

# REUNION GIVING

*come back, give back!*

VOLUNTEER TRAINING MANUAL  
2018-19



UNIVERSITY  
of VIRGINIA



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# REUNION GIVING

*come back, give back!*

Dear Reunion Volunteers,

On behalf of the University of Virginia, thank you for serving on the Reunion Giving Committee for your undergraduate class reunion. Your reunion is the time to **Come Back** to Grounds, **Give Back** to the University, and celebrate with classmates. We hope that the information in this 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 UVA 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, details regarding your role as a volunteer, and tips to help you be successful.

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,

A handwritten signature in black ink that reads "Beth Bishop". The signature is written in a cursive, flowing style.

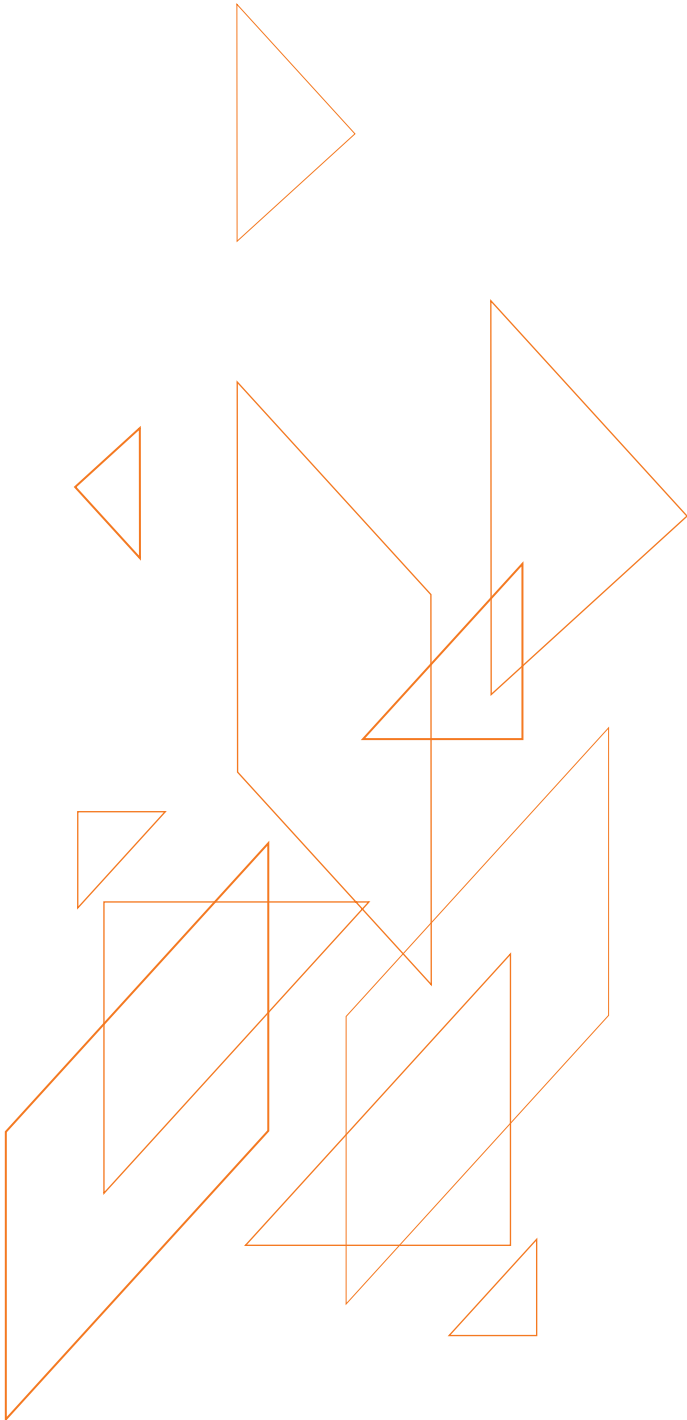
Beth Bishop, Com '87  
Director of Reunion Giving  
University Advancement



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## **Reunion Program Overview**

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Your reunion is the time to Come Back to Grounds, Give Back to the University by making a special gift, 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!

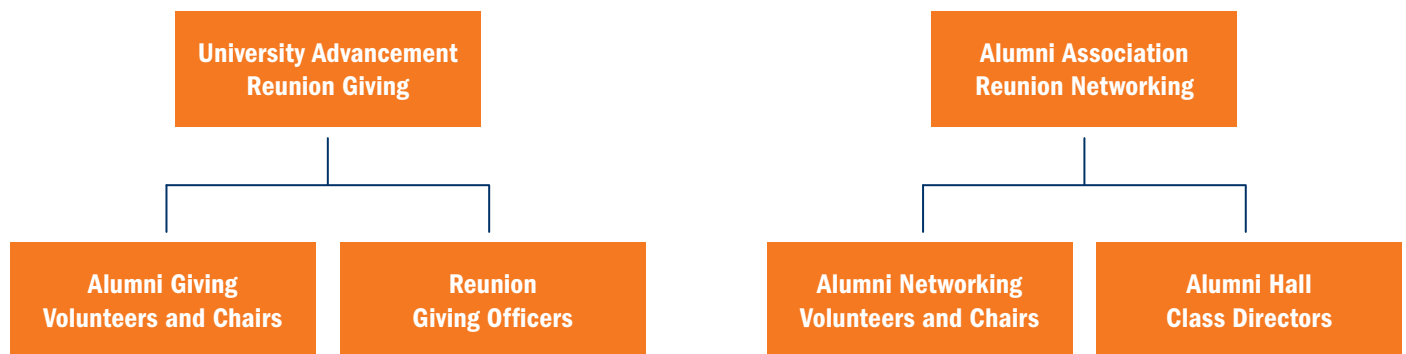
The reunion program is designed for undergraduate alumni celebrating their 5<sup>th</sup>–60<sup>th</sup> reunions. The classes of 1959–1984 (60<sup>th</sup>–35<sup>th</sup>) celebrate May 30–June 2, 2019, while the classes of 1989–2014 (30<sup>th</sup>–5<sup>th</sup>) celebrate June 7–9, 2019.

The Reunion Giving Office (University Advancement) works closely with the Reunion Giving Committees for each of the 12 undergraduate 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 plans all activities, facilitates the reunion registration process, and coordinates the Reunion Networking effort. Class Directors at the Alumni Association oversee the Reunion Networking Committees.

## **UVA Reunion Program Structure**

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## **2018–2019 Reunion Giving Timeline**

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### **May–August 2018**

Fiscal year begins July 1, 2018  
Recruit Giving Committee volunteers  
Committee Chairs set individual class fundraising and giving participation goals

### **September–November 2018**

Volunteer Training Workshops:  
Classes of 1989–2014 (30<sup>th</sup>–5<sup>th</sup>): September 15, 2018  
Classes of 1959–1984 (60<sup>th</sup>–35<sup>th</sup>): September 29, 2018  
Class-specific Volunteer Training Webinar available  
Volunteers claim classmates to contact in UVA Volunteers in Action (VIA)  
Reunion Giving Office sends targeted fall letter and email solicitations  
First committee conference calls scheduled  
First volunteer contact period

### **December 2018**

Volunteers continue calls/emails to nondonors  
Reunion Giving Office sends end-of-calendar year email solicitation  
100 percent Giving Committee gift/pledge documentation by December 31

### **January–March 2019**

Second volunteer contact period  
Alumni Association mails Virginia Reunions registration materials  
Spring letter and email solicitations  
Thank-you email sent to all class donors

### **April–May 2019**

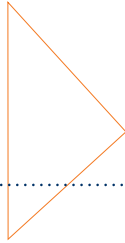
Third volunteer contact period  
Conference calls scheduled

### **June 2019**

Virginia Reunions Weekends  
Classes of 1959–1984 (60<sup>th</sup>–35<sup>th</sup>) celebrate May 30–June 2, 2019  
Classes of 1989–2014 (30<sup>th</sup>–5<sup>th</sup>) celebrate June 7–9, 2019  
Class winners announced—trophies awarded for highest dollars and highest giving participation  
Reunion Giving Office sends final email solicitation to nondonors  
Fiscal year ends June 30, 2019

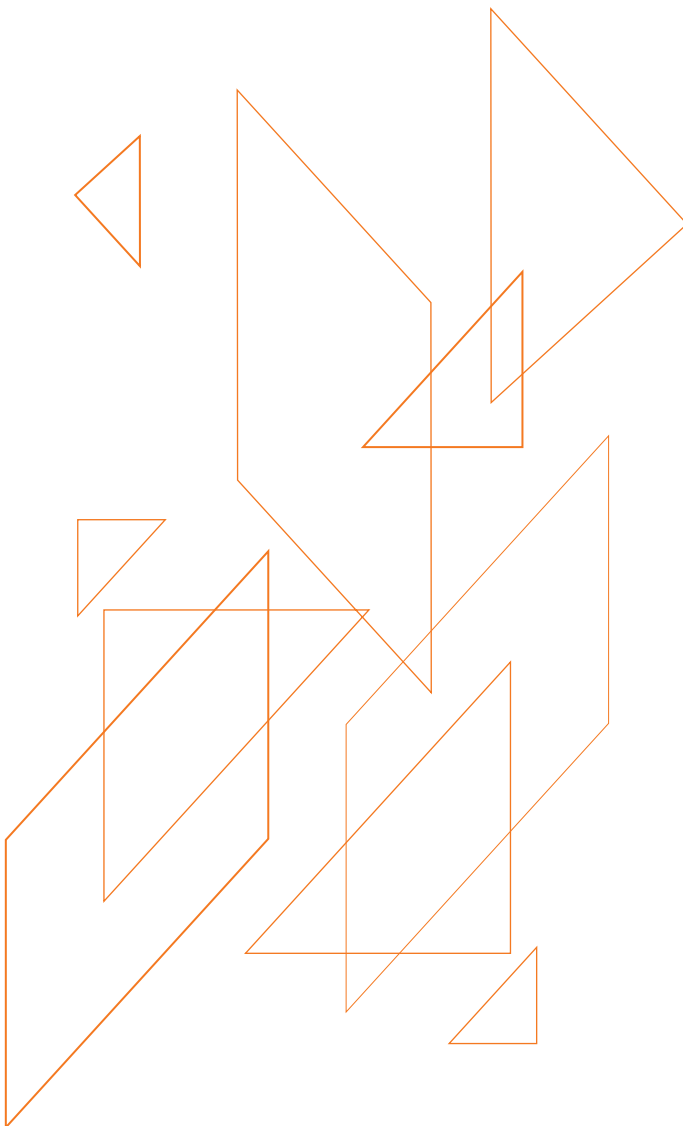
### **August 2019**

Virginia Reunions 2019 final results for all classes announced via email



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## ***The Role of a Volunteer***

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Reunion Giving Committees reflect the top student activities and school makeup of each class during its time on Grounds and comprise 35–100 undergraduate alumni per class. The Giving Committees are responsible for encouraging classmates to come back to Grounds to celebrate their class reunion and to support the University by giving back to an area that is meaningful to them. Giving Committee volunteers work throughout the year to successfully help the class achieve and (hopefully) exceed fundraising and giving goals. **Come Back, Give Back!**

### **What's Expected of You as a Reunion Giving Committee Volunteer**

#### **1. Make a Reunion Gift**

Make a personal gift or five-year pledge to any area of the University and consider a leadership-level gift. Committee members are asked to document their gift/pledge by December 31, 2018.

#### **2. Attend the Volunteer Training Workshop and Webinar**

It's a wonderful way to meet your fellow volunteers and learn more about the University. You may also participate in a class-specific webinar.

#### **3. Reach out to Classmates**

Use UVA Volunteers in Action (VIA), our online volunteer management system, to pair with 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 and encourage them to attend the reunion.

#### **4. Lend Your Name to the General Fundraising Effort**

Your name will be included on our website and letterhead.

#### **5. Attend Virginia Reunions**

Enjoy the results of your hard work and reconnect with the University, old friends, and former classmates!

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

### **Frequently Asked Questions About Serving on the Reunion Giving Committee**

#### **1. Reunion Gifts**

**What counts as a reunion gift?** Gifts to any area of the University made in your reunion year (between July 1, 2018, and June 30, 2019) will automatically be included in the class totals. This includes gifts to annual and endowed funds, capital projects, employer matching, future support gifts, and pledges.

**There is not a class-specific gift to one particular project or area.** We have found that individuals are most generous when given the opportunity to support areas that are personally meaningful to them. All gifts must be designated to an area(s) of the University.

**A Note About Giving Committee Gifts.** As you know from personal experience, it is difficult to convince others to take action when you have not yet convinced yourself. You will be a more credible solicitor if you make your own gift or pledge before asking your friends to do the same.

Take a moment to think about why the University is important to you and deserving of your financial support before making your own commitment, and then tap into this passion to convince others to do the same. **Please make your gift or pledge before December 31, 2018.** If you would like information about a particular area, please reach out to your Reunion Giving Officer for a confidential conversation.

**Reunion Pledges.\*** Committee members are encouraged to make a five-year pledge and are asked to encourage their classmates to join them. Five-year pledges initiated in your reunion 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 20<sup>th</sup>–60<sup>th</sup> reunions, if documented.

*\*Please see page 31 for a Reunion Giving pledge form.*

## **2. What Will Be Covered at the Volunteer Training Workshop and Webinar?**

During the Volunteer Training Workshop and within the webinar, the class fundraising and giving participation goals will be announced. These goals are chosen based on class giving history, capacity, and past reunion results. Following the plenary session, each committee will strategize on how to achieve their fundraising goals. Classmates should be asked to consider a stretch gift in the form of a five-year pledge, an outright donation, or a future support commitment.

## **3. Reaching out to Your Friends and Former Classmates**

Once you've attended the Volunteer Training Workshop or watched the webinar, you will select the classmates you want to contact using UVA Volunteers in Action (VIA), our online volunteer management system. Please select 10–20 classmates 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 during your undergraduate years. If you're not comfortable using VIA, your Reunion Giving Officer can provide you with a list of classmates to review.

Email templates, talking points (page 27), and a timeline will be provided to make the process effortless. We ask volunteers to contact peers 3–4 times throughout the year by email, phone, or letter. You can also use social media (Facebook, Twitter, LinkedIn, etc.) to reach out to classmates. If a classmate makes a gift, be sure to thank them for participating in the class efforts and encourage them to attend your reunion.

## **How Will My Classmates Respond to My Request for Support?**

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

- **Say thank you** and ask if he/she is comfortable discussing the specifics with you. If yes, determine how much they would like to give and where they would like to direct their support. Record the 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 then follow up to officially document 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 is available on page 31. Alternatively, it can be printed from our website at [www.virginia.edu/reuniongiving](http://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. Ask if you can contact them again in a week or two to follow up.

**No.** Thank the classmate for their time and consideration. Express the hope that they will consider participating in the class effort by making a gift before June 30, 2019, and, of course, 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 VIA.

**Thank You Note.** No matter what the response, please consider sending a personal thank-you note or email and encourage attendance of the reunion. A thank-you template will be available in 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 make a special effort to engage alumni who will be celebrating their reunion. They facilitate gift discussions and/or proposals.

#### 4. Lending Your Name to the Effort

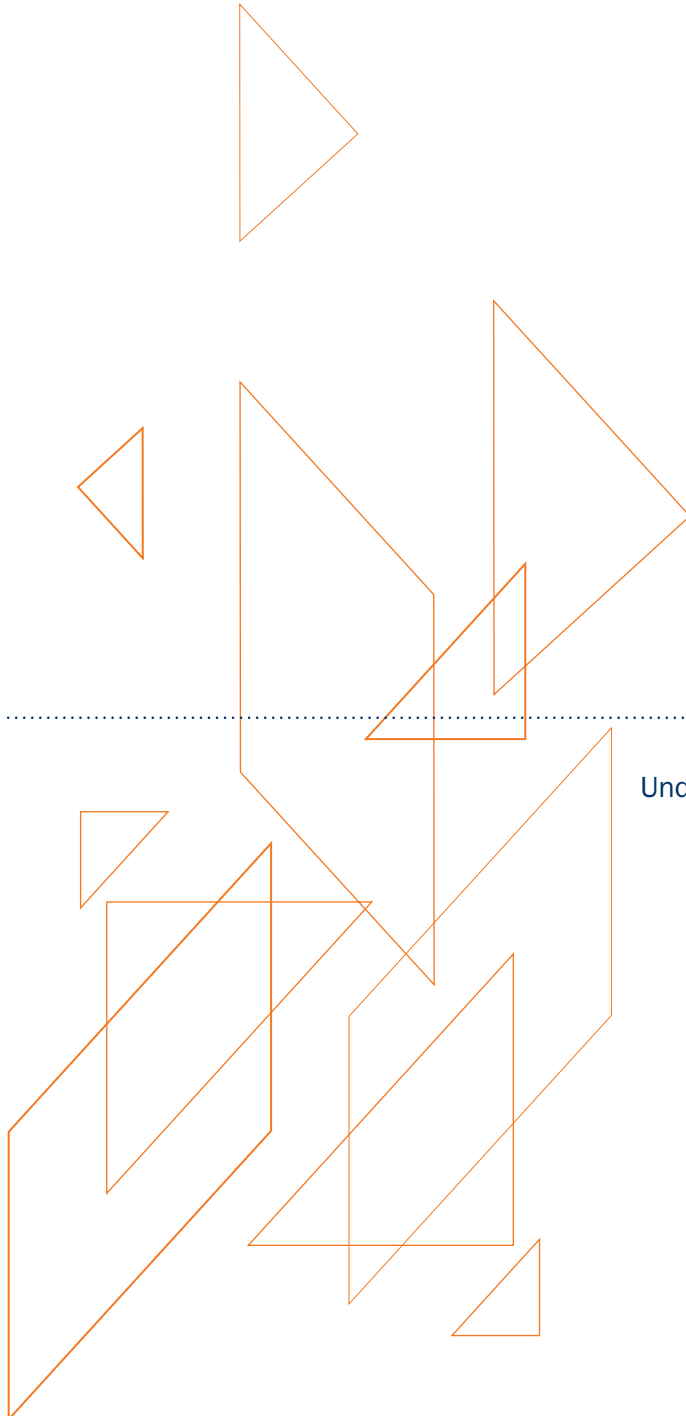
The names of all Giving Committee members will be listed on the Reunion Giving class website. Your name will also be included on the letterhead of class-specific letters.

#### 5. Virginia Reunions

You are encouraged to attend two events where you will be recognized for your committee service, one of which is sponsored by the president. 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!







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## **Leaders in Philanthropy—Giving Societies\***

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The University of Virginia relies heavily on charitable contributions to sustain its programs. Donors provide annual fund gifts that fuel day-to-day operations, endowment gifts that generate support in perpetuity, capital gifts for new construction or restoration of aging structures, and estate gifts for the future benefit of students and faculty. Each and every gift helps to secure the University's place among the nation's finest institutions of higher learning.

### **Cornerstone Society**

The Cornerstone Society recognizes donors who have documented plans to support the University through bequests, beneficiary designations, retirement accounts, or charitable remainder trusts, which benefit the University while providing income to the donor. These commitments may be for any amount and directed to any school, program, or University-related foundation.

### **Lawn Society**

The Lawn Society is the premier group of donors whose generosity has benefited the University in significant ways. Lifetime membership in the Lawn Society is awarded to donors who have made cumulative gifts to the University of \$100,000 or more.

### **Rotunda Society**

The Rotunda Society recognizes leadership annual donors who have made cumulative gifts of \$2,500 or more (\$1,000 for alumni completing degrees in the last five years) during the fiscal year (July 1 to June 30).

*\*More information on the University-wide giving societies can be found at [giving.virginia.edu/giving-societies](http://giving.virginia.edu/giving-societies). There are also a number of school-specific giving societies at the University. Giving levels vary by school. See page 20 for more information.*

# ***Undergraduate Schools' Donor Recognition Societies***

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## **Arts & Sciences Benefactors Society**

<b>Young Alumni:</b>	
<b>5–9 years out of school:</b>	\$500–\$999
<b>10–14 years out of school:</b>	\$1,000–\$2,499
<b>Pavilion Level:</b>	\$2,500–\$4,999
<b>Serpentine Level:</b>	\$5,000–\$9,999
<b>Colonnade Level:</b>	\$10,000–\$24,999
<b>Dome Level:</b>	\$25,000 and above

## **Commerce School McIntire Dean's Society**

<b>Comm Club:</b>	
<b>Alumni of last 9 classes:</b>	\$1,000–\$2,499
<b>Pavilion Level:</b>	\$2,500–\$4,999
<b>Serpentine Level:</b>	\$5,000–\$9,999
<b>Colonnade Level:</b>	\$10,000–\$24,999
<b>Dome Level:</b>	\$25,000–\$99,999
<b>Lawn Society:</b>	\$100,000 and above

## **Curry School Dean's Circle**

<b>Friends:</b>	\$1,000–\$2,499*
<b>Leaders:</b>	\$2,500–\$4,999*
<b>Ambassadors:</b>	\$5,000–\$9,999*
<b>Sustainers:</b>	\$10,000–\$19,999*
<b>Partners:</b>	\$20,000 and above*

*\*Unrestricted giving in a single fiscal year*

## **School of Architecture Dean's Forum**

<b>Intern (1–4 years out):</b>	\$250–\$499
<b>Associate Level (5–9 years out):</b>	\$500–\$999
<b>Principle:</b>	\$1,000*–\$2,499
<b>Professional:</b>	\$2,500*–\$4,999
<b>Partner:</b>	\$5,000*–\$9,999
<b>President:</b>	\$10,000* and above

*\*Qualifies for membership in the UVA Rotunda Society*

## **School of Engineering Thornton Society**

<b>Young Leaders:</b>	\$1,000*–\$2,499
<b>Leaders:</b>	\$2,500–\$4,999
<b>Ambassadors:</b>	\$5,000–\$9,999
<b>Innovators:</b>	\$10,000–\$24,999
<b>Dean's Circle:</b>	\$25,000 and above

*\*This level available for alumni 0–10 years post-graduation*

## **School of Nursing Dean's Circle**

<b>Genesis Level:</b>	\$250*–\$999
<b>Dean's Level:</b>	\$1,000–\$2,499
<b>Partnership Level:</b>	\$2,500–\$4,999
<b>Leadership Level:</b>	\$5,000–\$9,999
<b>Executive Level:</b>	\$10,000 and above

*\*This level available for students and undergraduate alumni 0–10 years post-graduation*

*The recognition societies listed above represent a fraction of those at the University of Virginia and have been provided as illustrations of giving-level structures.*

## **Funding Your Gift**

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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.

### **Bank Draft**

Gifts will be automatically transferred from your bank account on or around the 10th of each month for as long as you indicate on your form. We recommend that you set the time frame to five years to correspond with your next reunion. You can set up a monthly gift on our website: [www.virginia.edu/reuniongiving](http://www.virginia.edu/reuniongiving).

### **Mail**

Checks should be made payable to the University of Virginia with the gift designation recorded in the memo field or on the pledge form. Mail your check and completed pledge form to:

University of Virginia  
Gift Processing Services  
P.O. Box 400331  
Charlottesville, VA 22904-4331

### **Payroll Deduction**

Workplace giving is an easy and efficient way to make tax-deductible donations to charities through payroll contributions. Contact your HR department to inquire whether your company offers charitable giving via payroll deduction.

### **Credit Card**

The University accepts the following major credit cards: American Express, MasterCard, Visa, and Discover. Credit card gifts can 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 31 of this manual.

### **Wire Transfer**

Please instruct your bank to direct wire transfers using the following information:

Bank Name: Bank of America  
Credit to UVA Gift Processing Services  
ABA #: 026009593  
Account #: 435029040409

Please contact UVA Gift Processing Services Help Desk with any questions: 434-924-7018

### **Five-Year Pledge**

When you make a five-year pledge of support for the University, you can make your initial gift right away or defer your first payment. 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 31 of this manual.

## Corporate Matching

If you work for a company that will match your gift to the University, you can often double or sometimes triple your contribution. You get credit for your gift, plus the match! 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 whether you work for a matching-gift company, please visit our company search website at [www.matchinggifts.com/uva](http://www.matchinggifts.com/uva).

## Personal Property

Gifts of personal property—works of art, manuscripts, rare books, and antique furnishings—help support teaching and scholarships and can greatly enhance the quality of life on the Grounds. Such gifts must be appraised by an outside expert unless an item has an apparent value of less than \$5,000.

Reasons to contribute a gift in kind include the following:

1. You may receive a charitable deduction for the appraised value at the time of the gift.
2. You can make a larger donation to UVA than if you sold the gift, paid capital gains tax on the sale, and contributed cash.
3. The gift's value is removed from your estate, which lowers your estate taxes.

## Real Estate

Real estate can be contributed as an outright gift or to finance a planned gift, such as a charitable trust. Available options include a retained life estate, which allows the donor to continue to use the property for a certain number of years or for the donor's lifetime. Other arrangements offer special tax advantages and lifetime income.

Gifts of real estate, such as undeveloped land, a residence, a vacation home, a farm, or commercial property, should be arranged through the Office of Gift Planning (1-800-688-9882) and made through the University Real Estate Foundation. The University requires the donor to bear certain costs when making a real estate gift, such as an appraisal to determine the fair market value. Also, the University deducts transaction costs from the proceeds of the sale of the property, including the closing costs, title insurance, a survey (if needed), and any taxes due before the gift is completed.

## Community Foundations and Charitable Donor-Advised Funds

Many of our donors enjoy the flexibility provided to them by a donor-advised fund. If it is your intention to make your reunion gift by recommending a multiyear grant through your charitable foundation or donor-advised fund, please contact your Reunion Giving Officer and ask them to prepare a Letter of Intent for your review. This will preserve the charitable status of your contributions to the donor-advised fund and allow the University to document your gift appropriately.

## Stocks and Bonds

Gifts of stocks and mutual funds are coordinated by UVA Gift Processing Services. The University will direct proceeds from the sale of these assets to any school or program you wish.

## Electronic Securities Gift Transfer Instructions

Electronic transfer is the easiest method when a donor maintains holdings in a brokered account.

1. Before making a transfer, alert UVA Gift Processing Services at 434-924-7018 so that the University can make arrangements with its broker to receive the stock. Indicate the purpose of the contribution—such as an annual gift to a school, a pledge payment, or funds for a planned gift.
2. Depository Trust Company, or DTC, is the clearinghouse for electronic security transfers.
3. Provide the following information to the transferring broker:

For DTC Eligible Securities (common stock and mutual fund shares):

**Clearing Broker:** Pershing LLC  
**DTC Participant #:** 0443  
**Account Number:** N7M-001327  
**Credit:** University of Virginia Gift Account  
**Reference:** [Donor's Name]

For DTC Eligible Securities (restricted stock only):

**Clearing Broker:** Davenport and Company LLC  
**DTC Participant #:** 0715  
**Account Number:** 84949411  
**Credit:** University of Virginia Fund  
**Reference:** [Donor's Name]

## Stock Certificates and Stock Powers

To send a stock certificate or stock power, please contact the Office of Gift Planning at 1-800-688-9882.

## Mutual Funds

The process of giving mutual fund shares requires obtaining a share transfer form from your fund company. For directions on completing the form, call the Gift Processing Help Desk at 434-924-7018.

## Future Support Gifts

A growing number of alumni are choosing to support the University through retirement plan or life insurance beneficiary designations, will provisions, or life income gifts. These types of gifts are all counted in the class giving totals for the 20<sup>th</sup>–60<sup>th</sup> reunion classes, if documented. For more information about documenting a future support gift, please contact your Reunion Giving Officer.

## Charitable IRA Donation

If you are 70 ½ years of age or more and must take an unneeded required minimum distribution (RMD) from your traditional IRA, you might consider making a tax-free donation of up to \$100,000 directly to the University (a qualified charity) instead. The distribution will not be included in your federal taxable income nor claimed as a charitable deduction, but it may prevent you from entering a higher income bracket. Distributions from your IRA directly to UVA satisfy your required minimum distribution, but are not reported as income. Please consult your financial advisor to determine whether this opportunity makes sense for you.

### **Gifts That Pay You Income**

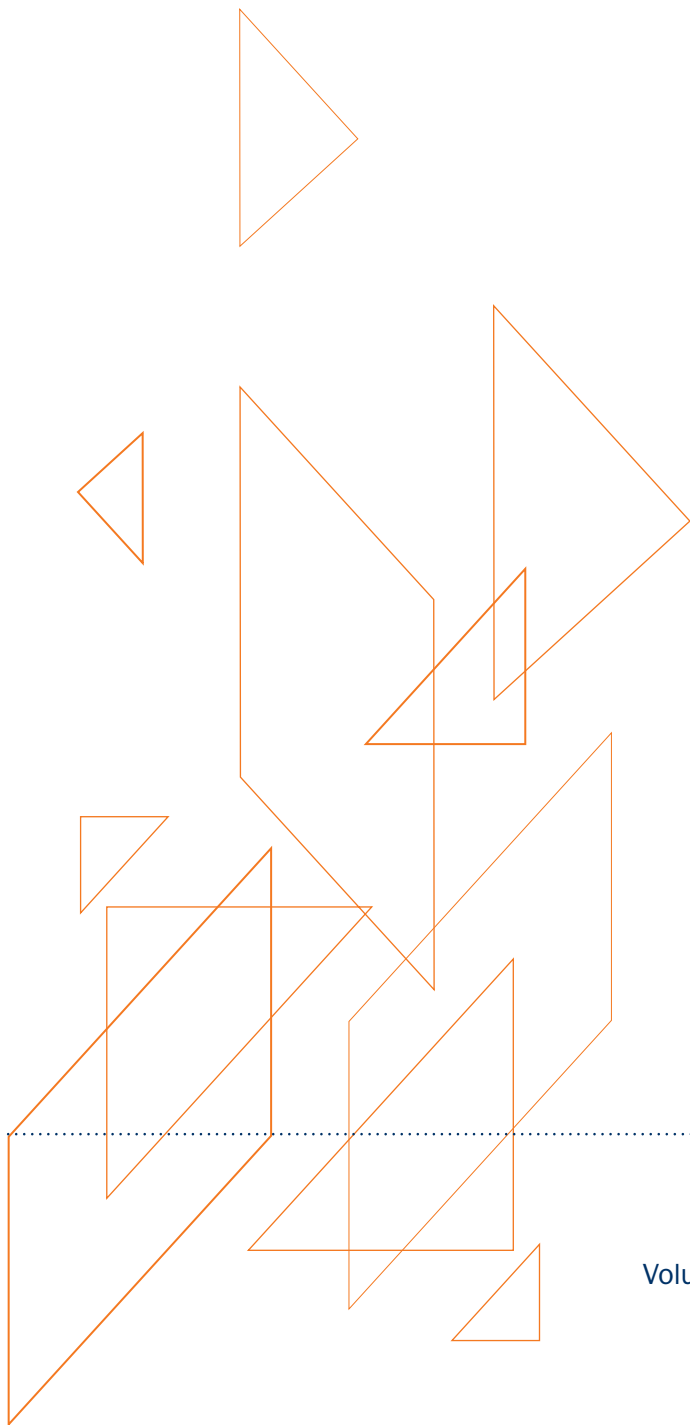
The University of Virginia will make charitable arrangements with you and your family to receive a charitable deduction for your gift, to mitigate long-term capital gains, and to receive payments for lifetimes or a term of years. Please visit [www.virginia.edu/giftplanning](http://www.virginia.edu/giftplanning) to learn more.

### **Bitcoin**

Gifts of Bitcoin and other cryptocurrencies are currently accepted by UVA through a donor-advised fund (DAF) at either Fidelity Charitable or National Philanthropic Trust (NPT). The paperwork to setup a DAF is simple and takes but a few minutes to complete. The minimum initial contribution to a DAF is \$5,000 at Fidelity and \$25,000 at NPT. Contact Julie Featherstone, assistant vice-president for Advancement Operations at 434-924-6022 with any questions and for assistance with this process.

Donors should consult with a tax advisor to review their personal situation and applicable tax laws at the time of the contribution.





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## **Talking Points**

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### **Why Support the University?**

- Your participation sends a strong message of support for UVA as an institution, conveys satisfaction with your undergraduate experience, and shows a desire to provide today's students with the opportunities you were afforded.
- In the 2017–18 fiscal year, the University's academic division received only 8.5 percent of its operating budget from the state, far less than most of our public peers.
- Private support is critical for maintaining essential high-quality academic programs and attracting excellent faculty.
- U.S. 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 percent.

### **University Priorities**

The University of Virginia's mission statement states that we are defined by:

- Our enduring commitment to a vibrant and unique residential learning environment marked by the free and collegial exchange of ideas;
- Our unwavering support of a collaborative, diverse community bound together by distinctive foundational values of honor, integrity, trust, and respect; and
- Our universal dedication to excellence and affordable access.

To that end, the president, provost and Board of Visitors have outlined priorities of focus that help us accomplish these commitments to our students.

### **Undergraduate Scholarships**

The University of Virginia is committed to ensuring that undergraduate students who gain admission to the University can attend regardless of their financial circumstances. Private philanthropic support allows us to continue Jefferson's vision—to enable talented students from all walks of life to attend the University, study with outstanding professors, grow intellectually, and develop as citizen leaders.

- Over the past twenty years, the number of students receiving some financial assistance has grown to a third of all UVA undergraduates.
- UVA is need-blind, meaning admission is based solely on academic merit, and meets 100 percent of undergraduate students' demonstrated financial need, matching the outstanding commitment of a small number of the country's top private universities. We are one of only two public universities to meet this promise.

## Jeffersonian Grounds Initiative

The Jeffersonian Grounds are one of the hallmarks of the University of Virginia, with the Rotunda as the centerpiece. The comprehensive effort to restore, renovate, and renew the Academical Village is a vital undertaking designed to ensure that future UVA students can experience Mr. Jefferson's University in the way that past generations have and celebrate the physical embodiment of students and faculty living and learning together. The historic Grounds are a monument to Jefferson's vision of knowledge, character, and educational and democratic ideals.

- The Academical Village is designated as a UNESCO World Heritage Site. Unlike other important historical landmarks, the Jeffersonian Grounds have been continuously used as designed since the University's founding.
- Thanks to the support of alumni, parents, and friends, the Rotunda has been returned to the center of student life. With new classrooms, expanded study space, and extended hours for student use, it is again being used as our founder intended.
- JGI is turning its attention to restoring the rest of the Academical Village, including the Lawn and its student rooms, gardens, colonnades, and pavilions.

**JGI website:** [giving.virginia.edu/jgi](http://giving.virginia.edu/jgi)

**Lawn Alumni Challenge website:** [giving.virginia.edu/lawnalumnichallenge](http://giving.virginia.edu/lawnalumnichallenge)

## Academic Excellence

The Office of the Provost invests in faculty and student development by bolstering the academic experience through groundbreaking and nationally recognized programs such as Total Advising and the Center for Teaching Excellence. Support can go directly to these programs or be directed to the Provost's Fund for Academic Excellence.

- An outstanding teaching faculty is the hallmark of UVA's educational experience. Every day, our faculty engage and challenge students to be their best and think critically both in and out of the classroom. Teaching is a learned skill, and UVA is committed to developing the best faculty in the country through the Center for Teaching Excellence. Half of all UVA faculty have honed their teaching skills through training at the center.
- Likewise, we are committed to ensuring that every student at UVA has the advice and mentorship they need to excel and build the perfect educational, residential, and global experience for their personal aspirations. Total Advising is designed to meet the varied mentoring, advising, and tutoring needs of each student—in a single, innovative space.

## ***Helpful Websites***

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### **Reunion Giving Website:**

**[www.virginia.edu/reuniongiving](http://www.virginia.edu/reuniongiving)**

The Reunion Giving website is 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.

### **Matching Gifts:**

**[www.matchinggifts.com/uva](http://www.matchinggifts.com/uva)**

If you work for a company that will match your gift to the University, you can often double or sometimes triple 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.

### **UVA Volunteers in Action (VIA):**

**[www.uvavolunteers.org](http://www.uvavolunteers.org)**

VIA is a secure online 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](http://www.virginiareunions.com)**

Visit this site for all the latest reunion event information and to find a list of classmates who are planning to attend.

### **HoosOnline:**

**[www.hoosonline.virginia.edu](http://www.hoosonline.virginia.edu)**

Stay connected with your fellow alumni. This service is brought to you by the Alumni Association and the University schools.

### **About the University:**

**[www.virginia.edu/overview](http://www.virginia.edu/overview)**

Historical facts about the University.

### **Facts at a Glance/About UVA:**

**[www.virginia.edu/facts](http://www.virginia.edu/facts)**

Find useful information and facts about rankings, current enrollment, alumni, financial aid, schools, and more.

### **UVA Today Daily Report:**

**[www.news.virginia.edu](http://www.news.virginia.edu)**

Get all of the current stories about UVA.

### **Facebook and Twitter:**

The 5<sup>th</sup>–45<sup>th</sup> reunion classes have Facebook pages so you can stay connected with classmates and get up-to-date, real-time information about the University and reunions weekend. Please search for, follow and like these pages! Facebook, Instagram, and Twitter are great tools for reaching out to classmates to spread the word about your reunion.



# REUNION GIVING

*come back, give back!*

**This year marks a special milestone.  
I want to honor my reunion by making the following gift(s).**  
*(See below for giving options)*

One-time Gift \$ \_\_\_\_\_ to benefit \_\_\_\_\_

**— OR —**

5-Year Pledge \$ \_\_\_\_\_  
*(To be designated as outlined below.)*

\$ \_\_\_\_\_ to benefit \_\_\_\_\_  
Before June 30, 2019

\$ \_\_\_\_\_ to benefit \_\_\_\_\_  
Before June 30, 2020

\$ \_\_\_\_\_ to benefit \_\_\_\_\_  
Before June 30, 2021

\$ \_\_\_\_\_ to benefit \_\_\_\_\_  
Before June 30, 2022

\$ \_\_\_\_\_ to benefit \_\_\_\_\_  
Before June 30, 2023

## **GIVING OPTIONS**

### **University of Virginia's Greatest Need**

#### **University Priorities**

- Jeffersonian Grounds Initiative
- Provost's Fund for Academic Excellence
- Scholarships

#### **Schools**

- School of Architecture
- College of Arts & Sciences
- 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
- School of Engineering and Applied Science
- School of Law
- McIntire School of Commerce
- School of Medicine
- School of Nursing
- UVA Wise

### **University Programs/Services**

- Alumni Association
- UVA Arts Fund for Artistic Excellence
- Center for Politics
- Contemplative Sciences Center
- Global Education and Research on Grounds and Abroad
- Jefferson Scholars Foundation
- Memorial to Enslaved Laborers at the University
- Miller Center
- Parents Fund
- Research and Innovation
- Student Life and Leadership Fund
- University Library
- Virginia Athletics Foundation

### **University of Virginia Health System**

- Cancer Center
- Children's Hospital
- Heart & Vascular Center
- Neurological Programs
- UVA Medical Center

**Other** \_\_\_\_\_

# REUNION GIVING

*come back, give back!*

Name \_\_\_\_\_ Class Year \_\_\_\_\_

Billing Address (if different from front) \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Preferred Telephone \_\_\_\_\_ Preferred Email \_\_\_\_\_

## 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 UVA or a related foundation in my will, trust, or estate plan.

## 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, 2018–June 30, 2019) will be counted in your class totals, regardless of designation.

*Amendments/Changed Circumstances: This agreement may be modified, altered, or amended with written consent of the donor and the benefiting school/program.*

Donor Signature \_\_\_\_\_ Date \_\_\_\_\_

*Matching gift:* Gifts to the University through employer matching programs are also credited to the donor and count toward eligibility in gift clubs. To find out whether your company or your spouse's company matches gifts, contact your company's human resources department or visit [www.giving.virginia.edu/matching-gift](http://www.giving.virginia.edu/matching-gift).

*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  
P.O. Box 400331  
Charlottesville, VA 22904-4331



### Give Online

Make a secure gift online at:  
[www.virginia.edu/reuniongiving](http://www.virginia.edu/reuniongiving)





## **Volunteer Nondisclosure & Confidentiality Agreement**

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, and 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 that 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.

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Read and Understood (Signature)

Date

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Print Name

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Reunion Class, Year, and School

**Please send original to:**

University of Virginia  
Reunion Giving Office  
PO Box 400807  
Charlottesville, VA 22904-4807



## ***Frequently Asked Questions***

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### **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 only meet formally once—for the Volunteer Training Workshops. 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 respective class (i.e., larger classes will have larger committees).

### **When do I contact my classmates?**

The Giving Committee will receive reminders to contact 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 select your classmates through our online volunteer management system, UVA Volunteers in Action (VIA). The system will also have your classmates' contact information. If needed, the Reunion Giving Office can provide you with contact information (email, phone numbers, addresses) for the people you have paired with. Online tools such as Facebook, Twitter, and LinkedIn are also great resources. Please note: Not all contact information is complete; we rely on alumni to keep us updated.

### **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 up-to-date contact information. Due to the 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 primary role is to encourage philanthropic support to the University throughout your reunion year. Your committee chairs and Reunion Giving Officer will provide you with email and letter templates, talking points, solicitation strategies, and information on giving opportunities. You will be prepared and comfortable before you start the solicitation process. If a classmate has already made a gift, thank them and encourage them to attend the reunion!

### **Will I have any responsibilities during my reunion?**

You are encouraged to attend two events where you will be recognized for your committee service—one of which is sponsored by the president. 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!

### **What gifts are included in my class totals?**

Gifts to any area of the University made between July 1, 2018–June 30, 2019 will count toward reunion class totals. This includes annual gifts, matching gifts, and endowed gifts, as well as future support gifts for the 20th–60th reunions. Five-year pledges are highly encouraged as they provide an expected revenue stream for the University. The entire pledged amount will count toward the class goal. For example,  $\$5,000/\text{year} \times 5 \text{ years} = \$25,000$  toward the class goal.

### **Where will my name be listed?**

Your name will be listed as a member of the Giving Committee on the Reunion Giving website, on class-specific appeals, and, once you make your donation, on the online donor honor roll.

### **Is there an expected donation amount to serve on the Giving Committee?**

All committee members are asked to make a gift. Committee members are asked to consider a leadership-level gift (see page 20 for undergraduate school leadership levels), but inability to do so does not prohibit anyone from committee membership. Donor interest and capacity varies greatly among the committee members, therefore no stipulated giving level or amount is expected. We simply ask that you make a gift to an area of the University that is meaningful to you.

### **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. Your reunion is a fun, action-packed event where you will be able to reconnect 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, UVA Volunteers in Action (VIA).

### **What if a classmate asks me questions that I am unable to answer?**

If a classmate asks you a question that you are unable to answer or are not comfortable answering, please contact your Reunion Giving Officer. The Reunion Giving Officer can help you answer the question or contact the donor directly. Remember, your Reunion Giving Officer is there to assist you every step of the way with gift discussions.

## ***Useful Terms***

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### **Alumni Association/ Reunions Office**

The reunion office at the Alumni Association plans the reunion and works closely with the Networking Committees.

### **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.

### **BSF**

Bicentennial Scholars Fund. An endowed scholarship fund that makes UVA accessible and more affordable for admitted students from all walks of life.

### **Calendar Year**

The period between January 1 and December 31. Some donors choose to give toward 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 a specific long-term project 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 time frame for the solicitation and recording of gifts. Reunion gifts must be made in the fiscal year that corresponds with the reunion year.

### **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.

### **Future Support Gifts**

Future support gifts permit you to provide a future benefit to the University while meeting your current financial and personal goals. Donors may designate the University as a beneficiary of their will, retirement plan, or life insurance policy. They may also establish a charitable gift annuity or trust that pays them income for life. All future support gifts documented during one's reunion year will be counted in the class total at current market value.

### **Gift Processing**

The Gift Processing department processes all charitable gifts at the University.

### **Major Gift**

Defined by the University as a commitment of \$100,000 or more.

### **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 it can be as generous as 3-to-1. Matching gift forms are available from the company's human resources department.

### **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. In fiscal year 2017-18, UVA's academic budget was \$1.39 billion.

<b>Restricted Gifts</b>	Also known as designated gifts, these are targeted for a specific purpose, such as an academic department or a sport.
<b>Reunion Gift</b>	A gift to any school or area of the University made during the reunion year (July 1–June 30). Your commitment can be in the form of an outright gift, a future support gift, or a five-year pledge, for which the entire amount counts toward your class total.
<b>Reunion Giving</b>	The Reunion Giving office is charged with helping classes in their undergraduate reunion years achieve fundraising goals and works closely with the Giving Committees.
<b>Reunion Giving Officer</b>	The development officer assigned to your class to help facilitate the class giving effort and manage the Reunion Giving Committee.
<b>Unrestricted Gifts</b>	Gifts that are not designated by the donor for a specific purpose.

# Fiscal Year Calendar

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## 2018

July							August							September							October						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6	7				1	2	3	4							1		1	2	3	4	5	6
8	9	10	11	12	13	14	5	6	7	8	9	10	11	2	3	4	5	6	7	8	7	8	9	10	11	12	13
15	16	17	18	19	20	21	12	13	14	15	16	17	18	9	10	11	12	13	14	15	14	15	16	17	18	19	20
22	23	24	25	26	27	28	19	20	21	22	23	24	25	16	17	18	19	20	21	22	21	22	23	24	25	26	27
29	30	31					26	27	28	29	30	31	23	24	25	26	27	28	29	28	29	30	31				
													30														

November							December							
S	M	T	W	T	F	S	S	M	T	W	T	F	S	
					1	2	3							1
4	5	6	7	8	9	10	2	3	4	5	6	7	8	
11	12	13	14	15	16	17	9	10	11	12	13	14	15	
18	19	20	21	22	23	24	16	17	18	19	20	21	22	
25	26	27	28	29	30		23	24	25	26	27	28	29	
							30	31						

## 2019

January							February							March							April									
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S			
			1	2	3	4	5							1	2							1	2		1	2	3	4	5	6
6	7	8	9	10	11	12	3	4	5	6	7	8	9	3	4	5	6	7	8	9	7	8	9	10	11	12	13			
13	14	15	16	17	18	19	10	11	12	13	14	15	16	10	11	12	13	14	15	16	14	15	16	17	18	19	20			
20	21	22	23	24	25	26	17	18	19	20	21	22	23	17	18	19	20	21	22	23	21	22	23	24	25	26	27			
27	28	29	30	31			24	25	26	27	28		24	25	26	27	28	29	30	28	29	30								
													31																	

May							June								
S	M	T	W	T	F	S	S	M	T	W	T	F	S		
					1	2	3	4							1
5	6	7	8	9	10	11	2	3	4	5	6	7	8		
12	13	14	15	16	17	18	9	10	11	12	13	14	15		
19	20	21	22	23	24	25	16	17	18	19	20	21	22		
26	27	28	29	30	31		23	24	25	26	27	28	29		
							30								

## Thank You!

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Thank you for your commitment to the University. Your support and service are essential for UVA to achieve the vision of our founder, and 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!***

**Reunion Giving Office**

PO Box 400807  
Charlottesville, VA 22904-4807  
(800) 688-9882

