Thank you for volunteering as a Reunion Committee member!

Reunion Weekend would not be successful without the work of our outstanding volunteers. Reunion years are special, and our role as volunteers is two-fold—to plan reunion social events and to help achieve fundraising goals.

This June, we hope to have as many of your classmates back to campus as possible to reconnect with old friends as well as their alma mater. We also hope to increase both the financial level of support and the participation rate among these classes in honor of this special five-year milestone.

As fellow volunteers and members of Middlebury’s Annual Fund Executive Committee, our job is to take an active role in ensuring that Middlebury meets its Annual Fund goals and commitments. We are here to help, so if you have any questions or a great idea of your own, please do not hesitate to contact us.

ANNUAL FUND EXECUTIVE COMMITTEE

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Each committee is charged with creating a rewarding and entertaining weekend and with facilitating a meaningful class gift. The committees have two staff coordinators, one from the Annual Giving Office and one from the Alumni Office, who will provide support for the important fundraising and event planning you do.

Planning Volunteers tell us that planning the social activities for reunion is a remarkably fun opportunity to connect classmates with one another and with the Middlebury they remember, as well as to introduce them to the exciting new things happening on campus today.

RESPONSIBILITIES

Find out what your class wants to do socially.

Find a point person or a group to work on each selected activity.

Be in touch with your Social Planning staff contact to plan and execute the event.

Reach out to your classmates and encourage them to come back for reunion. Once registration opens in March, encourage those on your list to register for reunion.

ACTIVITIES YOU MAY WANT TO PLAN FOR YOUR CLASS

Sports/outdoors: hikes, bike rides, tennis matches, bird-watching, picnics, boating, etc.

Slide shows

Memorabilia displays

Special faculty lectures: These can be organized just for your class or for all reunioners.

Alumni panel discussions: Often classes will pick a theme and a moderator, and then they select a handful of classmates to speak as panelists.

Class speaker: Have any classmates recently written a book, completed a job, or done something really different or interesting that they are willing to share?

Reunion Information

Save the Date: June 6–8, 2014

Website: go.middlebury.edu/reunion
Reunion class agents are an essential piece of the Annual Fund puzzle. Without your efforts, Middlebury would not be able to reach its participation and dollar goals. Annual giving provides 8 percent of Middlebury’s budget and helps make up the difference between tuition and the actual cost per student.

**Fundraising** Reunion class agents are vital; you serve as the primary contact between the College and your classmates. The three goals for the year are to increase class participation, increase dollars raised in honor of this important milestone, and to encourage as many classmates as possible to attend Reunion Weekend.

**Responsibilities**
- **Lead** by example: make your gift to Middlebury by December 31.
- **Attend** the Alumni Leadership Conference at Homecoming in October.
- **Contact** 10–20 classmates about making their annual gift.
- **Share** Middlebury news and reunion information with classmates.
- **Encourage** classmates to register for and attend Reunion Weekend.
- **Relay** feedback from classmates to the Annual Giving Office.
- **Thank** classmates! Every gift deserves a personal thank you.

**Our Goals**
- **Reunion Committee Goals** Each member of the committee contacts 10–20 classmates.
- **All Classmates** receive a personal contact regarding reunion.
- **Increase** individual class participation.

**Overall College Goals**
- $15.1 million from alumni, parents, and friends
- $5.5 million from undergraduate alumni
- 56 percent overall undergraduate alumni participation
Participation Really Matters!
The size of the gift does not matter as much as the act of giving.

1. Gifts of $250 or less added up to $881,443 last year.
2. Outside organizations, including foundations, view participation as one measure of the overall strength of the institution.
3. Alumni support helps students access a Middlebury education and allows our admissions process to remain need-blind.
4. Thanks to alumni giving, more students are able to take part in experiential learning opportunities, a necessity for staying competitive in today’s job market.
5. Middlebury is a leader among liberal arts colleges and needs the support of its alumni each year to continue growing and improving.
6. The cost per undergraduate student—approximately $70,000—is about 22.6 percent more than the comprehensive fee of $57,075. Therefore, all students, even those paying full tuition, receive a hidden scholarship, provided in large measure by alumni gifts.

Agents in Action
Use Middlebury’s online volunteer database to make your life easier!
Find it at go.middlebury.edu/aia.

☐ Select assignments by simply checking a box.
☐ View up-to-date giving and contact information for each person on your list.
☐ Receive an e-mail notification when one of your assignments makes a gift.

First Step: Prepare
Make your own gift first. Your classmates are more likely to join you in giving if you lead by example.
Review your assignments’ giving histories. Are they consistent donors?
Use Agents in Action to find up-to-date giving and contact information.
Stay informed. The more you know about the College’s priorities, the easier your job will be.

Second Step: Make the Contact
Be up front. Let them know right away that you are working as a volunteer for Middlebury and inform them of the class fundraising goals.
Find common ground. What did your classmates cherish most about their Middlebury experience?
Stress participation. Let them know that their gift, whatever the size, truly does matter.
Ask about matching gifts. Does their employer have a matching gift program?
Check contact information. Confirm mailing addresses, telephone numbers, and e-mail addresses.

Third Step: Follow Up
You will receive an e-mail notification from AIA once a classmate assigned to you makes a gift.
Don’t forget to thank personally those who make a gift.

OTHER PLACES TO GET HANDY INFORMATION
Reunion Committee Resources
go.middlebury.edu/reunionvolunteers
Middlebury Magazine
www.middmag.com
Middlebury on Twitter
http://twitter.com/middlebury
Middlebury on Facebook
http://facebook.com/middalum
**Timeline of Events and Action Items**

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| October 11–13 | Fall Family Weekend
          | □ Fall reunion letters mailed                                    |
| October 25–27 | Alumni Leadership Conference
          | □ Join fellow volunteers for a weekend of planning               |
| November  | Select and confirm list of assignments by October 25             |
| December 31 | End of tax year
          | □ Make your gift & finalize your fall calls                      |
| February 15–16 | Middlebury Winter Carnival
          | □ Spring reunion letter mailed                                   |
| March      | Reunion registration begins
          | □ Encourage classmates to register for reunion                   |
| May 25     | Commencement
          | □ Finalize your spring calls (fundraising and social)            |
| June 5–8   | 25th and 50th Reunion Weekend
          | □ Come to reunion!                                                |
| June 6–8   | Reunion Weekend 2013
          | □ Come to reunion!                                                |
| June 17    | Reunion follow-up appeal letter mailed                           |
| June 30    | □ End of Middlebury’s fiscal year                                |

**Giving Societies**
Your contacts may be interested in giving at levels that afford recognition and membership in one of these societies.

THE TRUE BLUE SOCIETY recognizes Middlebury’s most loyal donors, who have made gifts consistently for at least the last three fiscal years.

THE 1800 SOCIETY recognizes the alumni with the ability and desire to support Middlebury at a leadership level. There are several different levels to the 1800 Society.

- ** Panther Society I** (0–5 years out)
  - $250 and above
- ** Panther Society II** (6–10 years out)
  - $750 and above
- **Founders Associates**
  - $1,800–$9,999
- **Old Chapel Fellows**
  - $10,000–$24,999
- **President’s Circle**
  - $25,000 and above

THE GAMALIEL PAINTER’S CANE SOCIETY recognizes those individuals who have established life-income gifts or bequests to benefit Middlebury.

**Increasing the Impact of a Gift**
A few ways your classmates can increase the impact of their gift are listed below. Please contact your staff coordinator if you have questions or need more information.

- **Multiyear pledges**
- **Corporate matching gift**
- **Gifts of securities and mutual funds**

**Creative, flexible giving options:**
go.middlebury.edu/giftplanning

**RECURRING GIFTS**
Set it and forget it! By setting up a recurring gift online, alumni can be assured of never missing the end of a fiscal year again. Recurring gifts are also an easy way to increase giving because small monthly deductions add up to a larger annual gift.

**Ways to Give**

- **ONLINE**
go.middlebury.edu/give
- **PHONE**
  - 888.367.6433 (toll free)
- **MAIL**
  - Gift Administration,
  - Middlebury College, 5 Court Street,
  - Middlebury, VT 05753

**Matter of Scale**

- 5,251 Alumni in a reunion year
- 15 Annual Giving, Gift Planning, and Alumni Office staff
- 252 Reunion committee members
- 1,245 Alumni returned for Reunion 2013
- 3,174 Alumni made a gift in honor of Reunion 2013
Middlebury’s Finances

Middlebury’s budget is $292 million and includes the undergraduate college, Language Schools and Schools Abroad, Bread Loaf School of English and Writers’ Conference, and Monterey Institute of International Studies.

Social Media

FACEBOOK

Friend Midd alum at http://facebook.com/middalum
Share, comment, and like posts on the Midd alum profile
Post Midd-related stories on the Midd alum profile
Tag “Midd alum” in your Midd-related pictures

TWITTER

Follow middalumni
Retweet from @middalumni
Use Middlebury hashtags from go.middlebury.edu/hashtag