreeing to serve as a 2013-2014 Class Agent at Randolph-Macon College. You play an integral role in the College's fundraising efforts. This packet will help to answer all of your questions. And, you can always contact our office with any questions that you may have.

As a leader among your peers, your letters to your classmates will provide a personal touch, which is a valuable asset in soliciting gifts for THE RANDOLPH-MACON FUND. Your willingness to share the importance of giving to Randolph-Macon with your classmates means a great deal to the future of the College.

Please read this entire packet, as it will help you understand your role and what you will need to do. A timeline is provided on the next page for quick reference. After the timeline, you will find procedures that match the timeline, as well as other helpful information. The Office of Annual Giving will make this as easy as possible, with lots of reminders and assistance as you need it. Again, please feel free to contact us anytime. We look forward to getting to know each of you in the coming year.

Thank you for the many ways you support Randolph-Macon.

The Annual Giving and Alumni Relations Team

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www.rmc.edu/givenow

I. Class Agent Volunteer Job Description

Purpose: To solicit your peers, with support from the Office of Annual Giving, for contributions to the College.

Qualifications:

- ✓ Current donor to the College
- ✓ Proven leadership ability
- ✓ Commitment to:
    - increasing alumni giving and participation
    - ongoing communication and collaboration

Responsibilities:

1. Make your own gift or pledge to the College, before asking classmates to do so.
2. Coordinate with the Office of Annual Giving to establish fundraising goals for your class.
3. Serve as an ambassador of the College by communicating the importance of giving and supporting Randolph-Macon.
4. Encourage classmates to give and/or increase their support to R-MC by reaching out to them via mail, e-mail and/or phone.
5. Steward donors through acknowledgement vehicles and thank you notes.
6. Identify potential major gifts prospects for R-MC gift officers.
7. Accompany Annual Giving staff members on personal visits, when appropriate.
8. Communicate with classmates and your staff liaison on a regular basis:
    a. Provide updates and new happenings to classmates.
    b. Provide updated contact information on classmates to staff, when appropriate.

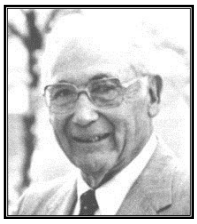
Support Provided:

- ✓ SOA Development Committee
- ✓ Annual Class Agent Program
- ✓ Class Agent Handbook
- ✓ Ongoing staff support
- ✓ Sample letters and other communications

Time Commitment: Volunteering as a Class Agent usually takes 10-15 hours per year**.**

II. Society of Alumni Development Committee & Tom Powers Award

While class agents are responsible for their respected graduating class's fundraising efforts, the Society of Alumni Development Committee oversees the entire class agent program. The SOA Development Committee, a branch of the Randolph-Macon College alumni volunteer group, consists of a few class agents per decade and will act as the liaison between the College and the class agents, assisting in the diffusion of information. The SOA Development Committee members will promote the Tom Powers Award, help direct the class agent solicitation message, as well as spearhead any special fundraising initiatives (Greek challenges, athletic challenges, etc.). The SOA Development Committee exists to provide leadership and guidance for the class agent program and every year, will develop some of the goals for the class agents.



Tom Powers Award

In 2003, the Society of Alumni created an award to recognize those classes with the highest giving participation rate within their decade. They named the award after W. Thomas (Tom) Powers, '31.

Tom Powers, who died in 1991, was a tireless volunteer for Randolph-Macon, inspiring hundreds of alumni to support the College. An active volunteer for Randolph-Macon since his graduation in 1931, Mr. Powers' most distinctive long-term contribution to his alma mater was his role in recruiting other volunteers for the institution through his leadership style and magnetic personality.

His service to the college included work with the Admissions Office to entertain prospective and admitted students; work with the Development Office to encourage other alumni to contribute financially to the college; and service as chairman of the national Leadership Telethon program.

A member of the Alumni Board beginning in 1974, Mr. Powers was elected to the Board of Associates in 1983. As chairman of the college's $15-million capital campaign, "Our Heritage, Our Future: The Campaign for Randolph-Macon College," he was credited with donating over 1,000 hours of personal time. Otherwise known as "Mr. R-MC", Tom was instrumental in recruiting more than 500 alumni volunteers who helped solicit funds for the undertaking.

The Tom Powers Award is housed in the Advancement Office along with a plaque honoring the award winners. The winners of each decade that win the award are announced annually during Homecoming weekend. A hand-cut Trinon crystal piece mounted on a walnut base is presented annually to those classes with the highest participation rates within their decade. The Society of Alumni Development Committee oversees this program.

III. 2013-2014 Class Agent Calendar/Timeline

Date	**Who**	**Action**
September/October	Annual Giving Team	Phone-a-thon calling efforts for new fiscal year
November	Class Agents	E-mail to classmates introducing yourself and goals for the class; Fall solicitation letters to be approved and mailed
December	Class Agents	End of Calendar year e-mails/calls
Late December	Annual Giving Team	End of calendar year 2013 e-mail solicitation
March	Class Agents	All edits due to R-MC for spring solicitation letters.
April	Annual Giving Team	Spring solicitation letters to be mailed
End of May/June	Class Agents	End of fiscal year e-mails/calls
June	Annual Giving Team	End of fiscal year e-mail solicitation
July	Annual Giving Team	Volunteer commitment forms mailed for next year
July	Class Agents	Thank you notes to donors

IV. Fundraising Results and Goals

** Alumni Participation goals are based on restricted and unrestricted giving totals while the Annual Fund goal is based solely on Annual Fund totals. The Grand Total goal includes ALL giving to the College.*

2014 Goals

Alumni Participation	38% (3,620 alumni donors)
Annual Fund	$1,250,000

2013 Results

Alumni Participation	37%
Annual Fund Raised	$1,142,168
Grand Total Raised	**$8,527,082**

Grand total fundraising includes Major Gift/Capital fundraising, Yellow Jacket Club donations, & gifts-in-kind.

2012 Results

Alumni Participation	38%
Annual Fund Raised	$1,240,602
Grand Total Raised	**$19,438,059**

Grand total fundraising includes Major Gift/Capital fundraising, Yellow Jacket Club donations, & gifts-in-kind.

2011 Results

Alumni Participation	37%
Annual Fund Raised	$1,238,591
Grand Total Raised	**$9,014,571**

Grand total fundraising includes Major Gift/Capital fundraising, Yellow Jacket Club donations, & gifts-in-kind.

V. Fast Facts about Randolph-Macon College

Total Enrollment: 1,312 students representing 31 states, the District of Columbia and 20 foreign countries. This is the largest enrollment in the College's history.
Student/ Faculty Ratio: 12:1
Average Class Size: 16
Male: 48%
Female: 52%

VI. THE RANDOLPH-MACON FUND *& Presidents Society: Make a Difference!*

What is THE RANDOLPH-MACON FUND?
THE RANDOLPH-MACON FUND (formerly known as the Annual Fund), supported by contributions from alumni, parents, faculty, staff, and friends of Randolph-Macon, provides unrestricted financial assistance. The dollars in THE RANDOLPH-MACON FUND are used where and when they are needed most urgently. This fiscal flexibility allows the College to innovate, and respond quickly and decisively to our students' greatest needs, and to opportunities in: student scholarships and financial aid, library and technology resources, international study, faculty development, student activities, library and technology resources, student and faculty recruitment, buildings and grounds improvements, internships, and career services. THE RANDOLPH-MACON FUND *is the foundation of the College's entire fundraising effort.*

Presidents Society

The **Presidents Society** was established to recognize individuals who annually contribute $1,500 or more to any designation of the College.

The Presidents Society recognizes the following levels of support:

Society of 1830	$25,000 or more
Chairman's Circle	$10,000 to $24,999
Robert Emory Blackwell Fellows	$5,000 to $9,999
Nathaniel Macon Associates	$2,500 to $4,999
Benefactors	$1,500 to $2,499
Young Alumni	(Post-graduation 1-10 years)
10 Years since Graduation (Class of 2004)	$1,000 or more
7-9 Years since Graduation (Classes of 2005, 2006, and 2007)	$750 or more
4-6 Years since Graduation (Classes of 2010, 2009, and 2008)	$500 or more
1-3 Years since Graduation (Classes of 2011, 2012, and 2013)	$250 or more

VII. Ways to Give

- By **check** payable to Randolph-Macon College, mailed to PO Box 5005, Ashland, VA 23005.
- **Online** at www.rmc.edu/givenow
- By **MasterCard, VISA**, **American Express, or Discover**. Please call 804-752-7218 to make your gift.
- By **monthly check card /debit or bank draft (EFT).**
- By **gift of stock**. Please contact your staff liaison for details.
- **Through a Planned Gift.** By planning a gift for R-MC in your will or estate you can plan for a gift that is meaningful to you. Please contact your staff liaison for more information.

VIII. Matching Gifts

Always ask classmates if their employer participates in a matching gift program. (If they do not know, they can ask their employer.) The company's Human Resources office should have matching gift forms, which need to be filled out and sent to R-MC along with their gift.

Matching gifts count toward class goals and gift society memberships**.**

IX. Frequently Asked Questions

Why is alumni participation important to Randolph-Macon College?

- It improves the College's ability to leverage gifts from other alumni.
- It improves the College's ability to secure grants from national foundations and corporations.
- It is one of the factors which influence national rankings such as the *US News and World Report* rankings.
- It demonstrates:
  - Success of alumni
  - Satisfaction with the quality of a education
  - Alumni pride
  - Investment in the future of R-MC and its students

Why are increased gifts important to Randolph-Macon College?
The cost of a college education is always increasing, and increased gifts will ensure that R-MC maintains its competitive edge. In addition, every year THE RANDOLPH-MACON FUND goal increases so we depend on our generous alumni to help us reach our increased goal. Your gift to THE RANDOLPH-MACON FUND helps every year!

What are the dates of Randolph-Macon College fiscal year?
The Randolph-Macon College fiscal year begins on July 1 and ends on June 30.

What does your gift support?

- Randolph-Macon College's position as a preeminent liberal arts institution
- Scholarships
- Recruitment of top students
- Faculty and student program support

Am I the only class agent from my class?
Not necessarily. We hope to have at least one agent per class; some classes may have more, depending on size and willingness of volunteers.

How long do I serve as a Class Agent?
A minimum of one year, but each member will have the option at the end of the term to renew your position or pass it on to another classmate.

Who will NOT receive a letter or correspondence from me?
Anyone who has requested that his or her name be removed from our solicitation lists or anyone for whom we have no current mailing address.

How are capital gifts different from RANDOLPH-MACON FUND **unrestricted gifts?**
Capital gifts—typically larger than RANDOLPH-MACON FUND gifts but are not defined with a minimum dollar amount—are either put into the school's endowment or used directly for facilities and building initiatives, based on the donor's wishes.

If a classmate gives to, for example, the Class of 1959 Scholarship Fund, or directly to their major, will that count towards THE RANDOLPH-MACON FUND?
No, contributions to special funds are considered restricted gifts. THE RANDOLPH-MACON FUND is unrestricted money that can be put to use right away in the area of greatest need. *However, restricted gifts will be recognized in the class participation rate percentage for the year.*

What size gift should I ask my classmates for?
Use your own knowledge of your prospect's circumstances and his/her recent giving history. For recent donors, seek a healthy increase. For non-donors, the goal is to get them to give a gift of any size. Remember, every dollar makes a difference!

When a prospective donor claims, "I'm financially strapped; I can't give," how should I respond?
First remind your classmate that gifts for the current campaign can be made until June 30. A second option is for the donor to use a VISA, MasterCard, American Express, or Discover and break the gift out over time into smaller denominations. Also, stress the importance of participation; gifts of any size matter! *US News & World Report* uses alumni participation for the rankings of Colleges. And remind your classmate that gifts are tax deductible.

How should I respond to a refusal for a non-financial reason?
Ask your classmates why he/she chooses not to support the College. Either you or someone in the Office of Annual Giving or the Alumni Office may be able to address your

classmate's concerns. One of the greatest services you can provide the College, under such circumstances, is to listen and pass along a message.

How do my letters fit into the alumni fundraising picture?
The Office of Advancement raises money for the College through mail, phone calls, and personal visits. Each year, the Office of Annual Giving sends several letters to alumni, and at least twice a year we would like these letters to come from you. We currently outsource our phone-a-thon efforts to RuffaloCody. Through them, hired student callers solicit alumni for gifts to THE RANDOLPH-MACON FUND on behalf of R-MC. Development officers and volunteers visit or make personal phone calls to select alumni who may have the potential for a more significant gift or have specific interests in projects on campus.

X. Helpful Hints for Fundraising

Preparations:

- **Make your own commitment first.** Start the year off right by making your own gift to the College today. Lead your class to success by giving at a level that is personally meaningful. We encourage all class agents to consider joining the Presidents Society (information on the Presidents Society is included in this packet). Setting up a monthly pledge is a great way to give more than you ever thought you could. You will find it easier to ask others to make a gift after you have made one yourself. It may even be helpful to refer to your own giving in the text. For example, "Join me in renewing our support for the College."

- **Set a goal for your class.** Coordinate with Annual Giving staff to set your class goals in terms of participation and total dollar amounts. Communicate these goals to your classmates in your correspondence (letters, emails, and phone calls). Setting goals and sharing them with your classmates will lead to greater success.

- **Consider your own convictions.** Why do you feel good about the College? Why do you contribute to the College? A little reminiscing from you can be very effective in reminding your classmates of their own affection for the College.

- **Consider a common thread that ties your class together.** Your job is to write the letter we are unable to write. You know your own class in a way we do not—use this knowledge to your advantage!

Suggestions:

- **Don't apologize or minimize.** It is not only perfectly appropriate, it is absolutely necessary for colleges to seek financial support from alumni. Making a financial contribution to the College is an important and essential part of being alumni. Do it with pride and conviction.

- **Talk about the alumni donor participation rate.** As you already know, our goal this year is to increase alumni donor participation. To accomplish this, we need faithful alumni donors to renew their support, as well as new donors to begin their support. In other words, every R-MC alumnus/a can make a difference! Educating our alumni about the important of participation rates is a top priority.

- **In addition to encouraging donor participation, try to increase the average gift size.** We need to encourage increased gifts because the cost of providing an education to our students keeps rising and our dollar goal for THE RANDOLPH-MACON FUND increases every year. Challenge your classmates to increase their giving a little each year.

- **Don't attempt to state every reason for supporting Randolph-Macon College.** Try to be brief and to-the-point. Encourage your classmates to take an interest in R-MC as it is today. Be selective with your choice of facts and points you will make. It is much better to make one or two points, and make them well, than it is to make several weak points.

- **Write and speak with a <u>sense of urgency</u>.** For example: "Write your check **now**, before you forget…" or "We need your help **today** so don't delay…" or "The need to support THE RANDOLPH-MACON FUND is critical."

- **Appeal to your classmates' reasons for giving.** Help educate them about the need for their support. If we can help people feel great about R-MC, the donations will come. Write the kind of letter/e-mail that would move your college friends to give!

- **Be inclusive.** For example: "Join **me** in supporting R-MC…" or "**We** who support R-MC…"

- **Remember to mention the matching gifts.** Matching gifts from companies are added to personal gifts to double, and sometimes triple the amount.

XI. 2012-2013 Class Giving

Class Year	Alumni Solicited	Donor %	# Donors	Total $	Class Year	Alumni Solicited	Donor %	# Donors	Total $
1935	2	50%	1	$1,250	1975	119	52.1%	62	$68,338
1937	0	0%	1	$1,460,000	1976	152	43.4%	66	$63,191
1938	2	50%	1	$225	1977	125	42.4%	53	$31,357
1939	5	40%	2	$2,625	1978	128	45.3%	58	$54,811
1940	2	0%	0		1979	130	31.5%	41	$88,212
1941	4	50%	2	$1,800	1980	152	35.5%	54	$49,206
1942	7	42.9%	3	$2,600	1981	211	44.1%	93	$93,181
1943	10	40%	4	$1,375	1982	162	34.6%	56	$19,633
1944	14	100%	14	$53,700	1983	169	40.8%	69	$31,160
1945	5	80%	4	$185	1984	141	38.3%	54	$104,796
1946	1	100%	1	$30	1985	165	27.9%	46	$44,290
1947	8	75%	6	$3,260	1986	184	25.5%	47	$31,990
1948	25	40%	10	$3,620	1987	202	30.2%	61	$26,351
1949	34	58.8%	20	$280,517	1988	188	25.5%	48	$14,390
1950	52	44.2%	23	$19,175	1989	214	22.9%	49	$16,828
1951	43	58.1%	25	$83,005	1990	202	22.8%	46	$44,740
1952	54	61.1%	33	$116,865	1991	227	22.9%	52	$22,559
1953	60	53.3%	32	$94,564	1992	223	27.8%	62	$16,974
1954	44	38.6%	17	$33,070	1993	190	30.5%	58	$17,005
1955	36	47.2%	17	$5,864	1994	216	30.1%	65	$26,915
1956	44	54.5%	24	$27,315	1995	189	31.2%	59	$20,507
1957	51	56.9%	29	$82,585	1996	226	35.8%	81	$27,977
1958	53	58.5%	31	$40,531	1997	194	34%	66	$20,288
1959	64	64.1%	41	$210,342	1998	167	28.7%	48	$24,489
1960	56	50%	28	$39,029	1999	200	25%	50	$15,867
1961	72	66.7%	48	$49,015	2000	209	22%	46	$11,576
1962	87	64.4%	56	$266,865	2001	203	22.7%	46	$13,438
1963	82	58.5%	48	$153,976	2002	201	27.4%	55	$12,265
1964	119	44.5%	53	$424,407	2003	213	20.2%	43	$6,417
1965	91	49.5%	45	$63,888	2004	207	24.2%	50	$16,141
1966	94	39.4%	37	$218,923	2005	172	20.9%	36	$5,481
1967	113	52.2%	59	$38,130	2006	251	23.9%	60	$15,364
1968	131	29.8%	39	$48,972	2007	223	29.6%	66	$9,959
1969	152	30.9%	47	$131,696	2008	215	44.7%	96	$17,086
1970	122	42.6%	52	$95,141	2009	211	35.5%	75	$6,184
1971	159	34.0%	54	$82,411	2010	242	34.3%	83	$11,806
1972	110	48.2%	53	$16,825	2011	256	37.5%	96	$7,302
1973	99	39.4%	39	$68,507	2012	218	45.4%	99	$3,357
1974	107	35.5%	38	$115,090	2013	241	96.4%	250	$6,095