Class Agent Handbook

2019-2020

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Welcome to Allegheny’s Class Agent Program

Thanks to the broad use of technology, the College can stay connected to alumni in more ways than ever – from the Allegheny magazine and social media, to periodic letters from the Annual Fund. However, we know that this communication can’t replace the personal touch from a fellow class member who has reached out by writing a letter, building interest in the next class reunion, or encouraging classmates to volunteer or support the College financially. It is that personal nature of Class Agents that makes them a powerful, positive force.

Program Goals

- Increase alumni participation rate and overall giving to Allegheny.
- Improve communication between alumni and the College.
- Educate alumni about opportunities to partner with Allegheny and carry out the College's strategic initiatives through volunteerism, philanthropy and other forms of engagement.

Why Serve as a Class Agent?

Class Agents support the mission and vision of Allegheny by partnering in the College’s fundraising efforts. Through their volunteer work, Class Agents impact the lives of students on a daily basis, help build the Allegheny Alumni community, and ensure the longevity of Allegheny through contribution of their time, talent and treasure.

Current Class Agents

Click here to see a list of our current Class Agents. Class Agents are identified on Gator Connect with a badge on their profiles so that alumni, students, and staff can identify them as ambassadors for their class.

Term of Service
Class Agents are asked to serve for one fiscal year (July 1 to June 30). With the exception of reunion celebrants, Agents will receive an annual invitation to renew their role for another year. Those celebrating landmark reunions (5th, 10th, 25th, 30th, 40th or 50th) will be encouraged to participate in reunion planning and class gift fundraising as member of their Reunion Committees. If for any reason you cannot continue your role as a Class Agent, the College will always accept your resignation.

**What Is My Role as a Class Agent?**

Alumni give treasure and time to Allegheny because they believe in its mission, see that mission being actualized, and know that their assistance makes a difference and is deeply appreciated – and they give because somebody reaches out to them and asks them to become involved. With this in mind, within the limits of their available time, Agents are asked to serve as:

- **Leaders.** Class Agents partner with the College in class fundraising efforts. To make these efforts successful, Agents should believe in philanthropy and have a positive track record of giving to the College, or have a desire to begin giving to the College. We request that Agents:
  - **Give to the Annual Fund early in the fiscal year** to position themselves as effective and inspiring volunteer solicitors.
  - Select classmates to individually solicit for gifts to the Annual Fund on behalf of Allegheny College, using various forms of communication (email, phone calls, letter writing). Note: Allegheny provides Agents with contact information for classmates, in addition to limited giving histories. This information must be kept **strictly confidential**.

- **Liaisons.** Class Agents inform classmates about current issues at the College and provide feedback to Allegheny staff on classmates' interests, concerns, and news. Class Agents will also be asked to:
  - Help promote volunteer opportunities and encourage classmates to support the College through initiatives in student recruitment, career mentoring, academic
advisory boards, and more.

- Stay well informed about the College through review of the Allegheny magazine, the monthly 13th Plank Newsletter, and checking allegheny.edu/news.
- Send updates or changes for your classmates when you receive them, including addresses, email, telephone numbers, and occupational information.
- Encourage classmates to register and use the new Allegheny Online Community, Gator Connect. Gator Connect is the place for student and alumni engagement.

**Stewards.** Class Agents send thank you notes or make phone calls to classmates who have given, adding a personal touch to the process (thank you notes are included in the Agent Pack and additional are available on request - we will provide you with names and contact information for alumni donors).

**Allegheny’s Commitment to You**

- Provide information and easy instructions to ensure Class Agents are equipped to represent Allegheny College.
- Communicate with all Class Agents at least quarterly with action plans, updates from the College and other tips.
- Provide “Agent Pack” to new Class Agents that includes the Class Agent Manual, Thank You Notes and more information.
- Keep agents updated on the giving history of their assignments.
- Frequent communication and prompt responses to Agent questions or concerns.

**Tips for Outreach**

- **Suggest a specific gift amount.** The direct approach, such as “Would you consider making a gift of __ amount?” may work best for you.
- **Encourage participation.** Allegheny needs everyone to help reach its goal through their continuing support. *Every gift is important and deeply appreciated by the College.*
- **Ask Classmates if their home or business information has changed.** If there has been a change, take down the appropriate information including phone numbers, zip
codes and preferred email addresses and then forward to the Annual Giving office. This helps to ensure an accurate database for Allegheny.

**Overcoming Objections**

- **I’m not interested.** “Even though you’re not interested, I’d still like to tell you about some of the exciting initiatives taking place on campus, in case you’re able to help in the future.”
- **I already gave.** Check to make sure the gift was in the current fiscal year. If it was not, explain “You may not be aware that Allegheny operates on a fiscal year calendar from July 1 to June 30. We are securing gifts for the current year and would encourage your participation in this year’s Annual Fund by renewing your gift today.”
- **I gave last year.** “Thank you! That’s all the more reason why we’re counting on you this year. Your contributions are important to current and future Gators. Would you consider continuing your support with a gift of $__?”
- **I can’t afford to give because of (new baby, retirement, new house).** “Alumni participation is critical to Allegheny’s ranking and success. It also increases the value of our degrees. Any amount you would be able to contribute will help us increase the number of alumni who participate, regardless of gift size. May we count on you for a pledge of $__?”
- **I’m still paying off my student loans.** “I understand your situation. The cost of an education today is expensive. Would you considering helping current students to have the same opportunities at Allegheny as you with a gift of $__?”
- **The amount I can give is so small it won’t help much.** “Every contribution to Allegheny is critical. It is not the size of the gift but participating with your fellow Gators that is crucial.”
Social Media

- https://www.facebook.com/alleghenycolor
- https://twitter.com/alleghenycolor
- https://www.youtube.com/user/AlleghenyCollege
- https://instagram.com/alleghenycolor/
- https://www.flickr.com/photos/alleghenycolor/

The only owners of Allegheny College are the alumni.

There is no city, state or profession to worry about us.

We are all there is.

If we don’t do it, no one else will.

David Hoag ’60