Reunion Giving

August 3rd, 2019
Reunion Giving Staff

• Beth Bishop, Director (1970, 1980)
• Andrea Benelli, Development Associate
• Frasher Bolton, Assistant Director (1960, 1975, 1985)
• Jake Durham, Development Coordinator/Data Analyst
  • James Fretwell, Assistant Director (2005, 2010)
• Margaret Fisher, Assistant Director (1965, 1995, 2000)
  • Antonia Merrill, Assistant Director (1990, 2015)
Reunion Weekends


Importance of Supporting UVA?

• 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 FY 2019-2020, the University’s Academic Division received only 8.3 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 retaining and attracting excellent faculty.

• US News 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. UVA’s overall alumni participation is at 18%.
Importance of Giving Committee

• Engage Classmates
• Liaisons for the Reunions program
• Increase Giving Participation
• Come Back, Give Back
Responsibilities of Committee Members

• Document Your Gift by December 31st
• Help Recruit Committee Members All Year
• Keep up with e-mail updates and information
• Reach out to classmates and encourage them to give back
• Attend Reunion Weekend
• Most of all, HAVE FUN
Growing the Committee

College of Arts and Sciences
School of Continuing Studies
McIntire School of Commerce
School of Architecture
Hillel Foundation
Madison House
Watson-Webb Dorm
von Thelen Students
Watson Dorm
Jefferson Lit. & Debate
Graebner Students
Intramurals
NROTC
Lawn Resident

Curry School of Education
Batten School of Leadership and Public Policy
School of Engineering and Applied Science
School of Nursing
Raven Society
Cavalier Daily
IFC
InterSorority Council
Hoos Crew
Echols Dorm
RA/Dorm Counselor
Corks & Curls
Glee Club
University Guides
Every member of our community should feel welcome and be able to find a home at UVA, and all members of our community should work to promote an environment that is welcoming and inclusive.

—President Jim Ryan, The 2030 Plan, June 2019
Percentage of Non-white UVA Undergraduates is INCREASING

Let’s Broaden the Tent
How?

- Get uncomfortable
- Message differently
- Grow networks
- Pursue authentic relationships
- Request connections
- Listen more
Diversity and inclusion are among the highest responsibilities for institutions of higher education and, in particular, UVA. Diversity is a source of strength. It’s a source of vibrancy.

—President Jim Ryan, UVA Today, September 2017
What Counts as a Reunion Gift?

• **Any Gift to Any Area of the University** made between July 1, 2019 – June 30, 2020 count toward the class goals.

• New future gifts count at full value in the Reunion year
  o Newly documented $100k bequest – counts in full for Reunion
  o Bequest increases from $25k to $50k – the increase ($25K) counts for Reunion

• Five-year Pledges – multi-year pledges initiated within the Reunion fiscal year will count in their entirety toward the class goal.
  o $2,500/year x 5 years = $12,500 toward the class goal
Scholarships

Major institutional priority

Over 30% of students awarded some level of need-based aid

UVA ranked #3 “best value” among public national universities (Kiplinger’s Personal Finance ‘18)

Bicentennial Scholars Fund (matching opportunity for gifts)

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<th>University Match</th>
<th>Total</th>
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<tr>
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Other Areas to Support At UVA
Making Your Gift

Document Gift by December 31, 2019

All Gifts to Any Area at the University Count

5 Year Pledges: Total Amount of Pledge counted in Overall Class Goal

Use Reunion Giving Officer to help make giving EASY!

Different ways to Give: Planned Gifts, Stocks, Matching Gifts, Endowed Gifts, Capitol Gifts, etc.
Volunteer Resources

• UVA Reunion Giving Website

• Box

• Volunteer Training Manual

• Non Disclosure Agreement (NDA)

• Volunteer, by EverTrue, Instructions
- Find all your classmates
- “Assign” and reach out to ask for a gift in honor of Reunions
- Logging your outreach and notes
Accepting Your Invitation

• Receive a “magic link” email

• Click "Get Started" and you will be taken to Volunteer by EverTrue on your web browser.

• This button contains your unique link; no username or password required. This link is only valid for 30 days. Once the link has expired, you will need to generate another access link.
Finding Classmates

- Easily find classmates:
  - Search by school, club, other affinity groups, etc.
Reviewing Classmate Profiles

- Volunteer by EverTrue will populate a full profile of contact information, along with career and education data.
- Use the tabs at the top of the profile to toggle between Info and Activity.
Claiming Your Classmates

- If you think the prospect would be a good fit for you, scroll down to the bottom of his or her profile.

- If the prospect is already assigned, the profile will display the volunteer's name.

- If the prospect is still unassigned, you'll see a button that says "Assign Prospect to Me."

- Click the button to add the prospect to your assignments list.
Viewing Your Assignments

- On the home screen of the Volunteer app, you will see a list of your assigned prospects with the information you need to reach out effectively.
BOX – Cloud Resources

Class of 1990

- Giving Link
- Resource Management

All Files
- Recents
- Synced
- Trash

Favorites

Drag items here for quick access

All Files > R2020 Volunteer > ★ Class of 1990

Name ↗

- Class of 1990 History and Goals.docx
- Fact Sheet.pdf
- FY20 - 1990 CTP Packet.xlsx
- FY20 - 1990 RG Committee Packet.xlsx
- FY20 - 1990 RP Committee Packet.xlsx
- Volunteer by EverTrue User Guide.pdf
Logging Your Activity

This is how we are able to track committee member actions, ensuring that you are doing your part.

There are five interaction types to choose from:

- **Email** - Copy and paste the text of the email here, if possible.
- **Phone Call** - If you contacted your classmate over the phone, record your conversation notes here.
- **Text Message** - Log the text message and any outcomes.
- **Social Media Note** - Any note or detail you want to log about your classmate.
Reaching Out to Classmates

Classmate Selection
• Select at least 10-20 classmates from your school or student organizations.
• Use Volunteer to claim your classmates.
• Your personal preference of communication

Solicitation Process
• First check your classmate’s donor status in Volunteer or by checking the Donor Honor Roll on our class page giving.virginia.edu/reunions.
• Ask your classmates to make a gift of any amount to an area that is meaningful for them in honor of your reunion.
• Links to templates and talking points are located in Volunteer.
### 2019–2020 Reunion Giving Timeline

**April-July 2019**
- Recruit giving committee volunteers
- Fiscal year begins July 1, 2019
- Reunion giving officers and committee chairs set class fundraising goals

**December 2019**
- Volunteers continue calls/emails to non-donors
- Reunion giving office sends end-of-calendar-year email solicitation to non-donors
- Giving committee documents gifts/pledges by December 31st

**April-May 2020**
- Third volunteer contact period to classmates
- Conference call scheduled for classes

**August 2020**
- Virginia Reunions 2020 final results: for all classes announced via email by Reunion giving office

**August-November 2019**
- Volunteers claim classmates to contact in Volunteer Management System
- Reunion giving office sends thank you letter and email solicitation
- First committee conference call scheduled
- First volunteer contact period to classmates

**January-March 2020**
- Second volunteer contact period to classmates
- Alumni association mails Virginia Reunions registration materials
- Spring letter and email solicitations to non-donors
- Thank-you email sent to all class donors

**June 2020**
- Virginia Reunions weekends
- June 4-7, 2020: Classes of 1930-1985 (60th-65th)
- June 12-14, 2020: Classes of 1990-2015 (30th-50th)
- Class winners announced each weekend—trophies awarded for highest dollars and highest giving participation
- Reunion giving office sends final email solicitation to non-donors
- Fiscal year ends June 30, 2020
Take Into Consideration..

- Multiple Schools and Foundations at UVA
- Many different touch points during year
- Direct all Giving Questions to Reunion Giving Officer for Help
Reminders After Contact with Classmates

• Update your communications and results in Volunteer.
• Update Reunion Officer of progress and results after you contact classmates.
• Keep all discussions confidential.
• Always say thank you!
Next Steps


2. Log into Volunteer and claim your classmates.

3. Reach out to classmates 3-4 times throughout the year.