Liberal Arts Global Action
The Middlebury Initiative

Reunion Committee Guide 2012

July 1, 2011–June 30, 2012
Dear Reunion Committee volunteer,

Reunion is a special occasion for all of us—a time to renew old friendships, reminisce, check out old haunts, and see what’s new on campus. Your task, as a member of your class reunion committee, is as challenging as it is fun. You’ll have the opportunity to work with classmates to create a rewarding and entertaining weekend and a meaningful class gift.

Through the efforts of dedicated volunteers like you, Middlebury is among the best-supported schools by its alumni in the country. Last year, 57 percent of all alumni made a gift to the College, and more than 1,200 alumni and their families attended reunion.

Middlebury’s volunteer fund-raisers, career advisers, event planners, and admissions interviewers have made the College’s network of active alumni stronger than it’s ever been—and that network has significantly raised the bar in both dollars and participation.

Thank you in advance for your efforts on Middlebury’s behalf—I’ll see you at Reunion.

Sincerely,

Bob Sideli ’77, P’08, ’13
Chair, Annual Fund Executive Committee

Office of Annual Giving
Middlebury College, Middlebury, Vermont 05753
Phone: 802.443.2002 ■ Toll Free: 888.FOR.MIDD (367.6433) ■ Fax: 802.443.2083
go.middlebury.edu/give
Steps to a Successful Solicitation

Prepare
- Make your own gift by December 31. This year, we’re striving for 100 percent Reunion Committee volunteer participation by the end of the tax year. Even if you plan to make a larger commitment after January 1, 2012, please make at least part of your gift by December 31. It’s so much easier to ask your classmates to join you in supporting Middlebury.
- Review your classmates’ giving histories. Have they been consistent givers? What was the greatest gift increase they ever made? Did they increase their gift for the last reunion? The College will provide a suggested gift amount for each individual based on their previous giving history.
- Stay informed. The more you know about the College’s priorities and plans, the easier your job will be. Check the reunion volunteer web page at go.middlebury.edu/reunionvolunteer for frequent updates.
- Use Agents in Action (AIA). This is your source for information about all of your contacts.

Make the Contact
- Identify yourself. Make it clear that you are a fellow classmate, working as a volunteer for your Middlebury Class Reunion Committee.
- Encourage your classmates to return for reunion. Reunion is a great time to reconnect with old friends and the campus. The more classmates who are able to make it back for Reunion Weekend, the more fun for everyone!
- State the goals. Inform them of the class participation and dollar goals, as well as the overall alumni participation goal.
- Have a gift amount in mind. The College will provide you with a suggested amount for each individual, based on your classmate’s previous giving history.
- Stress participation. Let your classmates know that their gifts truly matter to the College—no matter the size.
- Ask about a matching gift. Many companies will match their employee’s charitable gifts, doubling or even tripling the size of the donation.
- Check contact information. Confirm mailing addresses, telephone numbers, and e-mail addresses.

Follow Up
- The classmates on your list are your assignments for the year. You are the main—perhaps the only—personal contact between these classmates and the College this year.
- Every gift deserves a personal thank you—ideally a handwritten note, telephone call, or e-mail. The College will mail a gift acknowledgement and receipt to each donor, but your personal touch is the most important!

Information about the Giving Societies
- 1800 Society
For those alumni with the ability and desire to support Middlebury at a leadership level, there are several different giving levels in the 1800 Society.

- Founders Associates . . . . . $1,800–9,999
- Old Chapel Fellows . . . $10,000–24,999
- President’s Circle . . . $25,000 and above

For alumni through their 10th reunion, the Panther giving levels are as follows:

- 1–5 years since graduation . . . . . . . . . . . . . . . . . . $250
- 6–10 years since graduation . . . . . . . . . . . . . . . . . . . . . . . . . . $750

- True Blue Society
Honoring the commitment of Middlebury’s most loyal donors, this society is for those who have made gifts consistently for at least the last three fiscal years.

- Gamaliel Painter’s Cane Society
The Cane Society recognizes those individuals who have established life-income gifts or a bequest to benefit Middlebury.

Save the Date! June 8–10
Ways to Stay Informed
Your Reunion coordinators at the College will send you monthly updates to help keep you informed, but make sure you use these other resources as well.

Reunion Volunteer Resources
Find solicitation tips, sample phone scripts, and template e-mails.
go.middlebury.edu/reunionvolunteer

Middlebury Website
www.middlebury.edu

Middlebury Magazine
www.middmag.com

The Middlebury Campus
www.middleburycampus.com

Middlebury on Twitter
http://twitter.com/middlebury

MiddBlog
http://midd-blog.com/
Creating the Global Liberal Arts College
Middlebury combines an intense, personal education with a global perspective and an international network found nowhere else. Taken together, our programs and our alumni enable the College to have a significant impact in the world.

Middlebury is leading the way in defining the role of the liberal arts college in the 21st century. In a world that requires a global perspective—where environmental issues and international relations are dominant concerns—this institution is poised to become the first truly global liberal arts college. To realize this vision, we are seeking to raise $500 million through the Middlebury Initiative in the following key areas:

Ensuring Access and Opportunity
Middlebury’s life-changing education is possible only when students from every background are able to participate in it. We are committed to providing the aid necessary to draw exceptional scholars from every state; from different socioeconomic, racial, and ethnic backgrounds; and from around the world.

Fostering Teaching and Mentoring
Personalized teaching and mentoring relationships between faculty and students are at the heart of a Middlebury education. We need to maintain our low student-faculty ratio (currently 9 to 1) to ensure small classes and meaningful student-faculty collaboration. We also need funds to encourage and honor faculty achievement and for curriculum development.

Enhancing Programs and Resources
The College is committed to enhancing the programs, facilities, and technological resources required to maintain an environment that encourages intellectual risk taking and creative endeavors. Undertaking significant research projects, creative work, or other independent work with the assistance of faculty mentors gives students the opportunity to put into practice what they have learned. Students also have many opportunities to learn critical skills and to turn their creative ideas into action through cocurricular activities.

Unrestricted Support
Unlike gifts to funds restricted to a specific purpose, unrestricted gifts can be used for any of the College’s current priorities. They enable us to respond rapidly to changing circumstances, take advantage of unanticipated opportunities, or provide a buffer when income from investments is less than anticipated.

The Real Cost
A gift to Middlebury is one of the best investments in the future you can make. A Middlebury education introduces students to a world of possibilities and develops leaders and innovators with the creativity, discipline, and cultural awareness to work dynamically in our changing world. This exceptional education is

Class of 2015 by the Numbers

- Total Applicants: 8,533
- Total Admitted: 1,519
- Approximate Class Size: 688
- States Represented: 43
- Countries Represented: 33
- First Generation of Family to Attend College: 8%
- Average Financial Aid Grant Award: $32,885
- U.S. Students of Color: 22%
- Foreign Nationals: 9%

FAQ
- When an alum is married to another Middlebury alum, do both have to make a gift to be counted as donors? Unless they have told us otherwise, the gift is automatically split between both parties.
- What is the Alumni Fund? The Alumni Fund supports every program and department at the College. When donors wish to make gifts that benefit Middlebury’s greatest needs, this is the designation that they choose. The Alumni Fund may also be referred to as the Annual Fund, which is the umbrella term that includes the Alumni Fund and the Parents’ Fund.
- I want to support an academic program/athletic team/financial aid/etc.—will this count toward the alumni participation rate? Yes! All gifts are included in our participation calculations.
- What do I do when I receive updated contact information for a classmate? Fill out the Notes section in Agents in Action or send it to your staff contact at Middlebury.
- What are recurring gifts? A recurring gift is automatically charged to a credit card and may be set up as monthly, quarterly, or annually. Many donors choose to stretch their philanthropy over the course of a few months or a year to make a larger commitment to the College. These can easily be set up online at go.middlebury.edu/give or by calling 888.367.6433.
expensive, and few families could afford to pay what it really costs.

Currently, the cost of educating a Middlebury student is about 40 percent more than the comprehensive fee. All students, even those paying full tuition, receive a hidden scholarship. This subsidy is generated in two ways: from endowment earnings and from annual giving. The College and its generous donors—alumni, parents, and friends—pay more than one-third of the full cost of a Middlebury education for every student, every year. In 2011–12, that hidden scholarship is approximately $26,580.

Even with that generous subsidy, Middlebury’s comprehensive fee has been growing at a rate that cannot be sustained into the future. Therefore, the College has committed itself to keep future increases in the comprehensive fee within one percentage point above the Consumer Price Index. This means that we will have to find ways to keep rising expenses in check, and the support of donors will be more critical than ever.

**Why Participate?**

- In measuring alumni participation, all gifts are equal, whether they are $10 or $10,000. Multiply $100 by the number of people in your class, and you get an impressive total in both participation and dollars. Last year, gifts of $100 and under totaled $469,105!

- Unrestricted gifts to the Alumni Fund provide a significant portion of Middlebury’s operating budget. Covering costs like financial aid, faculty resources, and classroom materials, gifts to the Alumni Fund are essential to the daily operations of the College.

- Alumni participation—that is, the percentage of alumni who give to the College each year—is widely viewed as a significant measure of approval of the institution. It is a key factor considered by corporations and foundations when they award grants.

- For more than 200 years, alumni giving has been a Middlebury tradition. Each generation of alumni has helped the next. Contribute to the Middlebury experience of today’s students, just as others did for you.

---

**Middlebury’s Annual Budget 2011–12**

$233,629,000

**Cost per student (approximate)**

$80,000

- Comprehensive fee $53,420
- Hidden scholarship for every student $26,580

---

**2011/2012 Expenses**

- Instruction 29%
- Financial Aid 18%
- Student Services 12%
- Institutional Support 9%
- Contingency, Initiative, and Planning 2%
- Auxiliaries 3%
- Library and Information Services 5%
- Equipment 6%
- Debt Service 6%
- Maintenance and Operations 9%
- Debt Service 6%
- Equipment 6%
- Library and Information Services 5%
- Maintenance and Operations 9%
- Institutional Support 9%
- Contingency, Initiative, and Planning 2%
- Auxiliaries 3%

**Instruction**: Academics and related activities

**Financial Aid**: Assistance making Middlebury accessible to all students, admitted need-blind

**Student Services**: All aspects of student life, i.e., residential life, health center, athletics, etc.

**Institutional Support**: Staff and services that support the College

**Maintenance and Operations**: Daily upkeep of facilities, grounds, and utilities

**Debt Service**: Principal and interest payments on outstanding debt

**Equipment Depreciation/Renewal and Replacement Reserve**: Maintenance and renovation projects

**Library and Information Services**: Computer and information networks, books and periodicals, technical support

**Contingency, Initiative and Planning**: Planning for unforeseen expenses and possible adjustments to endowment

**Auxiliaries**: College Store, retail food operations, Snow Bowl, golf course, etc.
Agents in Action (AIA) is an online system designed for Middlebury volunteers to access information about assigned contacts. AIA is updated daily with the most current contact information for your assigned classmates, along with their most recent giving history. If you have questions about AIA, please contact the Annual Giving office at 888.367.6433.

For Returning Users
■ Visit go.middlebury.edu/aia.
■ Enter your user ID and PIN. Your user ID is also your 8-digit Middlebury ID number. Your PIN is the 6-digit password you chose during your initial log-in.
■ If you’ve forgotten your password, click the Forgot PIN? button on the log-in page, and you will be asked to answer the security question you set up during your initial log-in.

For New Users
■ Visit go.middlebury.edu/aia.
■ Enter your user ID and PIN. Your user ID is also your 8-digit Middlebury ID number. Your PIN is your birthday in MMDYY format.
■ If Middlebury does not have your birth date on file, your staff coordinator will send you a temporary PIN.
■ The first time you visit the website, the system will tell you that your PIN has expired. You have not made an error! You are required to choose a new secure password. Please re-enter the password you were given, then choose a new 6-digit password and enter it twice. At the next prompt, please set a security question to use in case you forget your PIN.
■ Congratulations! Registration is complete. Click on Web for Advance- ment to access the AIA homepage.

System Features
■ New Feature! You will now receive an email when one of your assigned classmates makes a gift. This makes it easier to thank people and keep track of your assignments.
■ View My Current Solicitation Assignments. Find contact information and check the giving status of your assigned classmates.

View All Unassigned Contacts. Review a list of classmates who have not yet been assigned to another volunteer. If you would like to contact them, click the box next to their name and the Submit Request button; your selection will be e-mailed to the administrator for approval.

Additional Features for Co-chairs
■ View Class Agent Summary. Review the progress of your team at a glance. E-mail class volunteers individually or as a group.
■ List Members of a Class Year. Review progress for your entire class. Sort by assigned classmates only, unassigned only, or full class list.

Reunion Volunteer Resources
Visit go.middlebury.edu/reunionvolunteers to find links to useful information, progress reports, sample scripts and template e-mails.

Social Media Use social media to share Middlebury news with your classmates!
Facebook and Twitter are two new ways that Middlebury shares interesting stories with its alumni and friends. Use your own accounts to spread the word further.

“Like” and “Share” posts from Midd Alum profile and Middlebury College fanpage.
■ Log into your Facebook account.
■ Search for Midd Alum profile at www.facebook.com/midd.alum or the Middlebury College fanpage at www.facebook.com/middleburycollege.
■ Click on the Like or Share link below any post you want to share. This will advertise to your friends on Facebook that you liked the posting, it will be linked directly to your profile’s newsfeed.

Use Twitter to share Middlebury links.
■ Log into your Twitter account.
■ Visit the Midd alum profile at http://twitter.com/middalumni.
■ Click on the Retweet link below the post.
■ Click Yes on the confirmation screen that pops up.
Ways to Give

Credit Card Gifts
Donors may use Middlebury’s secure online giving site: go.middlebury.edu/give or call toll-free at 888.FOR.MIDD (367.6433) to make a gift by phone.

Mail
Credit card information or checks payable to Middlebury College may be mailed to:
Gift Administration
5 Court Street
Middlebury College
Middlebury, VT 05753

Recurring Gifts
If a donor wishes to arrange recurrent payments from a credit or debit card on a periodic basis (monthly, quarterly, etc.), please direct your classmate to go.middlebury.edu/give or call the Annual Giving office at 888.FOR.MIDD (367.6433). This is a great way for someone to make a larger commitment to the College, while spreading the payments out over time.

Multiyear Pledges
It is possible to spread a larger gift out over several years with a multiyear pledge. This is a powerful tool, because in reunion years, the full value of the pledge is counted toward the class’s fund-raising effort. If any donors are interested in this option, please contact the Annual Giving office and we will be happy to follow up with them.

Corporate Matching Gifts
Many employers will match gifts to charitable institutions. Donors should check with their human resources departments to obtain the appropriate paperwork.

Gifts of Securities or Mutual Funds
Gifts of appreciated stock and mutual funds held for over one year can be made without incurring capital gains tax. In addition, the gift can be declared as a charitable income tax deduction for the full fair market value of the securities.

Securities and mutual funds can be transferred electronically. Or stock certificates and valid stock power can be mailed. Interested donors should call 888.FOR.MIDD (367.6433) for more information.

Creative and Flexible Giving Options
Through a variety of gift plans, you can help ensure the future of Middlebury College while you secure your own finances tailored to your age, your income and assets, and your vision of giving. Your gift can be as simple as including Middlebury in your will or as detailed as creating a trust for your heirs and your favorite charities.

Middlebury’s planned giving professionals, Anne McMenamin and Deb Wales, Esq., can talk with you about your needs and goals and suggest ways to blend your family and philanthropic interests. Contact them at 866.496.6433 or giftplanning@middlebury.edu. Visit the Gift Planning website to learn more and to the online gift calculator at http://go.middlebury.edu/giftplanning.
**Important Dates**

- **September 23-25**
  - Alumni Leadership Conference

- **September 23-October 2**
  - Middlebury’s Solar Decathlon entry, *Self-Reliance*, on display in Washington, D.C.

- **October 14-16**
  - Fall Family Weekend

- **October 28-30**
  - Homecoming

- **December 31**
  - End of Tax Year

- **May 27**
  - Commencement

- **June 7-10**
  - 25th and 50th Reunion Weekend

- **June 8-10**
  - Reunion Weekend 2012

- **June 30**
  - End of Middlebury’s Fiscal Year

---

**Reunion Information**

- **Reunion Activities** While the College tries to create a well-rounded program that appeals to all guests, you may want to organize events just for your class (or open to all comers!). Possible activities include sports activities, slide shows/memorabilia displays, special faculty lectures, and alumni panel discussions.

- **Social Hours/Receptions** The College sponsors several social hours and receptions throughout the weekend. All receptions will be listed in the final program. Classes may hold informal social hours in their headquarters.

- **Housing** Accommodations include a single bed for each person, sheets, blankets, and towels. There are no private bathrooms. In other words, dorm living is not luxurious!

- **Meals** Meals are available on campus from Friday dinner through Sunday brunch. The College plans all meals. On-campus locations for these arrangements are generally determined by logistical needs. The 25th and 50th Reunions, which arrive on Thursday, begin meal service upon registration.

- **Class Photograph** The College arranges for class photographs to be taken during the weekend. Specific times will be listed in each class headquarters.

- **Fees** Reunion fees cover less than two-thirds of the cost of Reunion; the College subsidizes the remainder of the cost. Pricing options are based on the number of days a guest will be on campus and include housing or no housing options. There are also special rates for children.

- **Youth Programs and Child Care** The College arranges child care and youth programs for selected times throughout the weekend. There is a charge for the youth programs and childcare services. Space is limited, and all childcare programs are filled by the weekend, so register early.

- **Mailings** With your help, Middlebury will send each class information prior to Reunion weekend. The College will help design communications to your classmates encouraging their attendance and participation in your class fund-raising effort.

---

**Office of Alumni and Parent Programs**

Middlebury College, Middlebury, Vermont 05753  ■  go.middlebury.edu/alumni  ■  Phone: 802.443.5183