MIDDLEBURY COLLEGE

Reunion Volunteer

PLANNING GUIDE 2016-17
Your Volunteering Makes a Difference

I arrived at Middlebury a short time ago, so I have yet to experience my first Reunion Weekend. I’ve heard a lot about Middlebury reunions, though. “Memorable” is the word everyone uses to describe them. It seems that for each person who attends, those three days contain a host of meaningful moments: rekindling friendships, revisiting favorite places, joining the parade of classes up to Mead Chapel.

Truly memorable reunions don’t just happen. They are the product of planning, preparation, and hard work. And the most important role in creating an unforgettable experience belongs to you, the alumni volunteers. You help to plan a meaningful and entertaining weekend, and you reach out to your classmates, urging them to come and strengthen their connection to Middlebury.

Over the next nine months, our staff members will join you and your fellow volunteers in planning a reunion schedule that will appeal to all of your classmates. We’ll also help you to raise money for a generous class gift in support of Middlebury and
the life-changing education it provides. We couldn’t accomplish either of those goals without the enthusiastic participation of dedicated volunteers like you.

One of the exceptional things about Middlebury is the strong sense of community shared by everyone associated with the College. Indeed, that was one of my deepest impressions when I first visited and one of the reasons I wanted to come here. By serving as a reunion volunteer, you play a key role in nurturing that sense of community. On behalf of all of us at the College, thank you! I look forward to working with you and getting to know you.

Colleen Fitzpatrick
Vice President for Advancement
A Great Reunion Begins with Our Volunteers

You’ll have the opportunity to design a fabulous weekend for your class. Class-specific activities reconnect classmates with each other and the Middlebury they remember, as well as introduce them to the College today. They are often the most fun and meaningful part of reunion.

The College organizes an extensive schedule of reunion events each year, including class dinners, talks by professors, the all-class golf scramble, and the reunion parade and Convocation. You’ll have the opportunity to customize the reunion experience for your classmates and to decide what other events and activities you would enjoy.

YOUR ROLE

- Reach out to your classmates and encourage them to come back for reunion!
- Ask your classmates for suggestions for activities.
- Find a point person or group to work on each selected activity and to act as host for that activity during reunion.
- Coordinate with your staff liaison at the College to plan and execute the events.
- Get the word out: Identify a social-media coordinator to help generate excitement and class connections using your class’s Facebook page.
- Organize mini-reunions: Mini-reunions can help build momentum and boost attendance at Reunion Weekend.
ACTIVITIES YOU MIGHT CONSIDER

- **Sports and/or the outdoors:** Hikes, bike rides, tennis matches, golf, picnics.
- **Slideshows** of photos from then and now.
- **Memorabilia displays:** Old photos, yearbooks, New Faces, invitations, hats, etc.
- **Faculty lectures:** These can be organized for your class or for all reunioners.
- **Alumni panel discussions:** Classes pick a theme and moderator, then select a handful of classmates to speak as panelists.
- **A reunion “Moth” storytelling session:** Recently, some classes have used the “true stories told live” model pioneered by the NPR radio program *The Moth Radio Hour.*
- **Class speaker:** Have your classmates recently written books or acted in films or done something really different or interesting they are willing to talk about?

SAMPLE SCHEDULE

- Organized by the College
- Organized by reunion committees

**FRIDAY**

- Cane Society luncheon (*invitation only*)
- Volunteer and 1800 Society reception (*invitation only*)
- College admissions workshop
- Open houses, faculty lectures, tours
- Slideshows and memorabilia displays
- Class entertainment
- Class dinners

**SATURDAY**

- 5k alumni fun run
- Class discussions, “Moth” panels, presentations
- Hikes and other outdoor activities
- All-class golf scramble
- Conversation with President Laurie L. Patton
- Alumni Achievement Awards
- Veterans’ gathering
- Readings, lectures, open houses, receptions, tours
- Ice cream social
- Reunion parade and Convocation
- Dinner, fireworks, entertainment, and dancing

**SUNDAY**

- Sunday chapel service
- Hillel breakfast
You Make Middlebury Exceptional

Every year thousands of alumni in reunion-year classes make gifts in honor of their own Middlebury experiences. These class gifts have an immediate impact, contributing to everything Middlebury does and benefiting every student. The work of reunion volunteers, reaching out to engage classmates and to ask for their support, is essential to the College’s success. We cannot do it without you!

**YOUR ROLE**

- Lead by example: make your gift to Middlebury by December 31.
- Contact 10 to 20 classmates about making their annual gift and encourage them to attend reunion.
- Be an ambassador for Middlebury.
- Share Middlebury news and take an active role in engaging classmates through social media.
- Thank everyone who makes a gift!

**YOUR GOALS**

- Connect classmates to each other and the College.
- Increase your class’s participation and reunion attendance.
- Encourage gifts to the Annual Fund in celebration of your reunion.
MIDDLEBURY’S FUNDRAISING GOALS FOR FISCAL 2017

- $18.95 million in annual giving from all constituents:
  - $9 million from undergraduate alumni
  - $3 million from parents
  - 48 percent undergraduate alumni participation

ANNUAL GIVING BY THE NUMBERS

- 30,000 total undergraduate alumni
- 1,200 class agents and reunion volunteers
- 11,886 undergraduate alumni made a gift in fiscal year 2016
- 6,458 alumni assigned to class agents made a gift last year
- 79 percent of alumni have made a gift during the past 10 years
- $40.35 million received in total in fiscal year 2016 from all constituents (includes annual, endowment, and capital gifts)
- 43 percent undergraduate alumni participation in fiscal year 2016

The Key to a Great Reunion

Reunion committees play a key role in each class’s reunion. As a volunteer, you’ll work with College staff members to create a fabulous weekend for your classmates and to gather support for a meaningful class gift.
An Annual Fund gift supports every aspect of the Middlebury experience, providing opportunities for learning and discovery, as well as the ability for the College to be responsive to emerging opportunities and challenges. Annual Fund gifts are unrestricted, meaning they can be spent as they come in, making an immediate difference in the lives of students and faculty. They are an important complement to our endowment, which is invested for the long term and provides a stable source of income to fund College programs.

Among many other areas, your gift to the Annual Fund will help support the following:

- Financial aid
- Faculty and academic programs
- Student-faculty collaboration on independent research
- Student internships and other opportunities to apply learning to real-world issues
- Student organizations and varsity, club, and intramural sports

Why Giving Matters
Your gift helps Middlebury to fulfill its mission of educating exceptional students from all backgrounds. It is an investment in today’s students and the world they will shape together tomorrow.
Through the pursuit of knowledge unconstrained by national or disciplinary boundaries, students who come to Middlebury learn to engage the world.

—From Middlebury’s Mission Statement

An Annual Fund gift of $5,000 has the same impact in any given year as a $100,000 endowment. That’s because Middlebury can only spend about 5 percent of the value of its endowment—or $5,000 in the case of a $100,000 endowment—whereas every Annual Fund gift can be spent in the year it is received.

**YOUR PARTICIPATION MATTERS**

Middlebury alumni who give to the Annual Fund help to preserve what’s best about a Middlebury education, enhance it, and pass it on to the next generation. Your gift not only sustains Middlebury but also helps it to thrive.

**IT ALL ADDS UP**

Gifts from undergraduate alumni of $250 or less added up to $977,278 last year. Gifts under $100 amounted to $519,095, while gifts under $50 totaled $225,670.
Funding the Future: Supporting Students Through Scholarships

Supporting talented young men and women who have the ability and motivation to make a positive impact in the world is an investment that pays remarkable dividends.

As an institution, we are committed to ensuring that a Middlebury education is accessible to the most qualified students from all backgrounds, regardless of their capacity to pay.

Scholarships help bring these students’ voices to classrooms, residences, playing fields, and dining halls. This strengthens the community as a whole: students learn best in the company of others who challenge their assumptions and offer different perspectives. Middlebury needs to be a place for unexpected questions, deep discussions, and unanticipated insights.

Middlebury students graduate and become leaders and change makers in communities and countries around the world.

GIVING TO MIDD
You can help classmates determine the best way to make gifts. Listed below are a few ways to make a gift go even further.

- Multiyear pledges
- Corporate matching gifts
- Gifts of securities and mutual funds
- Gifts through your estate
- Gifts that return income

More information at www.middlebury.edu/giving/ways
RECURRING GIFTS
Set up a recurring gift online and you’ll never miss the end of a fiscal year again. Recurring gifts are also an easy way to increase gift size, because small monthly or quarterly deductions can add up to a larger annual gift. Learn more at go.middlebury.edu/recurringgift.

TALK TO US
Your Annual Fund staff coordinator is here to help. Contact us at 888-367-6433 or supportmiddlebury@middlebury.edu if you’d like more information on ways to give—or anything else about fundraising or Middlebury.

IN THEIR OWN WORDS
Alumni Appreciation Week gives students the opportunity to say thank you to our generous alumni.
Leading by Example

We honor our most committed alumni, parents, and friends through Middlebury’s donor recognition societies.

**THE 1800 SOCIETY**

THE 1800 SOCIETY honors alumni who support Middlebury at a leadership level. Society members are invited to special events and are listed in the online Donor Honor Roll.

**Leadership Levels**

- **Dean’s List**
  $2,500–$9,999
- **College Luminaries**
  $10,000–$49,999
- **Old Chapel Fellows**
  $50,000–$99,999
- **Presidential Circle**
  $100,000 and above

**The Panther Society** offers specific membership levels for young alumni (one to nine years postgraduation) according to the number of years since graduation. One year postgraduation is $100; two years is $200; and nine years postgraduation is $900.

**THE TRUE BLUE SOCIETY**

THE TRUE BLUE SOCIETY recognizes Middlebury’s most loyal donors, who have made gifts consistently for at least the last three years. True Blue donors are the foundation of Middlebury’s Annual Giving program.
THE CANE SOCIETY recognizes individuals who have demonstrated their commitment to Middlebury’s future by including the College in their estate plans. Members have included Middlebury in their wills, named the College to receive proceeds from life insurance policies and retirement plans, and established charitable life-income gifts to benefit Middlebury.

All Cane Society members are invited to a special luncheon held during Reunion Weekend. To learn more, contact the Office of Gift Planning at 866-496-6433, email giftplanning@middlebury.edu, or visit go.middlebury.edu/giftplanning.

IN THEIR OWN WORDS

Find more photos of students from last spring’s Alumni Appreciation Week at go.middlebury.edu/aaw.
The Joy of the Ask

Asking your peers for a gift can be fun. Establish a rapport and treat the conversation as you would any other. Successful giving conversations have some common elements. Weaving these elements into your discussion will maximize your chances of a positive outcome at every gift level. Remember, this is just a conversation.

1 **Introduction and rapport building:** Say who you are. Find common ground. Ask what they’re up to. Mention Middlebury.

2 **Purpose:** Say why you’re calling. Explain your role as a reunion volunteer. Be friendly but also be up front.

3 **The challenge and the need:** Middlebury’s top fundraising priorities are the Annual Fund and financial aid.

4 **Solution:** Refer to pages four through eight for suggestions on how to talk about the Annual Fund and financial aid.

5 **Urgency:** The sooner you give, the sooner you can make an impact on campus. Be an early bird!

6 **Ask:** Don’t forget to ask for their support. Use the ask amounts the Annual Giving Office suggests and encourage them to join you in making a gift this year.
Other Tips to Keep in Mind

- Email is good. Calling is better. **Face-to-face is the best.** (Skype and FaceTime are cool, too!)

- **Lead by example.** Make your own gift to the College before reaching out to your classmates. Then ask them to join you in supporting the College.

- **It’s okay to have butterflies.** Remember, the more relaxed you are, the more relaxed your classmate will be.

- **A “no” does not have to be the end of the conversation.** Within every “no” there’s an opportunity to understand your classmate’s perspective. So ask why someone is saying no. Hear the person out. If your classmate doesn’t give a reason, ask why. Most are grateful for the opportunity to express their concerns.

  If you are not able to answer objections, please get in touch with us. We’re happy to provide additional resources or to manage a difficult conversation.

- **Don’t forget to say thank you.** The Annual Giving Office can provide you with thank-you cards and templates.

- **Be in touch with us.** The staff in the Office of Annual Giving, as well as members of the Annual Fund Executive Committee, are here to help you do this important work. You can also find information by visiting go.middlebury.edu/reunionvolunteer.
Middlebury Today

Middlebury College redefines liberal arts for the 21st century, with a reach that extends from the Green Mountains of central Vermont to nearly every corner of the world, and has a rigorous and comprehensive curriculum that integrates vital opportunities for today’s graduates.

From the sciences and humanities to social sciences and the arts, Middlebury’s intensive programming provides 2,500 undergraduates a breadth of experience across varied fields and disciplines, and encourages students to seek ways to make meaningful contributions in a world that is increasingly complex. For more information, visit www.middlebury.edu.

THE CLASS OF 2020

Applicants . . . . . . . . . . . . 8,820
Total number of
admitted students . . . . . . 1,668
Applicants admitted . . . . . 18.9%
Target size for class . . . . . . 685
(595 in September, 90 in February)
U.S. students of color . . . . . . 24%
International students . . . . 9%
First generation of their families to attend college . . . 14%
States represented . . . . . . . 42
From outside New England . . 65%
Countries represented . . . . . 40
Average financial-aid grant awarded. . . . . $43,154
FISCAL 2016 REVENUE

- Student Fees: 65%
- Endowment: 19%
- Other Sources and Short-Term Investments: 2%
- Auxiliary: 2%
- Reserves and Initiatives: 3%
- Sponsored Activities: 3%
- Current Use Gifts: 6%

FISCAL 2016 EXPENSES

- Salaries, Wages, and Benefits: 50%
- Financial Aid: 18%
- Travel, Food, Supplies: 5%
- Contract Services: 5%
- Other Expenses: 6%
- Debt Service: 5%
- Capital: 4%
- Utilities: 3%
- Tax and Insurance: 1%
- Repairs and Maintenance: 1%
- Contingency: 1%
- Library Books: 1%

MIDDLEBURY’S FINANCES

Middlebury’s fiscal 2016 budget includes the undergraduate college, Language Schools and Schools Abroad, Bread Loaf School of English and Writers’ Conferences, and the Middlebury Institute of International Studies.
Resources for Volunteers

Middlebury’s website has extensive information for volunteers. Here you’ll find a sample schedule, and reunion FAQs and newsletters, as well as information about College priorities, stories about students and alumni, a link to the College’s volunteer database, and more. Visit go.middlebury.edu/classagent and go.middlebury.edu/reunionvolunteer.

AGENTS IN ACTION
Use Middlebury’s online volunteer database—Agents in Action—to make your outreach easier. Find it at go.middlebury.edu/aia.

Agents in Action Tools
- Get a list of unassigned classmates from which you can choose assignments.
- View up-to-date giving and contact information for each person on your list.
- Receive an email notification when one of your assignments makes a gift.
- Keep track of your work and provide updates and contact notes to your staff coordinator.

STAY IN TOUCH

Middlebury Magazine
middmag.com

Middlebury News Room
middlebury.edu/newsroom

The Middlebury Campus
middleburycampus.com

Student Blog
middbeat.org

Middlebury Online Community
onlinecommunity.middlebury.edu
### SOCIAL MEDIA

Help to build excitement about the College and reunion. Share Middlebury news with your social networks. Share, comment, like, and/or retweet Middlebury’s posts.

Find friends and class news on your class’s Facebook page. Search for Middlebury College Class of ______. Class agents can find tips and news at “The Space,” a Facebook group designed to help Middlebury volunteers in their work.

*Facebook*
facebook.com/middalum
facebook.com/middleburycollege

*The Space*
facebook.com/groups/
middannualgiving

*Instagram*
instagram.com/middalum
instagram.com/middleburycollege

*Twitter*
twitter.com/middalumni
twitter.com/middlebury

### CALENDAR

**September 23–25**
Attend Alumni Leadership Conference.

**October**
Select and confirm assignments.
Start contacting classmates and encourage them to save the dates for reunion.

**Early November**
Class agent and reunion appeal letters mailed.

**December**
Winter calling period begins.

**December 31**
End of tax year.
Lead by example; make your gift.

**March**
Spring calling period begins.
Register for reunion!

**June**
Reunion, June 9–11, and
June 8–11 for 25th and 50th.
Attendance and fundraising awards given at reunion.
Last chance to call your assignments!

**June 30**
End of Middlebury’s fiscal year.
You did it—thank you!
We’re Here to Help

Thank you for volunteering to help plan a great Middlebury reunion. Your efforts will ensure a reunion that is tailored for your class and will leave every participant with lots of happy memories!

Your personal outreach to classmates does more to encourage them to attend reunion than all of the reminders that come from the Alumni Office. Your conversations with them are the most effective way to share our message about the importance of alumni support and how much it means to Middlebury students. Those conversations are fun, too, as we can attest from our own experiences as volunteers.

We want you to know that we—along with your staff liaisons—are here to help. Part of our job as members of the Middlebury College Alumni Association and Annual Fund Executive Committee is to support you in your work, so don’t hesitate to contact us with any questions or concerns.

Whether this is your first year volunteering or you’ve been at it for decades, our collective work has an enormous effect on current students, faculty, and staff, and on Middlebury’s future. We appreciate the work you are doing for Middlebury, and we hope to see you this year, or at least to talk to you during one or more of the all-volunteer conference calls held throughout the year.

With all best wishes,

Wendy Russell Tracy ’95
President, Middlebury College Alumni Association

Bob Bourque ’75, P’16
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