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Dear Reunion Volunteers,

On behalf of the University of Virginia, thank you for agreeing to serve on the Reunion Giving Committee for your class reunion. Your reunion is the time to **Come Back, Give Back**, and celebrate with classmates. We hope that the information in this volunteer training manual provides you with the tools you need to be an effective volunteer. The Reunion Giving program offers alumni opportunities to reconnect with classmates, increase philanthropic support, and make a lasting impact on the University. The Reunion Giving program would not be as successful as it is without your work as a lead volunteer.

The class giving effort offers an array of giving opportunities so that every individual can participate in the class fundraising efforts by making a commitment that is personally meaningful and supports the University’s goals. We hope that collaborating on this commemorative weekend will bring you closer to U.Va. and strengthen the connections between you and your classmates.

The following pages outline essential information to help you develop and execute a successful Reunion Giving effort. Included in this manual you will find a reunion giving timeline, the role of a volunteer, and tips to help you be a successful volunteer.

Thank you again for your commitment of time and resources to help the University maintain its position as a leader among institutions of higher learning.

Warm regards,

Beth Bishop, COM ’87
Director of Reunion Giving
University Advancement
Your reunion is the time to **Come Back** to Grounds, **Give Back** by making a special, and celebrate the anniversary of your undergraduate years with classmates. It provides opportunities for reuniting with old friends, networking, exploring new buildings, and reconnecting with the University of Virginia. And, of course, there will be a party or two!

The reunion program is designed for undergraduate alumni celebrating their 5th to their 60th Reunions. The classes of 1956 – 1981 (60th – 35th) celebrate the first weekend in June, while the classes of 1986 – 2011 (30th – 5th) celebrate the second weekend in June.

The Reunion Giving Office within University Advancement, works with the Reunion Giving Committees for each of the 12 classes to achieve the fundraising and giving participation goals set by each class. Reunion Giving Officers recruit and oversee the Reunion Giving Committees.

The Alumni Association facilitates the registration process, plans all activities, and coordinates the Reunion Networking effort. Class Directors at Alumni Hall oversee the Reunion Networking Committees.
2015 - 2016 REUNION GIVING TIMELINE

May – August 2015
   Fiscal year begins July 1
   Recruit Giving Committee volunteers
   Set class dollar and participation goals

September – November 2015
   Volunteer Training Workshops: Classes of 1956 – 1981 — September 12
   Classes of 1986 – 2011 — September 19
   Volunteer Training Webinar
   Review class lists and identify leadership prospects
   Volunteers claim classmates to contact in U.Va. Volunteers in Action
   Reunion Giving office sends targeted fall letter and email solicitations
   Schedule committee conference calls
   First volunteer contact period

December 2015
   Volunteers continue calls/emails to non-donors
   Reunion Giving office sends end of calendar year email solicitation
   100% Giving Committee member participation by December 31st

January - March 2016
   Second volunteer contact period
   Alumni Association mails registration materials
   Reunion Giving office sends targeted spring letter and email solicitations

April – May 2016
   Third volunteer contact period

June 2016
   Virginia Reunions Weekends
   Announce class winners of dollars and donors
   Reunion Giving office sends final email solicitation to non-donors
   Student calling to non-donors
   End of fiscal year – June 30, 2016

August 2016
   Email reunion classes fiscal year 2016 final results
**Virginia Reunions — Schedules at a Glance**

**Classes of 1956 – 1981 Highlights (60th – 35th): June 2-5, 2016**

**Thursday, June 2, 2016**
Check-in and registration begins at Alumni Hall

**Friday, June 3, 2016**
Seminars
Volunteer appreciation reception
President Sullivan’s reception
Class dinners
Band parties

**Saturday, June 4, 2016**
Seminars
Undergraduate school luncheons
Receptions
Class dinners
Band parties

**Sunday, June 5, 2016**
Come-As-You-Go-Brunch

**Classes of 1986 – 2011 Highlights (30th – 5th): June 9-12, 2016**

**Thursday, June 9, 2016**
Check-in and registration begins

**Friday, June 10, 2016**
Seminars
Volunteer appreciation reception
President Sullivan’s reception
Class dinners
Band parties

**Saturday, June 11, 2016**
Seminars
Undergraduate school luncheons
Receptions
Class dinners
Band parties

**Sunday, June 12, 2016**
Come-As-You-Go-Brunch
The Role of a Volunteer  
Reunion Gifts  
Volunteer Training Workshop and Webinar  
Reach Out to Classmates  
Lend Name to the Effort  
Virginia Reunions
THE ROLE OF A VOLUNTEER

Reunion Giving Committees are formed for each class and are ideally comprised of 35-100 undergraduate alumni per class. The Reunion Giving Committees are responsible for encouraging classmates to come back to Grounds to celebrate their class reunion, and to support the University by making a gift that is meaningful to them. Giving Committee volunteers work throughout the year to successfully help the class achieve and hopefully exceed participation and giving goals. Come Back, Give Back!

REUNION GIVING COMMITTEE ROLE

1. Reunion Gifts
   Make a personal gift to any area of the University and consider a leadership level gift. Committee members are asked to document their gift by December 31st.

2. Volunteer Training Workshop and Webinar
   Attend the Volunteer Training Workshop or participate in a webinar.

3. Reach Out to Classmates
   Use U.Va. Volunteers in Action (VIA), our online volunteer management system, to claim the classmates you wish to contact. Email templates, talking points, and a timeline are provided to make the process effortless. Contact peers 3 – 4 times throughout the year. If classmates make a gift, simply thank them for their generosity.

4. Lend Name to the Effort
   Lend your name to the general fundraising effort including our website, emails, and letters.

5. Attend Virginia Reunions
   Your reunion is a time to reconnect with Grounds and former classmates and have fun!

Your Chair/Co-Chairs and Reunion Giving Officer will update you throughout the year about the Reunion Giving effort. We will provide you with class lists, donor lists, templates, talking points, and other reports as needed. Email will be used as much as possible.

REUNION GIVING COMMITTEE ROLE EXPANDED

1. REUNION GIFTS

   What counts as a reunion gift? Gifts to any area of the University made between July 1, 2015 and June 30, 2016 count toward the class totals as a reunion gift. This includes gifts to annual and endowed funds, capital projects, employer matching, future support gifts, and pledges.

   There is no class-specific gift to one particular project or area. We have found that individuals are most generous if given the opportunity to designate their gifts toward the areas that are personally meaningful to them.

   Reunion Giving Committee Gifts. You will be a more credible solicitor if you make your own gift or pledge before asking anyone else for one. It is difficult to convince others to do something when you have not yet convinced yourself. Once you have made your own commitment and have thought about why the University is important to you and deserving of alumni support, you can tap into this passion to convince others to do the same. Please make your gift or pledge before December 31, 2015 to serve as an example for your classmates.
**Reunion Pledges.** Committee members are encouraged to make a five-year pledge and should encourage their classmates to join them. Five-year pledges initiated within the fiscal year will count in full. For example, a pledge of $5,000 per year for five years will result in a reunion commitment of $25,000. The entire $25,000 will count toward the class giving total and the pledge payments will help sustain the University until your next reunion.

**Future Support Gifts.** A growing number of alumni are choosing to support the University through financial and estate planning. These types of gifts are counted in the class giving totals for the 20th–60th Reunions, if documented.

*Please see Page 13 for a Reunion Giving Pledge form.*

2. **Volunteer Training Workshop and Webinar**

During the Volunteer Training Workshop and the webinar, the class dollar and participation goals will be discussed. Goals will be based on class giving history, capacity, and past reunion results. To achieve these goals each classmate will be asked to consider a stretch gift in the form of a five-year pledge or an outright donation. The Giving Committee will work together during this time to strategize how to achieve these goals and to continue building the committee to reflect the class demographics.

3. **Reach Out to Classmates**

After the Volunteer Training Workshop and the webinar, you will select the classmates you plan to contact using U.Va. Volunteers in Action (VIA), our online volunteer management system. Please select 10-20 classmates whom you feel comfortable contacting and soliciting for a reunion gift. These classmates might be from your school, first year dorm, fraternity or sorority, athletic team, club, or various other organizations and affiliations to which you belonged. Your Reunion Giving Officer can also provide you with a list of classmates to review.

Email templates, talking points (Page 16), and a timeline will be provided to make the process effortless. We ask volunteers to contact peers three-four times throughout the year by email, phone, or letter. You can also use social media, such as Facebook, Twitter, and LinkedIn to reach out to classmates. If classmates make a gift, thank them for participating in the class efforts.

**Your Classmate Responds to Your Ask for a Gift – Now What?**

**Yes.** If a classmate agrees to support the University there are several ways to confirm the gift.

- Ask them to confirm the amount, designation, and payment schedule of the gift or pledge in an email and forward it to your Reunion Giving Officer to process.
- Direct them to give online by providing the link: [www.virginia.edu/reuniongiving](http://www.virginia.edu/reuniongiving).
Accept a verbal pledge and relay the amount and designation to your Reunion Giving Officer, who will follow up to officially process the gift or pledge.

Alumni can mail in a gift or pledge by completing and returning any University related pledge form. The Reunion Giving Pledge form (Page 13) can be printed from our website at www.virginia.edu/reuniongiving.

If the classmate is not comfortable discussing specific gift information with you, offer to have a Reunion Giving Officer contact them to discuss their personal situation in confidence.

**Maybe.** It is not unusual for someone to want time to think carefully before committing to a gift. Agree on the follow-up and ask if you can contact them again in a week or two.

**No.** Thank the classmate for their time and consideration, and express the hope that they will consider a gift before the fiscal year ends and encourage them to attend the Reunion in June.

**After Contacting Classmates.** Update your Reunion Giving Officer with progress and results by entering your notes into Volunteers in Action.

**Thank You Note.** No matter what the response, please consider sending a personal thank you note or email. A thank you template will be available on VIA.

**Keep Discussions Confidential.** Making a charitable gift is a personal decision and may involve discussion of a classmate’s financial situation. It is essential that we treat sensitive information with respect.

**A Note About Other Callers.** Fundraisers from the schools and units across the University travel around the country and make a special effort to engage alumni who will be celebrating their reunion. They facilitate gift discussions and/or proposals. Student callers will call former donors throughout the year. If a classmate has already been called by a fundraiser or a student, simply thank them for their support and remind them that they have contributed to the class total.

4. **Lend Name to the Effort**

The names of all Giving Committee members will be listed on the Reunion Giving class website. Your name will also be included in class-wide letters.

5. **Virginia Reunions**

You are encouraged to attend two events, one sponsored by the President and one sponsored by the Sr. Vice President for University Advancement where you will be recognized for your committee service. Committee members are also encouraged to attend class sponsored events, such as class dinners and class panels. But above all, the reunion is about reconnecting with your classmates and having fun!
SUPPORTING THE UNIVERSITY

University Giving Societies
Undergraduate Schools Donor Recognition Societies
Funding Your Gift
UNIVERSITY GIVING SOCIETIES

The University of Virginia relies heavily on the charitable contributions of alumni to sustain its programs. Donors provide gifts that fuel day-to-day operations, endowment gifts that generate funds in perpetuity, capital gifts that build and restore our buildings, and estate gifts for the future benefit of students and faculty. In its own way each type of gift helps to secure the University’s place among the nation’s finest institutions of higher learning.

THE ROTUNDA SOCIETY
The Rotunda Society recognizes leadership donors whose combined household giving (including matching gifts) to annual funds across the University equals $2,500 or more within a fiscal year (July 1 – June 30). Members are recognized each fall in an annual report and honor roll. Gifts to endowed funds and capital projects do not qualify. Membership in the Rotunda Society is recognized at the following levels:

- Dome Level: $25,000 +
- Colonnade Level: $10,000 to $24,999
- Serpentine Level: $5,000 to $9,999
- Pavilion Level: $2,500 to $4,999
- Portico Level:* $1,000 to $2,499

*For alumni who completed their degrees within the last five years.

THE LAWN SOCIETY
The Lawn Society honors alumni and friends who have made cumulative lifetime gifts of $100,000 or more.

THE CORNERSTONE SOCIETY
The Cornerstone Society recognizes donors who have made future support gifts to the University through bequests, beneficiary designations of retirement accounts, and gifts to U.Va. that also provide income to the donor (charitable remainder trusts and charitable gift annuities). These commitments may be for any amount and directed to any school, program, or University related foundation.

Each school at the University has a giving society. Giving Levels vary by school, see Page 9 for more information.
**Undergraduate Schools Donor Recognition Societies**

**Arts and Sciences Benefactors Society**
- College Club: 0-14 years since graduation give at the following levels
  - 5-9 years - $500+
  - 10-14 years - $1,000+
- Pavilion Level - $2,500+
- Serpentine Level - $5,000+
- Colonnade Level - $10,000+
- Dome Level - $25,000+
  [Qualifying donations: cash and matching gifts to annual accounts]

**Commerce School**
- Comm Club for alumni of last 9 classes - $1,000+
- Pavilion Level - $2,500+
- Serpentine Level - $5,000+
- Colonnade Level - $10,000+
- Dome Level - $25,000+
- Lawn Society - $100,000+

**Curry School**
- Dean’s Circle of Friends - $1,000+
- Dean’s Leadership Council - $2,500+
  [Qualifying donations: cash gifts]

**School of Architecture Dean’s Forum**
- Associate Level (5-9 years out) - $500+
- Principle - $1,000+
- Professional - $2,500+
- Partner - $5,000+
  [Qualifying donations: cash, pledge payments and matching gifts to annual accounts]

**School of Engineering Thornton Society**
- 4-6 years out of school - $600+
- 7-9 years out of school - $1,200+
- General minimum - $2,500+
  [Qualifying donations: cash and matching gifts]

**School of Nursing Dean’s Circle**
- Genesis Level - $250+
- Dean’s Level - $1,000+
- Partnership Level - $2,500+
- Leadership Level - $5,000+
- Executive Level - $10,000+
  [Qualifying donations: cash and matching gifts]
**FUNDING YOUR GIFT**

Your gift may be made in the form of cash, certificates of deposit, stocks and bonds, mutual funds, real estate, or personal property such as art, fine furnishings, and rare books and manuscripts. Different assets offer different tax advantages. Please consult your financial advisor to select the best way to fund your gift.

**Monthly Giving**
Gifts will be automatically transferred from your bank account on or around the 10th of each month for as long as you indicate on the giving form. You can set-up a monthly gift on our website: [www.virginia.edu/reuniongiving](http://www.virginia.edu/reuniongiving).

**Check**
Checks should be made payable to the University of Virginia and designated on your memo field or pledge form to the school(s) or program(s) of your choice and mailed to:

University of Virginia  
Reunion Giving Office  
Attention: Gift Accounting  
P.O. Box 400807  
Charlottesville, VA 22904-4807

**Credit Card**
The University accepts the following major credit cards: American Express, MasterCard, Visa, and Discover. Credit card gifts may be made online at [www.virginia.edu/reuniongiving](http://www.virginia.edu/reuniongiving), by calling the Reunion Giving Office at (800) 688-9882, or by completing and returning the Reunion Giving pledge form, which can be found on the Reunion Giving website at [www.virginia.edu/reuniongiving](http://www.virginia.edu/reuniongiving) and on Page 13 of this manual.

**Five-year Pledge**
Make a five-year pledge of support for the University. You can make your initial gift right away, or defer your first payment until later. Pledges can be made online or by completing and returning the Reunion Giving Pledge form which can be found on the Reunion Giving website at [www.virginia.edu/reuniongiving](http://www.virginia.edu/reuniongiving) and on Page 13 of this manual.

**Matching Gifts**
Many companies will match your gift to the University, thereby doubling or sometimes tripling your contribution. For most companies, you can obtain a form from your Human Resources office. You should include that form when you make your gift. To find out if you work for a matching gift company please visit our company search website at [www.matchinggifts.com/uva/](http://www.matchinggifts.com/uva/).
**Stock Gifts**

Stock gifts provide attractive tax advantages; capital gains taxes are avoided and the full market value of the stock can be tax deductible. Please contact your reunion giving officer at (800) 688-9882 before any transfer so the University can make arrangements with its broker to receive the stock.

**Electronic Transfer of Stock**

Giving stock through electronic transfer is the easiest method when a donor maintains holdings in a brokered account. When you wish to make a gift of stock, provide the following information to the transferring broker:

<table>
<thead>
<tr>
<th>Account Name</th>
<th>University of Virginia Gift Account</th>
</tr>
</thead>
<tbody>
<tr>
<td>Account Number</td>
<td>N7M-001327</td>
</tr>
<tr>
<td>DTC Number</td>
<td>443</td>
</tr>
<tr>
<td>Clearing Broker</td>
<td>Pershing LLC</td>
</tr>
<tr>
<td>Reference</td>
<td>[Donor’s Name]</td>
</tr>
</tbody>
</table>

**Stock Certificates and Stock Powers**

To send a stock certificate or stock power, please contact the office of Gift Planning at (800) 688-9882.

**Future Support Gifts**

A growing number of alumni are choosing to support the University through financial and estate planning. These types of gifts are all counted in the class giving totals for the 20th – 60th Reunion Classes, if documented. For more information about documenting a planned gift, please contact your Reunion Giving Officer.
## Resources

- Helpful Websites
- Reunion Giving Pledge Form
- Volunteer Non-Disclosure and Confidentiality Agreement
- Talking Points
- Frequently Asked Questions
- Useful Terms
- Calendar
HELPFUL WEBSITES

Reunion Giving Website: www.virginia.edu/reuniongiving
The Reunion Giving website has been designed to keep you apprised of progress toward your class goals. Class Giving totals and a list of donors organized by school affiliation are posted daily.

VIA is a secure volunteer management system that will allow you to choose classmates to contact about Reunion Giving and Virginia Reunions.

Alumni Association Reunions Website: www.virginiareunions.com
Visit this site for all Reunions Weekend event information and to find a list of classmates who are planning to attend.

HoosOnline: www.hoosonline.virginia.edu
Stay connected to your fellow alumni, a service brought to you by the Alumni Association and the schools of the University.

About the University: http://www.virginia.edu/aboutuva.html
Learn history, facts, and figures, take virtual tours, and view maps and video.

Facts at a Glance/About U.Va.: http://www.virginia.edu/facts
Find useful information and facts about rankings, current enrollment, alumni, financial aid, schools, and more.


Get all of the current up-to-date stories about U.Va.

Facebook and Twitter: The 5th – 45th Reunion classes have both Facebook and Twitter pages. Please search for these pages and Like or Follow your class for up-to-date, real-time information about the University and Reunions Weekend. Facebook and Twitter can also be great tools for reaching out to classmates to spread the word about the reunion goals.
This year marks a special milestone. I want to honor my reunion by making the following gift(s). (See reverse page for giving options.)

Name
Preferred Address
Preferred Telephone
City
State
Zip Code
Prefered Email
Preferred Ad

One-time Gift $________________________ to benefit________________________

-OR-

I Pledge $________________________

(Unless noted otherwise, pledge payments will be directed to the designation selected below.)

$________________________ to benefit________________________
Before June 30, 2016

$________________________ to benefit________________________
Before June 30, 2017

$________________________ to benefit________________________
Before June 30, 2018

$________________________ to benefit________________________
Before June 30, 2019

$________________________ to benefit________________________
Before June 30, 2020

Crediting Rules:
There is no class specific fund. You must designate your gift to an area(s) of the University. Your gift will be evenly split among the designated areas unless you specify otherwise. All gifts from members of your class this fiscal year (July 1, 2015 – June 30, 2016) will be counted in your class’ totals, regardless of designation.

Payment
Enclosed is my check…………………………. (Payable to University of Virginia)
Charge my credit card………………………….(Discover,VISA, MasterCard, or AmEx)
This card is for the first payment only.
Charge this card on _________________________ Date each year
Account Number
Expiration Date

This is a joint gift. Please also credit:________________________________________
(Name of spouse, school, and class year)
I wish to make this gift anonymously.
I have enclosed my employer’s matching gift form.
Anticipated Employer Match Total:________________________
I have included the University in my estate plans.

Donor Signature
Date

Amendments/Changed Circumstances: This agreement may be modified, altered, or amended with written consent of the donor and the benefiting school/program.
There are many ways to support the University of Virginia. The following list offers several suggestions.

**University Priorities**
Faculty Excellence  
Jeffersonian Grounds Initiative  
Scholarships

**University Programs/Services**
Alumni Association at the University of Virginia  
Arts and Arts Grounds  
Global Education and Research on Grounds and Abroad  
Jefferson Scholars Foundation  
Miller Center Foundation Unrestricted  
Parents Fund  
President’s Commission on Slavery and the University  
Provost’s Fund for Academic Excellence  
Research and Innovation  
Student Life and Leadership Fund  
University Library  
Virginia Athletics Foundation

**President’s Fund for Excellence**

**Schools**
School of Architecture*  
The College of Arts & Sciences*  
The Graduate School of Arts & Sciences*  
Frank Batten School of Leadership and Public Policy  
School of Continuing and Professional Studies  
Curry School of Education*  
Darden School of Business*  
The School of Engineering and Applied Science*  
School of Law*  
McIntire School of Commerce*  
School of Medicine*  
School of Nursing  
University of Virginia College at Wise*

**University of Virginia Health System**
Cancer Center  
Children’s Hospital  
Heart & Vascular Center  
Neurological Programs  
UVA Medical Center

**University of Virginia’s greatest need**

Other_______________________________________________

*Your gift will go to the affiliated foundation for the school

Matching gift: Gifts to the University made through employer matching programs are credited to the donor and count toward eligibility in gift clubs.

Fiscal Year: The University of Virginia and its related foundations operate on a July 1–June 30 fiscal year basis except for the Virginia Athletics Foundation (VAF), which operates on a calendar year of January 1–December 31.

Recognition: For the purpose of reunion class giving, the full amount of this commitment will be reflected in the class total. In addition, the donor(s) will be recognized by the benefiting school/program of the University and its related foundations.

THANK YOU FOR YOUR GIFT

Return by Mail:  
University of Virginia  
Reunion Giving Office  
400 Ray C. Hunt Drive  
PO Box 400807  
Charlottesville, VA 22904-4807

make a secure gift online:  
www.virginia.edu/reuniongiving

JPF16
VOLUNTEER NON-DISCLOSURE AND CONFIDENTIALITY AGREEMENT

The following information about the University of Virginia’s Development program, its donors and prospects, shall not be shared with non-employees of the University.

- Personally identifiable information about faculty, employees, students, parents.
- Information on donors and prospects such as:
  - Lists of names, address, and phone numbers
  - Giving interests
  - Gift club membership
  - Giving categories and other relevant materials
  - Giving history and interests

As a volunteer representing the University of Virginia, I understand and agree to the following:

- I am provided with this information in strict confidence to enable me to perform my functions as a volunteer.
- I will not share this information outside of the circle of University Advancement employees and volunteers acting on behalf of the University of Virginia.
- I will ensure the information I receive is kept safe and secure from any unauthorized access, which includes preventing access to my computer files, paper files or other media which contain University of Virginia data.
- When my status as a volunteer is inactive, I will destroy all electronic copies and shred all paper copies of the data I have received.

_________________________________________________________________ ________________________
Read and Understood (Signature)                  Date

_________________________________________________________________ ________________________
Print Name                                  Date

_________________________________________________________________ ________________________
Reunion Class Year and School

Please send original to:
Beth Bishop, Director of Reunion Giving
University of Virginia
Reunion Giving Office
400 Ray C. Hunt Drive
PO Box 400807
Charlottesville, VA 22904-4807
**TALKING POINTS**

Why Support the University?

- The University receives only 5.6% of its operating budget from the state.
- Private support is critical for maintaining essential high quality academic programs and retaining and attracting excellent faculty.
- *US News and World Report* considers alumni giving a prime indicator of satisfaction among graduates of all schools. Our peer institutions – Princeton, Stanford, Duke, and Notre Dame – boast alumni participation rates that exceed 35%. U.Va. is ranked 23rd nationally with an overall alumni participation rate of 22%.
- Your participation sends a strong message of support for U.Va. as an institution, conveys satisfaction with your undergraduate experience, and shows a desire to provide today’s students with the opportunities you were afforded.

**PRESIDENTIAL PRIORITIES**

President Sullivan has outlined three priorities of focus the University’s administration will work to strengthen and support in the coming years.

**Need-Based Scholarships** – To fulfill its mission, the University of Virginia ensures that undergraduate students with strong academic credentials find the University’s doors open to them, regardless of their financial circumstances. Private support will make it possible to continue Jefferson’s vision – to enable talented students from all walks of life to come to Charlottesville, study with outstanding professors, grow intellectually, and develop as citizens and leaders.

- 34% of U.Va. students receive financial aid.
- U.Va. is one of only two public universities offering need-blind admission and meeting 100% of demonstrated financial need.
- Only 4% of U.Va.’s endowment assets are designated to fund need-based scholarships.

**Jeffersonian Grounds Initiative** – The Jeffersonian Grounds are one of the hallmarks of the University of Virginia, with the Rotunda as the centerpiece. Preserving the Rotunda and Academical Village is vital so that future U.Va. students can continue to experience Mr. Jefferson’s University in the way that past generations did, and because the historic Grounds actively reflect Jefferson’s vision for America.

- The Academical Village is designated as a UNESCO World Heritage site.
- Unlike other important historical landmarks, the Jeffersonian Grounds have been continuously used by the University.
- In addition to structural and infrastructural renovations, the Rotunda renovation will increase classroom and study spaces.

**Faculty Support** – Faculty is at the core of the University of Virginia. They teach and mentor students, conduct research, and actively participate in moving the academic mission forward. In addition, close student-faculty interaction is key to the student experience and central to the University’s longstanding reputation for undergraduate excellence. There is no U.Va. as we know it without a highly engaged and superb faculty.

- Of the 1,000 tenured faculty members at the University today, 350 will retire by 2020.
- U.Va. ranks 27th in the American Association of Universities salary rankings, while peer institutions like Stanford, Duke, and UC Berkeley rank in the top 15.
- To serve additional students, the University must add faculty to maintain a 16:1 student-faculty ratio and sustain its reputation for close student-faculty interaction.
Frequently Asked Questions

How are Giving Committee members asked to participate throughout the year?
You are asked to be an active member of the giving committee. This includes making a gift or pledge to any area of the University, reaching out to 10–20 classmates, and lending your name to the general effort. The committee will formally meet only once for the Volunteer Training Workshop (Classes of 1956 – 1981, September 12, 2015; Classes of 1986 – 2011, September 19, 2015). Those who are unable to attend the workshop are asked to participate via webinar. Conference calls and emails will also be arranged to supplement communication throughout the year.

How many classmates are on the Giving Committee?
Committees vary in size from 35 to 100 people. The size of each committee is relative to the size of its class (larger classes will have larger committees).

When do I contact my classmates?
The Giving Committee will be asked to contact claimed classmates 3 – 4 times during the year: once in the fall, before the end of the calendar year, in the spring, and right before Reunions.

How do I select my classmates and get their contact information?
You will be able to select your classmates through our online volunteer management system, U.Va. Volunteers in Action (VIA). The system will also have your classmates’ contact information. Additionally, the Reunion Giving Office will provide you with contact information (e-mail, phone numbers, addresses) for the people you are assigned to contact if needed. Online tools, such as Facebook, Twitter, and LinkedIn are also great resources.

What is the preferred method of reaching out to classmates?
You may contact people by whichever means you are most comfortable, however, nothing is more effective than a phone call from an old friend. We will provide you with the contact information available on the database. Due to varying degrees to which people keep in contact with the University, full contact information may not be available for all alumni and may limit the means by which you can contact them.

How will I know what to say to classmates?
As a Giving Committee member, your role is to encourage philanthropic support to the University during the reunion year. Your chairs and Reunion Giving Officer will provide you with e-mail and letter templates, talking points, solicitation strategies, and information on giving opportunities. You will be prepared and comfortable before you start the solicitation process.

Will I have any responsibilities during my Reunion?
You are asked to attend two events, one sponsored by the President and one sponsored by the Sr. Vice President for University Advancement, during both you will be recognized for your committee service. Committee members are also encouraged to attend class sponsored events, such as class dinners and class panels. But above all, your reunion is about reconnecting with your classmates and having fun!
What gifts are included in my class totals?
Gifts to any area of the University made between July 1, 2015 – June 30, 2016 will count toward reunion class totals. This includes annual gifts, planned gifts, matching gifts, endowed gifts, and capital gifts. Five-year pledges are highly encouraged and will provide an expected revenue stream for the University. The entire pledged amount will count toward the class goal. For example, $5,000/year x 5 years = $25,000 towards the class goal. Planned gifts are also encouraged and will count toward the class totals for the 20th – 60th Reunion Classes.

Where will my name be listed?
Your name will be listed as a member of the Giving Committee on the Reunion Giving website, annual class letters, and the list of donors once you make your donation during your reunion year.

Is there an expected donation amount to serve on the Giving Committee?
Committee members are asked to consider a leadership level gift (level based on undergraduate school giving levels), but inability to commit does not prohibit the volunteer from committee membership. All committee members are asked to make a gift. Donor interest and capacity varies greatly among the committee membership, therefore no stipulated giving level or amount is expected. We ask that you give a meaningful gift to an area of the University that you are passionate about.

Is attendance required at the reunion?
Attendance at the reunion is highly encouraged, but is not a requirement for being on the Reunion Giving Committee. Reunions is a fun, action packed event where you will be able to connect with classmates, make new friends and enjoy your time on Grounds.

How do I report on my progress?
You will be able to report on your progress through our online volunteer management system, U.Va. Volunteers in Action.

What if a donor asks me questions that I am unable to answer?
If a donor asks you a question you are unable to answer, please contact your Reunion Giving Officer. The Reunion Giving Officer can help you answer the question or contact the donor directly.
**USEFUL TERMS**

**Annual Funds**
Critical unrestricted resources that allow the leaders of the University to support students, faculty, and programs. Donors have the option to designate these gifts to the school(s) or program(s) of their choice.

**Calendar Year**
The period between January 1 and December 31. Some donors choose to give towards the end of the calendar year for income tax purposes. For those who itemize, deductions can be taken for the calendar year.

**Capital Gifts**
Gifts generally made to support special long-term projects such as the construction or renovation of a building.

**Endowment Gifts**
Funds that are invested by the University to support long-term initiatives or projects such as scholarships, professorships, and programs. The University relies on endowment income, not the principal itself, for financial support.

**Fiscal Year**
The period between July 1 and June 30. The University uses this timeframe for the solicitation and recording of gifts. Reunion gifts must be made in the fiscal year that corresponds with the reunion year.

**Future Support Gifts**
Future support gifts are types of gifts that permit you to provide a future benefit to the University while meeting your current financial and personal goals. Donors may designate the University as beneficiary, in part or in entirety, to retirement funds, or an estate. Planned gifts and bequests documented during the reunion year are counted in the class total at face value.

**Major Gift**
A commitment of $100,000 or more over five years.

**Matching Gifts**
Many companies match the amount of an individual’s gift and occasionally that of a spouse/partner. Often this match is dollar for dollar, but can be as generous as 3:1. Matching gift forms are available from the company’s Human Resources department.

**Five-Year Pledge**
Commitments that are payable over a period of time and count in full toward reunion totals. A five-year pledge provides the opportunity to maximize your reunion support and carries you to your next reunion.

**Operating Budget**
The pool of money used annually to support the University’s expenditures. Dollars raised by the annual fund are directed to the operating budget, as are revenues generated by tuition and the endowment.

**Restricted Gifts**
Also known as designated gifts, these are targeted for a specific purpose, such as an academic department or a sport.
<table>
<thead>
<tr>
<th><strong>Reunion Gift</strong></th>
<th>A gift to any school or area of the University given during the reunion year. Your commitment can be in the form of an outright gift or a five-year pledge where the entire amount counts toward your class total.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Reunion Giving Officer</strong></td>
<td>The development officer assigned to your class to help facilitate the class giving effort and manage the Reunion Giving Committee.</td>
</tr>
<tr>
<td><strong>Unrestricted Gifts</strong></td>
<td>Gifts that are not designated by the donor for a specific purpose.</td>
</tr>
</tbody>
</table>
Thank you!

Thank you for your commitment to the University. Your support and service are essential for U.Va. to achieve the vision of our founder to sustain its level of excellence in alumni outreach, faculty teaching and research, and recruitment and retention of the best and brightest students. We value your time, talent, efforts, and appreciate your support.
Come back, Give back!

University of Virginia
Reunion Giving Office
400 Ray C. Hunt Drive
PO Box 400807
Charlottesville, VA 22904-4807
(800) 688-9882