

# Reunion Giving

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*August 3rd, 2019*

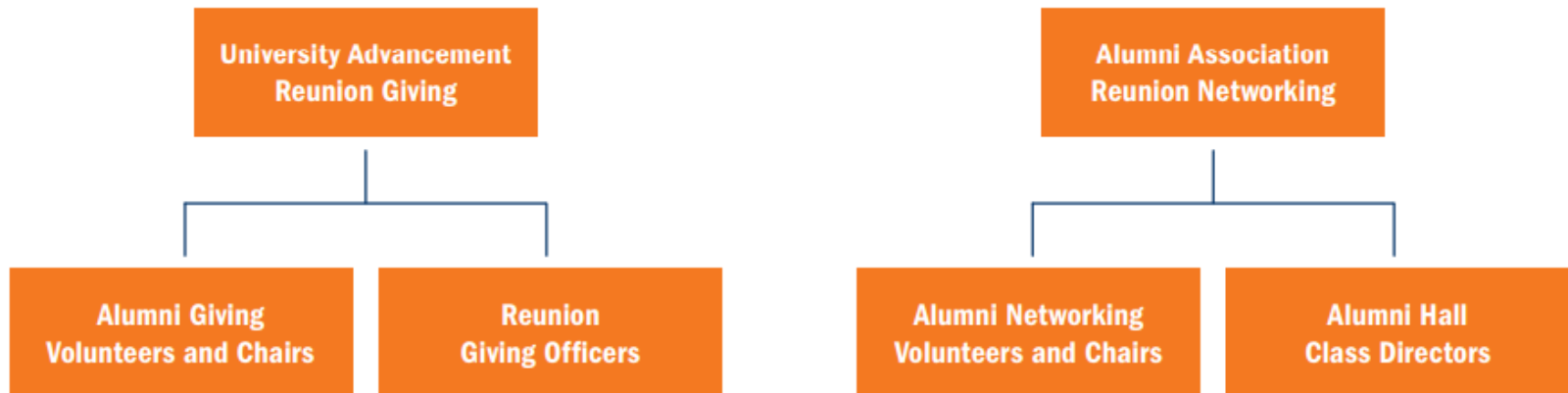


# Reunion Giving Staff

- 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 Program Structure



## Reunion Weekends

**June 4-7, 2020:** Classes of 1960, 1965, 1970, 1975, 1980, 1985, and members of the Thomas Jefferson Society.

**June 12-14, 2020:** Classes of 1990, 1995, 2000, 2005, 2010, and 2015

# 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 31<sup>st</sup>
- 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.**

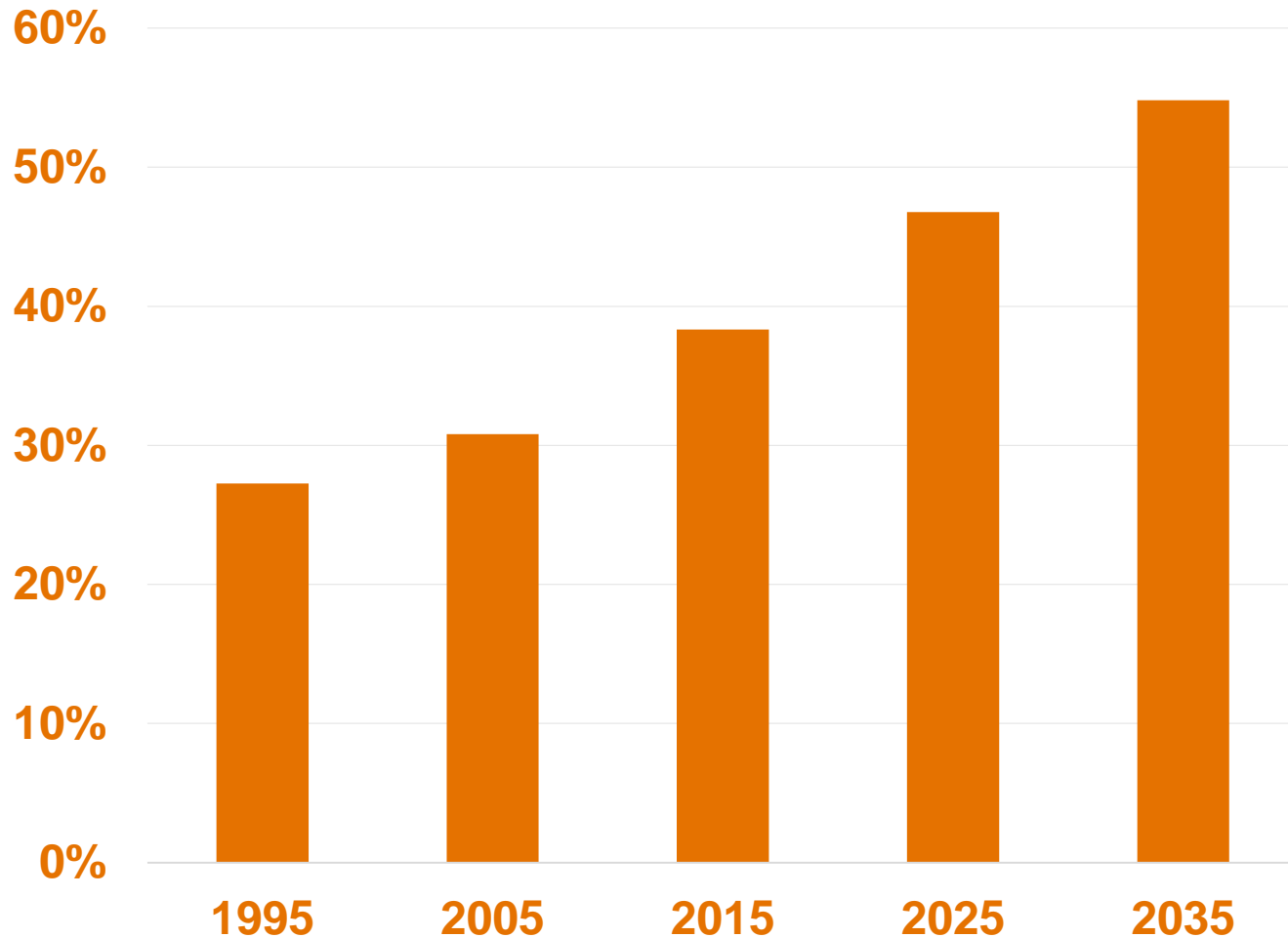
*—President Jim Ryan, The 2030 Plan, June 2019*







# Percentage of Non-white UVA Undergraduates is INCREASING



Projections based on data from UVA Registrar's Office, <https://ias.virginia.edu/university-stats-facts/degrees-awarded>, June 2019

# 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
  - Newly documented \$100k bequest – counts in full for Reunion
  - 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.
  - $\$2,500/\text{year} \times 5 \text{ years} = \$12,500$  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)

<b>Gift</b>	<b>University Match</b>	<b>Total</b>
\$2,500	\$1,250	\$3,750
\$12,500	\$6,250	\$18,750
\$100,000	\$50,000	\$150,000
\$1,000,000	\$1,000,000	\$2,000,000

# 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.**

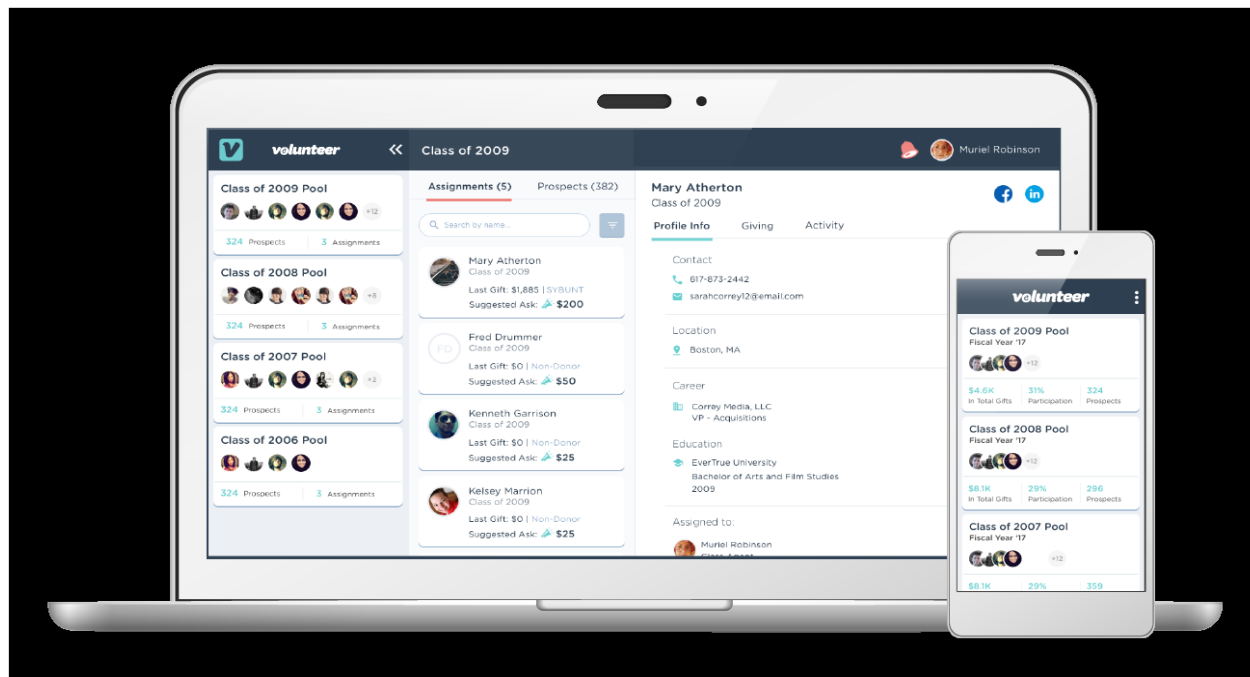
# Volunteer Resources

- **UVA Reunion Giving Website**
- **Box**
- **Volunteer Training Manual**
- **Non Disclosure Agreement (NDA)**
- **Volunteer, by EverTrue, Instructions**

# volunteer

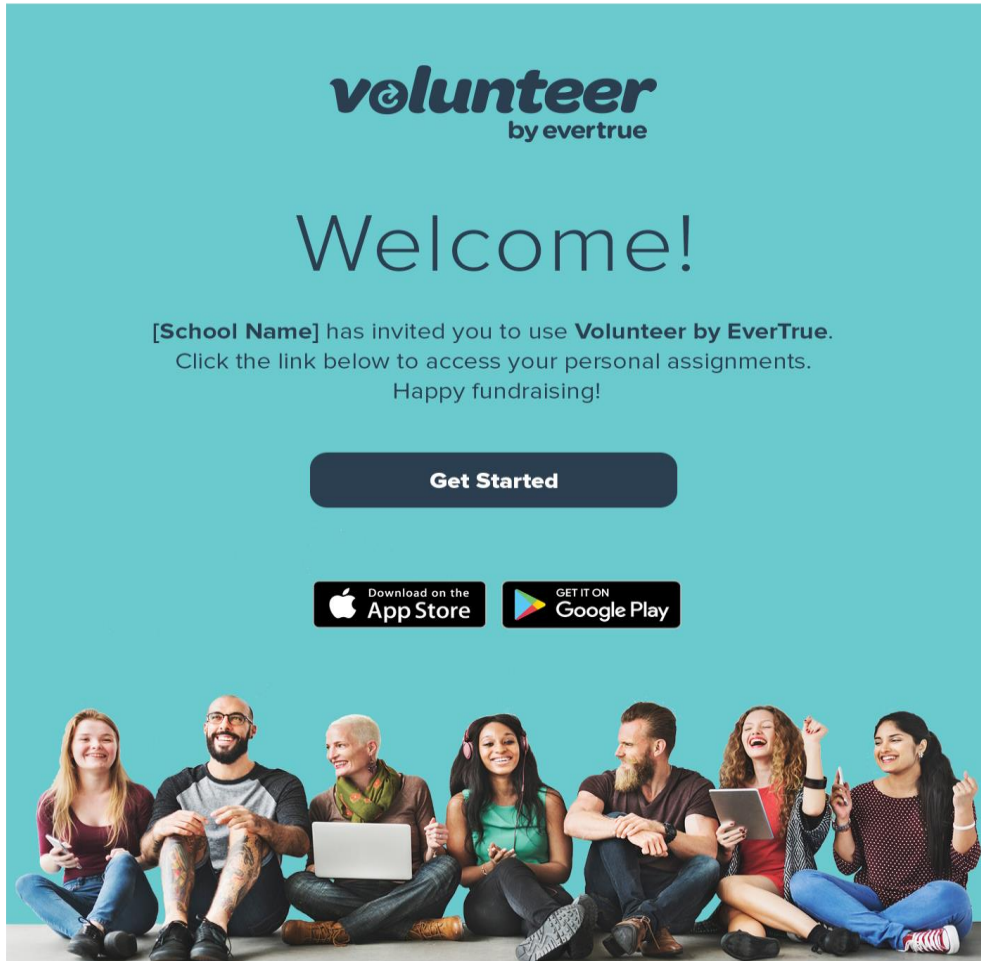
by evertrue

- 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.

Athletics >

Attending Reunion This Year?

Yes

No

Gave This Year?

Yes

No

Last Reunion Attended: >

Major >

Member of: >

School >

Reset Filters

Apply Filters

# Reviewing Classmate Profiles

## Sheri Chapman

Class of 2012 |  Assistant Director, Development Research at Dana-Farber Cancer Institute

**Info** Giving Activity

### Contact

 172.548.8455 x131

 ryleigh.romaguera427819@example.net


### Location

 [Greater Boston Area](#)


### Career

 **Boston University**  
Senior Research Analyst  
Education  
Education

 **Boston University**

 **Dana-Farber Cancer Institute**  
Hospital & Health Care

### Education

 **College of Communication**  
Bachelor of Science in 0602-JOURNALISM  
2012

### Assigned to:



Chelsea Leavitt  
Volunteer Solicitor

[MANAGE ASSIGNMENT](#)

- 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

**Patrick Powell**

PP

f in

Assign Prospect to me Log Activity

Info Activity

Location

PO Box 400807  
Charlottesville, VA 22904

Career

University Advancement  
Digital Platform Specialist  
Org Lvl 4: Non-management Employee  
03 Colleges/Universities

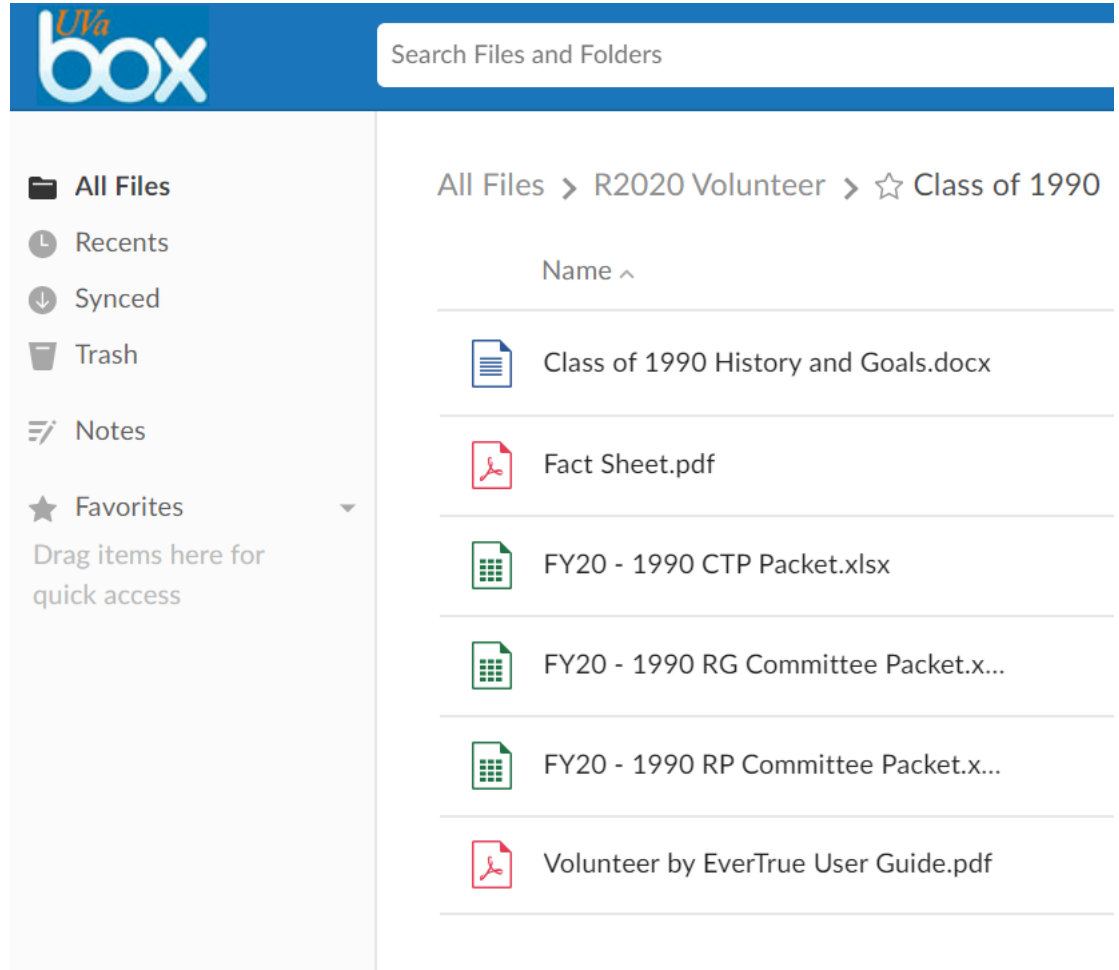
- If you think the prospect would be a good fit for you, scroll down to the bottom of his or her profile.
- If the prospect is already assigned, the profile will display the volunteer's name.
- If the prospect is still unassigned, you'll see a button that says "Assign Prospect to Me."
- Click the button to add the prospect to your assignments list.

# Viewing Your Assignments

The screenshot displays the Volunteer app interface. On the left, there are two assignment categories: 'Class of 2012' with 12 assignments and 'P-Town Pool' with 3 assignments. The main area is divided into 'Assignments (12)' and 'Prospects (28)'. Under 'Assignments', two prospects are listed: Sheri Chapman and Tonya Kim, both from the Class of 2012. Sheri Chapman's details include 'Last Gift: \$0 | Non-Donor' and 'Suggested Ask: None provided'. Tonya Kim's details include 'Last Gift: \$0 | Non-Donor' and 'Suggested Ask: None provided'. On the right, a detailed profile for Sheri Chapman is shown, including her title 'Assistant Director, Development Research at Dana-F...', contact information (phone: 172.548.8455 x131, email: ryleigh.romaguera427819@example.net), and location 'Greater Boston Area'. Social media icons for Facebook and LinkedIn are also present.

- 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



# Logging Your Activity

Add Note / Log Activity



Patrick Powell

Date:

07/30/2019

Activity Type:

Email



Notes:

Sent email to: ptp6r@virginia.edu

asked him to make a gift

Cancel

Save

**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](https://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.

# How Often Should I Reach Out?

## 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

### AUGUST-NOVEMBER 2019

August 3, 2019: Volunteer Training Workshop  
for Classes of 1970–2015 (50th–5th)  
Volunteers claim classmates to contact  
in Volunteer Management System  
Reunion Giving Office sends fall letter  
and email solicitations  
First committee conference call scheduled  
First volunteer contact period to classmates

### DECEMBER 2019

Volunteers continue calls/emails to nondonors  
Reunion Giving Office sends end-of-calendar-  
year email solicitation to nondonors  
Giving Committee documents gifts/pledges  
by December 31<sup>st</sup>

### JANUARY-MARCH 2020

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

### APRIL-MAY 2020

Third volunteer contact period to classmates  
Conference call scheduled for classes

### JUNE 2020

Virginia Reunions Weekends  
June 4-7, 2020:  
Classes of 1960–1985 (60th–35th)  
June 12-14, 2020:  
Classes of 1990–2015 (30th–5th)  
Class winners announced each weekend—  
trophies awarded for highest dollars and  
highest giving participation  
Reunion Giving Office sends final email  
solicitation to nondonors  
Fiscal year ends June 30, 2020

### AUGUST 2020

Virginia Reunions 2020 final results  
for all classes announced via email by  
Reunion Giving Office



## 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

1. Document your gift/pledge by December 31, 2019.
2. Log into Volunteer and claim your classmates.
3. Reach out to classmates 3-4 times throughout the year.