



What Is the Role of a Lead Class Agent?

Thank you for your interest in serving as a lead class agent. Now, what does that mean and what comes next?

Peer-to-peer outreach through class agents offers the primary and most personal contact between Middlebury and our alumni. The classes that consistently boast the highest alumni giving participation rates are those with the most active and encouraging lead class agents.

Lead class agents ensure the success of our class agents in several ways:

- By motivating and encouraging fellow volunteers.
- By encouraging class agent giving.
- By making sure that volunteers are connected, informed, and supported.

Thank you for stepping up to lead your class!

ROLE AND RESPONSIBILITIES

Build and maintain a strong and active roster of class agents.

- **Reach out annually** to class agents to get feedback on their class agent work and confirm their continued involvement.
- **Work with Middlebury staff** to recruit a broad and representative group of class volunteers, and assess the overall activity of the volunteer roster throughout the year.
- **Articulate class agent needs** to Middlebury staff and develop an action plan.
- **Work with Middlebury staff** to “manage” class agents:
 - > **Reach out** to agents who have been quiet or inactive.
 - > **Recruit** and help bring new agents on board.
 - > **Communicate** plans with agents.
 - > **Seek feedback** and updated contact info.

OVER



Middlebury
College

Middlebury, VT 05753
www.middlebury.edu

Help keep class agents engaged, connected, and motivated.

- **Help amplify** Midd messages by forwarding them to class agents with your own personal message and/or generating your own message to them.
- **Share** regular updates, Midd news, and class agent next steps through calls, emails, texts, etc.
- **Serve** as a role model:
 - > **Log in** and attend the fall 2020 Presidential Leadership Panel as well as other virtual (or in-person) events.
 - > **Choose** your own assignments and encourage fellow agents to do so as well. go.middlebury.edu/mvp
 - > **Actively participate** in Middlebury's major fundraising campaigns.
 - > **Make your own gift** to Middlebury by December 31.

Ensure 100 percent class agent giving.

- **Divide** the class agent list among lead class agents and take responsibility for soliciting those agents.

Serve as a spokesperson for your class fundraising.

- **Help write** and edit class agent letters, lending your name as signer.
- **Participate** actively and visibly in our major fundraising campaigns of the year, sharing the Middlebury message through as many channels as possible.
- **Say "thank you"** to your assigned classmates when they give. Be sure to let them know how much their support means to Middlebury and its students, faculty, and staff.

CONTACT US

Annual Giving

supportmiddlebury@middlebury.edu

888-367-6433

RESOURCES

Middlebury Volunteer Portal (MVP)

go.middlebury.edu/mvp

Class Agent information

go.middlebury.edu/classagent