



Reunion Giving

COME BACK, GIVE BACK!

VOLUNTEER TRAINING MANUAL
2021-2022



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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 your class. The Reunion Giving program offers alumni the opportunity to reconnect with classmates, broaden philanthropic support, and make a lasting impact on the University. This program would not be as successful as it is without your important work as a lead volunteer, and it is our hope that the information in this manual will provide you with the tools you need to be an outstanding volunteer.

The class giving effort enables every individual to participate in class fundraising in a way that is personally meaningful and aligned with the University's goals. We hope that your involvement in this commemorative weekend will strengthen your ties to UVA, allowing you to renew old friendships and make new connections with your classmates.

The following pages outline essential information to help you develop and execute a successful reunion giving effort. Included are details regarding your role as a volunteer, tips to help you be successful, and a timeline for outreach and communications.

Thank you for your efforts now and over the next year to help the University maintain its position as a world leader among institutions of higher learning.

Warm regards,

The Reunion Giving Team
University Advancement



The background features a blurred image of a building with a prominent portico. A string of small, round lights hangs across the scene, with a single, larger, spherical paper lantern hanging from it on the left side. The entire scene is framed by several thin, dark blue circular lines that overlap and curve around the central text.

*“To the extent that you enjoy
value from your years on Grounds, please
consider supporting the University and
giving back to an exceptional school.”*

VINCENT H. DERR (ENGR '68)

Reunion Program Overview

Your reunion is the time to **Come Back** to Grounds, **Give Back** to the University by making a meaningful gift, and celebrate the anniversary of your undergraduate years with classmates. It provides opportunities to reunite with old friends, network, tour new buildings, and, of course, attend a party or two!

The reunion program was created for undergraduate alumni celebrating their 5th–60th reunions.

- The classes of 1962-1987 will celebrate June 2-5, 2022
- The classes of 1992-2017 will celebrate June 10-12, 2022

University Advancement Reunion Giving officers work closely with the lead co-chairs and 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 both the co-chairs and the Reunion Giving committees and are here to help you with your fundraising efforts.

Reunion Giving is located at:

2420 Old Ivy Road, P.O. Box 400807, Charlottesville, VA 22904



2021–2022 REUNION GIVING TIMELINE

APRIL–JULY 2021

Reunion Giving committee volunteers. Fiscal year begins July 1, 2021.

Reunion Giving officers and committee co-chairs set class fundraising goals.

AUGUST–NOVEMBER 2021

Volunteers select classmates to contact using EverTrue's volunteer management system.

Reunion Giving office sends fall letter and email solicitations.

First committee training takes place.

DECEMBER 2021

First volunteer contact period to classmates.

Volunteers continue calls and emails to nondonors.

Reunion Giving office sends end-of-calendar-year email solicitation to nondonors.

Giving committee members document personal gifts and pledges by December 31.

JANUARY–MARCH 2022

Second volunteer contact period to classmates.

Alumni Association mails reunion registration materials.

Reunion Giving office sends spring letters and email solicitations to nondonors.

Thank you emails sent to all reunion donors.

APRIL–MAY 2022

Third volunteer contact period to classmates.

Conference calls scheduled for classes.

JUNE 2022

Virginia Reunions Weekends:

- June 2-5, 2022: Classes of 1962–1987 (60th–35th)
- June 10-12, 2022: Classes of 1992–2017 (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, 2022.

AUGUST 2022

Virginia Reunions 2022 final giving results for all classes announced via email by Reunion Giving office.

What Is the Role of a Volunteer?

Reunion Giving committees reflect the top student activities and school makeup of each class during its time on Grounds and comprise 35+ undergraduate alumni per class, depending on class size.

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 help their class achieve and exceed fundraising goals. As such, our tagline is **“Come Back, Give Back!”**

What Is Expected of Reunion Giving Committee Volunteers?

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 personal gifts and pledges by December 31, 2021.

2. REACH OUT TO CLASSMATES

Use our online volunteer management system to assign yourself to the classmates you wish to contact. Select your classmates and use our email templates and talking points to make the outreach process seamless. Contact peers multiple times throughout the year, and when classmates make a gift, simply thank them for their generosity and encourage them to attend their reunion.

3. LEND YOUR NAME TO THE GENERAL FUNDRAISING EFFORT

Your name will be included on our Reunion Giving website. Lending your name creates a point of connection, collaboration, communication, and outreach that will encourage your classmates to come back and give back to the University. Your name will also be listed on other relevant class information resources.

Your committee co-chairs and your Reunion Giving officer will update you throughout the year about the 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, and giving officers will be respectful of your time by providing you with materials to help you be a successful volunteer.

4. ATTEND VIRGINIA REUNIONS

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

Frequently Asked Questions-Reunion Giving Committee

1. REUNION GIFTS

What counts as a reunion gift? Gifts made to any area of the University during your reunion year (July 1, 2021–June 30, 2022) will automatically be included in your class total. This includes gifts to annual, major, and endowed funds, as well as capital projects. Gifts comprising employer matches also count toward class totals, as do pledges and gifts that provide future support.

Is there a class-specific gift? There is not a class-specific gift to one project or area. We have found that alumni are most generous when given the opportunity to support areas that are meaningful to them.

How do I ask my classmates to make a gift? Take a moment to think about why the University is important to you and deserving of your financial support before making your own commitment, then tap into that passion to ask others to do the same. Please make your personal gift or pledge before December 31, 2021. If you would like information about a particular area, please contact your Reunion Giving officer for a confidential conversation.

About reunion pledges. Committee members are expected to make a reunion gift and are asked to encourage their classmates to do the same. 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 to 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 gifts are counted in the class giving totals if documented during the reunion fiscal year.

2. HOW WILL MY CLASSMATES RESPOND TO MY REQUEST FOR SUPPORT?

“YES! I WOULD LIKE TO MAKE A GIFT.” If a classmate agrees to support the University, there are several ways to confirm the gift:

- **Say “thank you” and ask if they are comfortable discussing the specifics with you.** Determine how much they would like to give and where they would like to direct their support. Forward this information to your Reunion Giving officer.
- **Direct them to give online** at the following link: giving.virginia.edu/reunions.
- **Accept a verbal pledge** and relay the amount and designation to your Reunion Giving officer, who will 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. Alternatively, it can be printed from our website: giving.virginia.edu/reunions.
- **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. I NEED SOME TIME TO THINK ABOUT IT.” It’s 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. IT’S NOT SOMETHING I CAN COMMIT TO RIGHT NOW.” 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, 2022, and, of course, encourage them to attend their reunion in June.

After contacting classmates. Update your Reunion Giving officer with progress and results by entering your notes into the volunteer management system. You can also email your Reunion Giving officer with any updates you want to share.

Thank you note. No matter what the response, please consider sending a personal thank you note or email and encourage your classmate to attend the reunion.

Keep discussions confidential. Making a charitable gift is a personal decision and may involve discussing a classmate’s financial situation. It is essential that we treat sensitive information with respect.

A note about additional contact. Gift officers from schools and units across the University make a special effort to engage alumni who will be celebrating their reunions. These officers facilitate gift discussions and proposals for commitments, so please note that the classmate you are contacting may already be in discussions with a gift officer from another school or unit.

3. AS A COMMITTEE MEMBER, WHAT EVENTS SHOULD I ATTEND AT THE 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!

Talking Points

WHY SUPPORT THE UNIVERSITY?

- Over the past 20 years, state support has been decreasing. During the 2020–21 fiscal year, the University’s academic division received only 7.4% of its operating budget from the state—far less than most of our public peers—and your gift helps support and shape the future of the University.
- How would you like to see the University progress in the coming years? By making a gift to an area of the University that is meaningful to you, you can support future progress and growth.
- Private support is critical for maintaining essential academic programs, attracting world-class faculty, and accepting the best students.
- 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.
- U.S. 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%.

University Priorities

OVERVIEW

The Academical Village at the University of Virginia is one of the most iconic architectural sites in America, but time, constant use, and the elements have left the Grounds in need of a full renovation and repair. The University is restoring the Grounds to ensure that the Jeffersonian Grounds remain true to the University’s original, central purpose to engage, connect, and inspire students, faculty, learners, and scholars.

JEFFERSONIAN GROUNDS INITIATIVE

Gifts to the Jeffersonian Grounds support the Historic Buildings and Grounds Fund, the Jeffersonian Restoration Endowment, and other areas of the Academical Village.

- **Restoring the Lawn and Range**
The University of Virginia maintains an Academical Village of students and faculty on the Lawn and Range. Daily life is hard on 200-year-old buildings. Ongoing repairs are needed to secure their structural integrity. Efforts include repairing the colonnades and fixing water damage from leaking roofs.
- **Renovating Pavilion VIII**
A hybrid residential and academic building on the Lawn, Pavilion VIII’s renovation is the most visible project currently underway. In addition to the restoration and preservation of its 200-year-old interior and exterior features, the University is replacing the roof and all of the pavilion’s systems. Modern amenities for the three existing classrooms, plus the addition of a fourth classroom on the main level, will add to the extensive classroom and student space that Pavilion VIII offers.
- **Building the Jeffersonian Restoration Endowment**
Changes in funding and priorities over time have led to a backlog of repairs to our most treasured buildings. By building our endowment, we protect our current investment and ensure that we can steward these historic structures in the future as needs arise.

▶ **Jeffersonian Grounds Initiative website:** giving.virginia.edu/where-to-give/jeffersonian-grounds

UNDERGRADUATE SCHOLARSHIPS

The University of Virginia is committed to need-blind admission, ensuring that undergraduate students who gain admission to the University can attend, regardless of their financial circumstances. The University of Virginia is one of only two public universities in the U.S. to offer need-blind admission while meeting 100% of demonstrated financial need for all in-state and out-of-state undergraduates through SuccessUVA, our financial aid program.

Private philanthropic support keeps the cost of attending UVA more affordable for all students and allows us to advance Jefferson's founding mission—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 20 years, the proportion of undergraduate students receiving some financial assistance has grown to more than 33%.
- In 2021, Princeton Review named UVA the #1 public institution in the nation for financial aid.
- Matching funds are available and have been approved by the Board of Visitors to encourage new student scholarships through three scholarship programs:
- **Bicentennial Scholars Fund:** Gifts of \$100,000-\$999,999 provide the ability to create a named scholarship endowment with a 50% match when fully paid within five years, while gifts of \$1 million and above will be matched dollar-for-dollar when fulfilled within five years. An annual gift of any size to the Bicentennial Scholars Fund will also receive a 50% match.
- **Blue Ridge Scholars Fund:** Gifts of \$100,000+ will be matched dollar-for-dollar to establish a named endowment. Blue Ridge Scholars are selected by the Office of Admissions based on exceptional academic promise and significant financial need. Blue Ridge Scholars are offered grants of \$1,000-\$7,000 to offset the loan/work study component of their financial aid package.
- **University Achievement Award:** Gifts of \$100,000+ will be matched dollar-for-dollar to establish a named endowment. Awards are given (about 50 per year) to students from Virginia who demonstrate outstanding leadership and have overcome significant hardship. The award covers all tuition and fees.

► **Scholarships website:** giving.virginia.edu/scholarships

ACADEMIC & FACULTY 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, USOAR (Undergraduate Student Opportunities in Academic Research), and the Center for Teaching Excellence (enhancing teaching and curriculum at UVA).

- An outstanding 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 to 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.
- USOAR introduces students to enriching research experiences and provides them with the chance to build strong relationships with faculty. It also seeks to attract students with financial need from underrepresented populations and provide them with a path into research.

► **Academic & Faculty Excellence website:** giving.virginia.edu/excellence

A HEALTH AND WELLNESS MAKEOVER

As UVA's population has grown in recent years, so has the demand for a more comprehensive suite of student health and wellness services. That demand is about to be met, thanks to the generous support of the UVA community.

Opening July 2021, the University's new student health and wellness center will be a four-story, 160,000-square-foot facility providing core health services, as well as a variety of wellness programs, including a demonstration kitchen, meditation rooms, an art therapy studio, substance use recovery space, and general student lounge space. Designed to promote "total health," the center will house the four units contained within the Department of Student Health & Wellness (SH&W): medical services, counseling and psychological services, the student disability access center, and the office of health promotion. The facility will also include a health laboratory, a radiology unit, an outpatient pharmacy, and research space.

In addition to the four core units of the Department, the center will emphasize preventative care, such as a traveler's clinic where students can obtain vaccinations, health education, and medications prior to overseas travel, thus enabling students to take advantage of study abroad opportunities and global student experiences. The facility will include a spacious student "living room" on the first floor, as well as several student lounge areas throughout. Extended hours will ensure that students receive the care they need in a timely fashion.

Located at the south end of Brandon Avenue, the student health and wellness center will serve as the anchor for the new neighborhood that is currently taking shape, realizing President Jim Ryan's vision for establishing thriving residential communities across Grounds. Transforming Brandon Avenue with park-like landscaping features, the new facility will help to connect life across the University.

Your generous gift will support the University's efforts to guide students as they pursue wellness in each of these areas. College is a critical time for students to develop lifelong habits of self-care, which in turn enables them to flourish as students and to become thriving alumni and citizen leaders.

► **Student Health and Wellness Center website:** vpsa.virginia.edu/giving/shwc

THE OFFICE OF DIVERSITY, EQUITY, AND INCLUSION

ODEI assists and monitors all units of the University in recruiting and retaining faculty, staff, and students from historically underrepresented groups and provides affirmative and supportive environments for work and life at the University of Virginia. We commit ourselves to a vision of leadership in diversity and equity, not out of a reluctant sense of obligation but because only by enriching ourselves and embracing diversity can we become the leading institution we aspire to be.

ODEI provides leadership, information, consultation, coordination, and assistance to the various units and constituencies within the University of Virginia to foster diversity and equity as pillars of excellence, synergize actions at all levels of the institution, and cultivate inclusiveness and mutual respect throughout the community. We also reach beyond the University to establish beneficial relationships with individual and institutional partners who share mutual goals and interests. At the University of Virginia, we envision a community of understanding, tolerance, and respect.

► **Diversity, Equity and Inclusion website:** dei.virginia.edu

Helpful Websites

REUNION GIVING

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. The website also provides a resource page as well as bios of your class co-chairs.

▶ giving.virginia.edu/reunions

VOLUNTEER NONDISCLOSURE & CONFIDENTIALITY AGREEMENT

All volunteers are expected to adhere to UVA's stringent data protection and confidentiality policies. As such, we expect all University volunteers to sign a volunteer nondisclosure & confidentiality agreement. This agreement is available online at the link below. This link will also be sent to you once you have signed up to serve on your reunion committee.

▶ at.virginia.edu/VolunteerNDA

MATCHING GIFTS

If you work for a company that will match your gift to the University, you can often double or sometimes triple your contribution. In most companies, you can obtain a form from your human resources office. You should include that form when you make your gift.

▶ matchinggifts.com/uva

ALUMNI ASSOCIATION REUNIONS

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

▶ virginiareunions.com

WAHOO CONNECT

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

▶ wahooconnect.com

ABOUT THE UNIVERSITY/FACTS AT A GLANCE

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

▶ virginia.edu/aboutuva

UVA TODAY DAILY REPORT

Get all the current stories about UVA.

▶ news.virginia.edu

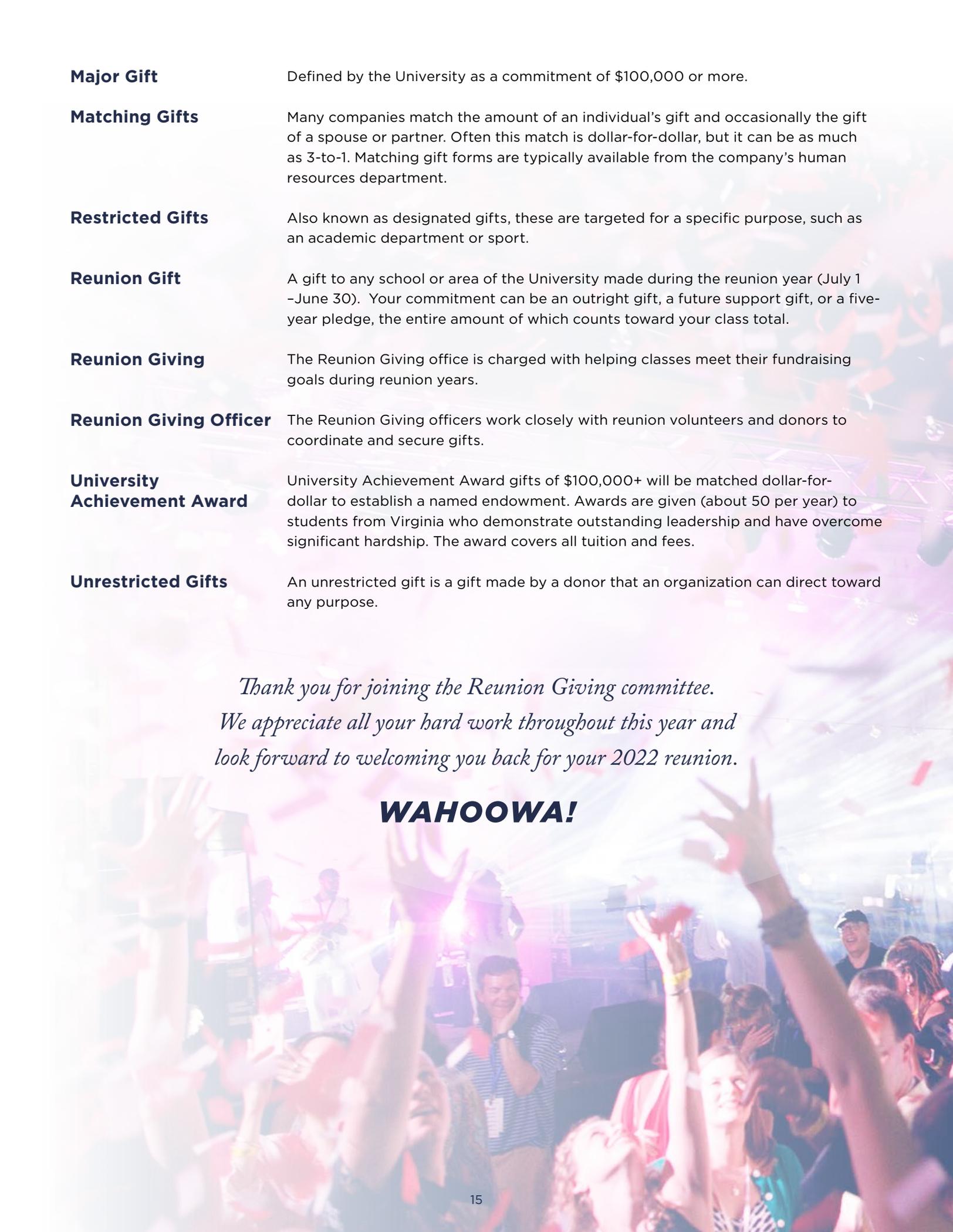
VOLUNTEER BY EVERTRUE

Volunteer by EverTrue is the University's secure online volunteer management system, designed to help you choose classmates to contact about Reunion Giving and Virginia reunions.

▶ volunteer.evertrue.com

Glossary

Alumni Association/ Reunions Office	The reunion office at the Alumni Association plans the reunions and works closely with the outreach committees.
Annual Funds	Critical unrestricted resources that allow University leadership to support students, faculty, and programs. Donors have the option to designate these gifts to the school(s) or program(s) of their choice.
Bicentennial Scholars Fund	Gifts of \$100,000-\$999,999 provide the ability to create a named scholarship endowment with a 50% match when fully paid within five years, while gifts of \$1 million and above will be matched dollar-for-dollar when fulfilled within five years. An annual gift of any size to the Bicentennial Scholars Fund will also receive a 50% match.
Blue Ridge Scholars Fund	Gifts of \$100,000+ will be matched dollar-for-dollar to establish a named endowment. Blue Ridge Scholars are selected by the Office of Admissions based on exceptional academic promise and significant financial need. Blue Ridge Scholars are offered grants of \$1,000-\$7,000 to offset the loan/work study component of their financial aid package.
Calendar Year	The period between January 1 and December 31. Some donors choose to give toward the end of the calendar year for 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 income generated by the endowment—not the principal itself—for financial support.
Fiscal Year	The period between July 1 and June 30. The University uses this period for the solicitation and recording of gifts. Reunion gifts must be made in the fiscal year that corresponds to the reunion year.
Five-Year Pledge	A commitment that is payable over a designated period and counts in full toward reunion totals. A five-year pledge provides the opportunity to maximize your reunion support.
Future Support Gifts	Future support gifts allow you to provide a future benefit to the University while meeting your current financial and personal goals. A donor may designate the University as a beneficiary in 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.
Leadership-Level Gift - Annual Fund	Critical unrestricted resources that allow University leadership to support students, faculty, and programs. The Rotunda Society consists of loyal supporters who have made cumulative annual gifts of \$2,500 or more across the University. Alumni who have completed degrees within the last five years are recognized for their cumulative annual giving of \$1,000 or more.



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 the gift of a spouse or partner. Often this match is dollar-for-dollar, but it can be as much as 3-to-1. Matching gift forms are typically available from the company's human resources department.
Restricted Gifts	Also known as designated gifts, these are targeted for a specific purpose, such as an academic department or sport.
Reunion Gift	A gift to any school or area of the University made during the reunion year (July 1 –June 30). Your commitment can be an outright gift, a future support gift, or a five-year pledge, the entire amount of which counts toward your class total.
Reunion Giving	The Reunion Giving office is charged with helping classes meet their fundraising goals during reunion years.
Reunion Giving Officer	The Reunion Giving officers work closely with reunion volunteers and donors to coordinate and secure gifts.
University Achievement Award	University Achievement Award gifts of \$100,000+ will be matched dollar-for-dollar to establish a named endowment. Awards are given (about 50 per year) to students from Virginia who demonstrate outstanding leadership and have overcome significant hardship. The award covers all tuition and fees.
Unrestricted Gifts	An unrestricted gift is a gift made by a donor that an organization can direct toward any purpose.

*Thank you for joining the Reunion Giving committee.
We appreciate all your hard work throughout this year and
look forward to welcoming you back for your 2022 reunion.*

WAHOOWA!

HONOR *the* FUTURE

THE CAMPAIGN FOR THE UNIVERSITY OF VIRGINIA

Reunion Giving

COME BACK, GIVE BACK!

P.O. Box 400807, Charlottesville, VA 22904-4807
800-688-9882 | giving.virginia.edu/reunions