

**SKIDMORE**

C O L L E G E

**Class Agent Volunteer Packet**

**2006-2007**

# THANK YOU FOR VOLUNTEERING!

As a Class Agent Volunteer, you serve as an ambassador for Skidmore by contacting classmates, reconnecting them to Skidmore by sharing current College information, and inviting them to join you in supporting Skidmore by making a gift to the College. Your job is essential and the College would never reach its goals without your help.

## A FEW OF THE GREAT CLASS AGENT VOLUNTEER BENEFITS:

- Make a difference for Skidmore students today
- Have the opportunity to connect with classmates/friends
- Play an active and necessary role in shaping Skidmore's future

## CLASS AGENT VOLUNTEER DUTIES:

- Lead by example as an annual donor to the College.
- Contact classmates to ask them to join you in giving to Skidmore through the Annual Fund and/or thank them for making a gift if they have already done so. These classmates will be friends that you have chosen to call, or a list generated by the Annual Fund staff.
- Return your finished packet by the given deadline (noted in your letter) using the large postage paid envelope enclosed.
- Maintain regular contact with your class Fund Chair(s) and the Annual Fund Office.

*As A Volunteer...*

You will be invited back to events on and off campus, receive preferred information and invitations, and be a part of a great volunteer network.

*Skidmore genuinely appreciates its volunteers and treats them exceptionally well.*

Enclosed you will find the information for making your calls and locating your classmates.

The Skidmore Annual Fund year runs from June 1, 2006 – May 31, 2007

**All gifts must be received by May 31, 2007.**

The participation rate/number of donors and amount raised will be announced during Reunion Weekend (May 31 – June 3, 2007).

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*As a volunteer for Skidmore College, you will see documents that contain personal, biographical, and financial information of alumni.*

*It is your responsibility to keep this information confidential.*

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## The Annual Fund

Skidmore relies on financial support from alumni, parents, and friends in order to provide our students with the best educational experience possible. The College's operating budget for this year is \$111 million. The majority of this money comes from tuition and fees. We also rely upon gifts and grants received from alumni, parents, friends, corporations and foundations. In this 2006-07 fund year, the College must raise \$5.83 million dollars from alumni through the Annual Fund to support the College's operating costs.

All gifts from alumni:

- provide essential funds necessary to operate the College
- factor into national rankings such as *US News and World Report* and college guide books
- influence the decisions of corporate and foundation funding for the College

**AT&T Pre-Paid Cards** AT&T pre-paid calling cards (100 minutes) are available for volunteers to use for Class Agent calls. Please contact Noreen Dapp in the Annual Fund Office at (800) 584-0115 to have a card mailed to you. We'll mail you additional cards if needed. Thank you for keeping our connections going!

**Securing Credit Card Gifts** Your classmates may have every good intention of making their gifts to Skidmore this year, but life is busy, and writing a check often gets put aside. If you can secure payment via credit or debit card, you will insure that the gift will be made, and you'll save the College resources because we won't have to follow up with pledge reminders, and your classmates won't have to think about their gift again...until next year!

**The Importance of Specified Pledges** Specified pledges (a specific amount and a specific date by which the pledge will be paid) are the next best alternative to securing credit card/debit card gifts. Skidmore will enter the pledge and will send a pledge reminder to your classmates just prior to the pledge's due date.

**Making a Gift OnLine** For those classmates who prefer paying online, please direct them to our secure site at [www.skidmore.edu/makeagift](http://www.skidmore.edu/makeagift).

**Gifts of Stock and Matching Gifts** For stock gifts, please ask the classmate to contact Denise Jenks at (518) 580-5605 / [djenks@skidmore.edu](mailto:djenks@skidmore.edu). The alum may also contact Skidmore's Advancement services at (800) 584-0115, or check on line [www.skidmore.edu/support/annualfund/waystogive.htm](http://www.skidmore.edu/support/annualfund/waystogive.htm).

A number of businesses will match their employees' gifts to Skidmore College. The alum will receive credit for a company match, as well as recognition from the College for the total gift amount. When making your calls please be sure to inquire if the individual works for a company that will match his or her gift. After making the gift, the individual should contact their Human Resources department and fill out the necessary paperwork. Alums can check online to see if their employer has a matching gift program at [www.matchinggifts.com/skidmore](http://www.matchinggifts.com/skidmore).

## A FEW SUGGESTIONS TO HELP MAKE YOUR CONTACTS GO SMOOTHLY

*DO read the individual's name, information, and giving history before you place the call.*

*DO take a look at your Eromdiks to connect the name with a face.*

*DO use motivational phrases such as: Thank you! Make a difference! Will you join me?*

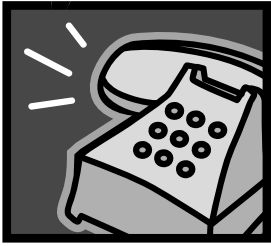
*DO remember the purpose of your call—an annual gift for Skidmore.*

*DO listen to what the individual has to say.*

*DO call information if the number listed is incorrect, and let Skidmore know of any updates.*

*DON'T worry if you don't have all the answers! Refer the individual to a staff member.*

*DON'T apologize for asking individuals to invest in Skidmore. **Skidmore deserves support!***



## MAKING THE CALL

- ✓ **Ask for the classmate—explain why you are calling.**

“I am volunteering for Skidmore and I am calling to bring you up to date on the College, and to discuss your involvement in this year’s giving program.”

(Use the enclosed Skidmore Facts Sheets for some good talking points).

- ✓ **Verify the classmate’s records.**

Check the entire address, including apartment number, zip code, and email.

- ✓ **Thank the person for past support if appropriate.**

“Thank you so much for your gift last year. The College truly appreciates the support it receives from people like you and me. Our gifts make a difference and students directly benefit from the resources and programs that gifts such as ours provide, just as we did when we were students.”

- ✓ **Make the case.**

“Our support is critical for Skidmore to continue its excellence in teaching and providing programs that enrich students. Skidmore needs our gifts to continue as a national leader in higher education.”

- ✓ **Ask for the gift.**

“Would you please consider a gift of \_\_\_\_\_?” Ask for a specific amount.

- ✓ **Be quiet and wait for an answer.**

THE CLASSMATE SAYS “YES.”

Thank you!

**Credit card/debit card option** \*\*the best and preferred form of payment: “Would you like to make your gift now by credit card?” Please let the person know that you will mail (or call) the information to the College immediately for processing (see credit card inserts).

**Pledge option:** “I will put down your pledge amount and place a reminder slip as well as gift envelope in the mail to you. I will also be sending your pledge and updated information to Skidmore.” (Ask if the alum will fulfill the pledge within two weeks. If not, try to establish a date by which they can fulfill).

THE CLASSMATE SAYS “NO.”

Discuss the reason(s) behind the refusal and address the issue if appropriate. Please use the enclosed objection responses—they’ll help you make your case!

THE CLASSMATE STILL SAYS “NO.”

Emphasize the many good reasons to make a gift and suggest another, lower level at which he or she might be more comfortable giving. Thank the classmate for his or her time and ask if you can mail them some information in case he or she decides to give in the future. Write an encouraging note on the pledge card and mail with a reply envelope.

- ✓ **Ask about matching gifts** (see previous page).

- ✓ **Summarize your conversation and confirm the pledge.** Remember—try to get a credit card payment, specified pledge and a date by which the pledge will be fulfilled. You can also direct the classmate to make a secure payment on-line at [www.skidmore.edu/makeagift](http://www.skidmore.edu/makeagift).

- ✓ **Thank you and wrap up!!**

## GIVING OPPORTUNITIES

Alumni have the chance to direct their gifts to several specific areas:

- |   |                       |                        |
|---|-----------------------|------------------------|
| • Where the College Needs it Most       | • Scholarship Support | • Academic Initiatives |
| • Multicultural & Diversity Initiatives | • Student Life        | • Faculty Support      |

*Thank you!*