The Wellesley Fund
Reunion Campaigns

Emily Randall ’08, Major Gifts Officer
Laura Christian, Director of The Wellesley Fund
Katie Wright ’12, Assistant Director of The Wellesley Fund
It’s Your Reunion Year!

Thank you for serving as Wellesley Fund Representative or Durant Chair for your reunion.

Reunion fosters a strong sense of appreciation for Wellesley and engenders generosity from classmates who do not routinely support Wellesley.

What’s Reported at Reunion?

- **Reunion Gift**: Sum of all gifts and pledge commitments since your last reunion year. Includes Wellesley Fund gifts, restricted gifts, face value of Life Income gifts and bequest intentions (50th reunion or 72+ years old).
- **Participation**: Percentage of class donors in the fiscal year of your reunion.
- **Durants**: Number of Durant Society donors in the fiscal year of your reunion.
# Reunion Fundraising Timeline

## November
- Wellesley Fund Representative recruits additional WF Assistant Representatives if needed.
- Durant Chair completes Durant screening and recruits Durant Committee members.

## December
- Focus on donors who typically give before calendar year end. WF Staff Liaison will provide targeted list.

## January
- Review and edit your class reunion appeal and return a finished version to your WF Staff Liaison by the required date – in FY14 final drafts were due by Jan 10.

## February
- Reunion class-specific appeals sent – in FY14 paper appeal sent on Feb 11 and email appeal sent on Feb 24.

## May
- Focus on non-donors registered for reunion.

## June
- **5-7 Reunion 2014!** Fundraising total announced Sunday morning!
Reunion Weekend
Key Events

Times are illustrative and subject to change.

Friday
12pm: Wellesley Fund Volunteer Luncheon, College Club
3-5pm: Durant Reception, President’s House
5pm: Class Social Hour/Dinner, various locations

Saturday
9am: Class Meeting, various locations
6pm: Class Social Hour /Dinner, various locations

Sunday
10:30am: Alumnae Parade of Classes
11:30am: 135th Annual Meeting of WCAA – class fundraising totals announced!
Reunion Year Awards

Presented at the Annual Meeting of the WCAA

- Participation Cup
- Milestone Reunion Recognition
- Syrena Stackpole Award
Gift Designations: “What Counts”

THE WELLESLEY FUND

Essential Wellesley
(Unrestricted: where it is most needed)
Iconic Wellesley
Greener Wellesley
Academic Wellesley
Parents Fund

RESTRICTED

Academic Departments
Student Activities
Davis Museum
Endowed professorships
Wellesley Centers for Women
Madeleine K. Albright Institute
Friends: Library • Arts • Athletics
Botanical Gardens (and much more)

Financial Aid

Current-Use
Wellesley Fund
Scholars

Endowed Scholarship Funds

OTHER PAYMENTS

Class Affiliations: Annual Dues • Lifetime Memberships
Club Affiliations: Clubs Dues • Fees for Events

SEPARATE FROM COLLEGE

Students’ Aid Society
TZE
Shakespeare Society
ZA
Φ Σ

Alumnae Affinity Groups
(e.g. WAAD)
Alumnae Association
(e.g. Spirit Fund gifts)
Goal Setting

• Be both ambitious and realistic
• Participation goal >50%
• Can you break any records?
• Can you be catchy? (e.g., 35 Durant donors for 35th Reunion!)

Wellesley College Reunion Giving History as of the End of the Reunion

See notes below for additional information.

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>Reunion Number</th>
<th>Reunion Class</th>
<th>Participation Rate</th>
<th>Durants (Note 1)</th>
<th>4th-Year Gift (Notes 2 and 3)</th>
<th>5th-Year Gift (Notes 2 and 3)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1981</td>
<td>25</td>
<td>1956</td>
<td><strong>82.0%</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1985</td>
<td>25</td>
<td>1960</td>
<td>76.0%</td>
<td>74</td>
<td>$47,805</td>
<td>$199,280</td>
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<tr>
<td>1986</td>
<td>25</td>
<td>1961</td>
<td>67.0%</td>
<td>64</td>
<td>$100,845</td>
<td>$167,177</td>
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<tr>
<td>1987</td>
<td>25</td>
<td>1962</td>
<td>72.0%</td>
<td>80</td>
<td>$47,110</td>
<td>$256,771</td>
</tr>
<tr>
<td>1988</td>
<td>25</td>
<td>1963</td>
<td>60.0%</td>
<td>49</td>
<td>$88,592</td>
<td>$123,541</td>
</tr>
<tr>
<td>1989</td>
<td>25</td>
<td>1964</td>
<td>66.0%</td>
<td>84</td>
<td>$72,663</td>
<td>$241,303</td>
</tr>
<tr>
<td>1990</td>
<td>25</td>
<td>1965</td>
<td>68.0%</td>
<td>56</td>
<td>$75,102</td>
<td>$152,317</td>
</tr>
<tr>
<td>1991</td>
<td>25</td>
<td>1966</td>
<td>75.0%</td>
<td>89</td>
<td>$149,761</td>
<td>$513,493</td>
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<tr>
<td>1992</td>
<td>25</td>
<td>1967</td>
<td>67.0%</td>
<td>73</td>
<td>$145,541</td>
<td>$409,062</td>
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<tr>
<td>1993</td>
<td>25</td>
<td>1968</td>
<td>64.0%</td>
<td>61</td>
<td>$116,612</td>
<td>$254,206</td>
</tr>
<tr>
<td>1994</td>
<td>25</td>
<td>1969</td>
<td>56.0%</td>
<td>56</td>
<td>$84,916</td>
<td>$143,421</td>
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</table>

CLASS RECORDS (Notes 6 and 7) (Next Reunion: Their 25th, in 2015)

<table>
<thead>
<tr>
<th>REUNION RECORDS (Note 8) (Across All 25th Reunion Classes)</th>
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<tbody>
<tr>
<td>YEAR(S)</td>
</tr>
<tr>
<td>Five-Year Reunion Gift</td>
</tr>
<tr>
<td>Durants (Note 4)</td>
</tr>
<tr>
<td>Participation Rate</td>
</tr>
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</table>

Five-Year Reunion Gift | 1979 | $3,063,741 |
Durants (Note 5) | 1984 | 60 |
Participation Rate | 1956 | 82.0% |

<table>
<thead>
<tr>
<th>CLASS(ES)</th>
<th>RECORD</th>
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<tr>
<td>Five-Year Reunion Gift</td>
<td>1979</td>
</tr>
<tr>
<td>Durants (Note 5)</td>
<td>1984</td>
</tr>
<tr>
<td>Participation Rate</td>
<td>1956</td>
</tr>
</tbody>
</table>

$459,482 | 2.0 |
$969,753 | 3.4 |
$846,234 | 2.8 |
$751,832 | 2.2 |
$432,133 | 1.7 |
Challenges

- **Dollar Challenges**: A generous donor from the Class of 1991 put up a dollar-for-dollar match to help the class reach 12 Durants for their 20th

- **Participation Challenges**: A few weeks before their 20th Reunion, a group of Wellesley Fund volunteers, class officers and reunion volunteers in the Class of 1993 pooled $3,000 in additional gifts and challenged the class to reach its 40% participation goal in time for the Annual Meeting announcement.
Mini Class Campaigns

In the absence of challenge funds, consider a brief, targeted class campaign to build momentum and create urgency to give.

- Calling Nights
- 24-Hour Text-Gift Campaigns
Durant Committee Recruitment

• A great chance to lob a “soft ask” at your classmates!

• Cast a wide net: current and former Durant donors (last 10 years), former volunteers, class and club officers, $1,000+ donors…

• Each committee member should review a class list uncover new classmates who are able to give at the Durant level.
Stretch Gifts

• A stretch gift is different size for each donor

• **Recurring** giving is a great tool – make sure to use it early enough in the year to make it count (December is a great time!)

• **Multi-payment** gifts are another option

• Remember that Life Income Gifts and documented Bequest Intentions also count in reunion totals!
## Reunion Gift Scenarios

<table>
<thead>
<tr>
<th>Fiscal year</th>
<th>Example A: Consistent Donor</th>
<th>Example B: Durant with Stretch Gift</th>
<th>Example C: Multi-Year $50k Pledge</th>
<th>Example D: Charitable Gift Annuity</th>
<th>Example E: Bequest Intention*</th>
</tr>
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<tbody>
<tr>
<td>FY15</td>
<td>$100</td>
<td>$2,500</td>
<td>$5,000</td>
<td>$250</td>
<td>$500</td>
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<td>FY16</td>
<td>$100</td>
<td>$2,500</td>
<td>$5,000</td>
<td>$250</td>
<td>$500</td>
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<tr>
<td>FY17</td>
<td>$100</td>
<td>$2,500</td>
<td>$5,000</td>
<td>$250</td>
<td>$500</td>
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<tr>
<td>FY18</td>
<td>$100</td>
<td>$2,500</td>
<td>$5,000</td>
<td>$250</td>
<td>$500</td>
</tr>
<tr>
<td>FY19 (Reunion)</td>
<td>$250</td>
<td>$10,000</td>
<td>$20,000</td>
<td>$250</td>
<td>$1,000</td>
</tr>
<tr>
<td>FY20</td>
<td></td>
<td>$20,000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FY21</td>
<td></td>
<td>$10,000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CGA</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$10,000</td>
</tr>
<tr>
<td>Bequest</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$50,000</td>
</tr>
<tr>
<td>Total Gift</td>
<td>$650</td>
<td>$20,000</td>
<td>$70,000</td>
<td>$11,250</td>
<td>$53,000</td>
</tr>
</tbody>
</table>

* Starting with 50th Reunion Gift (the class of 1969 and prior).
Multi-Payment and Recurring Giving

- Increase the impact of your gift by giving less, more often.
- Make a Durant Society or stretch gift more feasible.
- Set up a gift for future years.

<table>
<thead>
<tr>
<th>Total Gift</th>
<th>Monthly Installments</th>
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<tbody>
<tr>
<td></td>
<td>12</td>
</tr>
<tr>
<td>$2,500</td>
<td>$208</td>
</tr>
<tr>
<td>$1,000</td>
<td>$83</td>
</tr>
<tr>
<td>$500</td>
<td>$42</td>
</tr>
<tr>
<td>$250</td>
<td>$21</td>
</tr>
<tr>
<td>$120</td>
<td>$10</td>
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</tbody>
</table>

Multi-Payment Gift vs. Recurring Gift

“I want to make a gift of $200 over the next two years, making payments quarterly.”

“I want to make a gift of $25 every quarter until I tell Wellesley otherwise.”
Email Solicitation Tips

Caller ID and busy schedules making it hard to reach classmates by phone?

• Email and schedule a time to call.
• Use links to make a gift online or to news about campus.
• Begin with “thank you” for their last gift.
• Use metrics and progress-to-goal.
• Personalize your message to the extent possible.
• Be warm but concise – don’t bury the ask!
Best Practices

• Partner with fellow Class Officers and Reunion Chairs

• Recruit a diverse committee that represents a cross-section of class interests

• Consider publishing a class Honor Roll

• Keep your class updated (and excited!) over reunion weekend

• Keep gift slips handy throughout Reunion weekend and encourage text giving at your class dinner for those last minute hold outs.