Randolph-Macon College

Class Agent Handbook

2010 - 2011

Your investment in the Randolph-Macon College Annual 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 2010-2011 Class Agent at Randolph-Macon College. You play an integral role in the College's fundraising efforts.

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 College Annual 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. 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. Please feel free to contact our office with any questions that you may have.

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

The Annual Fund Team

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Randolph-Macon College
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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
- ✓ Leadership ability
- ✓ Commitment to:
    - increasing alumni giving and participation
    - ongoing communication and collaboration

Responsibilities:

1. Make your own gift or pledge to the College.
2. Serve as an ambassador of the College by communicating the importance of giving and supporting Randolph-Macon.
3. Encourage classmates to give and/or increase their support to R-MC by reaching out to them via mail, e-mail and/or phone, particularly toward the end of the fiscal year.
4. Identify potential major gifts prospects for R-MC gift officers.
5. 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:

- ✓ Society of Alumni 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, and 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.

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. 2010-2011 Class Agent Calendar/Timeline

Date	**Who**	**Action**
September/October	Annual Giving Team	Phone-a-thon calling efforts for new fiscal year
November	Class Agents	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 2010 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.*

2011 Goals

Alumni Participation	36%
Annual Fund	$1,213,000

2010 Results

Alumni Participation	35%
Annual Fund Raised	$1,169,774
Grand Total Raised	**$6,953,184**

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

2009 Results

Alumni Participation	33%
Annual Fund Raised—*new record*	$1,142,431
Grand Total Raised	**$7,745,112**

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

2008 Results

Alumni Participation	30.5%
Annual Fund Raised	$1,120,604
Grand Total Raised	**$6,493,334**

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

V. Fast Facts about Randolph-Macon College

Total Enrollment: 1,224 students representing 30 states, the District of Columbia and 18 foreign countries.
Student/ Faculty Ratio: 11:1
Average Class Size: 16
Male: 47%
Female: 53%

VI. Randolph-Macon College Annual Fund & Presidents Society: Make a Difference!

What is the Annual Fund?
The Randolph-Macon College Annual Fund is the College's unrestricted fund, supported by alumni, parents and grandparents of current students, friends, faculty and staff. The dollars in the Annual Fund go where they are needed most; supporting hundreds of student scholarships, student and academic programming, research, technological improvements throughout campus, and faculty development. For 2010-2011, every dollar raised through the Annual Fund will go to financial aid and scholarship support for R-MC students. *The Randolph-Macon College Annual 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)	$500 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 Annual Fund goal increases so we depend on our generous alumni to help us reach our increased goal. Your gift to the Annual 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 Annual Fund unrestricted gifts?
Capital gifts—typically larger than Annual 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 Annual Fund?
No, contributions to special funds are considered restricted gifts. The Randolph-Macon College Annual 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 Annual 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 Annual 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 Randolph-Macon College Annual 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. 2009-2010 Class Giving

1934-2010

Class Year	Alumni solicited	Donor %	# of Donors	Total $$
1934	1	100.00%	1	$ 94,538
1935	3	66.67%	2	$ 3,275
1936	6	33.33%	2	$ 150
1937	4	25.00%	1	$ 5,000
1938	6	33.33%	2	$ 1,525
1939	12	33.33%	4	$ 137,195
1940	6	33.33%	2	$ 600
1941	14	35.71%	5	$ 7,775
1942	11	72.73%	8	$ 1,218
1943	16	68.75%	11	$ 2,085
1944	17	94.12%	16	$ 147,737
1945	8	75.00%	6	$ 450
1946	1	100.00%	1	$ 55
1947	8	87.50%	7	$ 3,328
1948	36	55.56%	20	$ 3,750
1949	45	66.67%	30	$ 342,410
1950	65	46.15%	30	$ 43,215
1951	59	59.32%	35	$ 36,815
1952	68	54.41%	37	$ 211,864
1953	70	55.71%	39	$ 50,916
1954	57	43.86%	25	$ 20,595
1955	44	43.18%	19	$ 6,676
1956	57	56.14%	32	$ 25,702
1957	65	49.23%	32	$ 108,458
1958	70	41.43%	29	$ 38,920
1959	72	54.17%	39	$152,170
1960	69	50.72%	35	$ 144,081
1961	82	67.07%	55	$ 45,492
1962	93	56.99%	53	$ 451,088
1963	100	52.00%	52	$ 38,766
1964	127	42.52%	54	$ 496,420
1965	99	50.51%	50	$ 22,268
1966	106	48.11%	51	$ 42,739
1967	128	46.88%	60	$ 30,573
1968	149	25.50%	38	$ 81,432
1969	176	28.41%	50	$ 79,181
1970	136	45.59%	62	$ 40,544
1971	184	27.17%	50	$ 21,451
1972	130	36.92%	48	$ 13,210
1973	104	35.58%	37	$ 37,278
1974	116	31.90%	37	$124,623
1975	126	57.94%	73	$ 44,440
1976	166	38.55%	64	$ 54,203
1977	136	30.15%	41	$ 21,141
1978	139	41.01%	57	$ 22,225
1979	136	39.71%	54	$ 81,589
1980	170	33.53%	57	$ 43,693
1981	228	36.84%	84	$ 63,298
1982	181	31.49%	57	$ 25,442
1983	180	33.89%	61	$ 19,450
1984	148	41.22%	61	$ 40,837
1985	166	34.34%	57	$ 30,220
1986	183	26.23%	48	$ 19,185
1987	201	25.87%	52	$ 18,935
1988	193	19.69%	38	$ 7,240
1989	211	27.01%	57	$ 15,374
1990	205	26.34%	54	$ 11,560
1991	246	25.20%	62	$134,338
1992	235	22.55%	53	$145,390
1993	227	21.59%	49	$ 15,016
1994	231	29.00%	67	$ 21,029
1995	192	29.69%	57	$ 18,389
1996	237	32.07%	76	$ 30,704
1997	220	26.82%	59	$ 15,672
1998	182	23.63%	43	$ 15,388
1999	204	25.49%	52	$ 27,143
2000	187	21.93%	41	$ 6,748
2001	187	20.86%	39	$ 4,641
2002	185	24.86%	46	$ 7,386
2003	192	18.75%	36	$ 6,354
2004	187	33.16%	62	$ 31,791
2005	136	36.03%	49	$ 4,575
2006	233	23.24%	56	$ 5,915
2007	224	23.42%	52	$ 5,393
2008	225	36.44%	90	$ 5,880
2009	202	76.26%	151	$ 5,257
2010	225	89.93%	201	$ 7,975