What Is the Role of a Class Agent?

Fundraising for Middlebury is a partnership between the College’s professional staff and our alumni volunteers. As a class agent, you play two essential roles in that partnership. First, you are a communicator, keeping your classmates informed and engaged. Second, you are a fundraiser, soliciting gifts and helping alumni understand how important their support is to current students and to the continued success of Middlebury.

**GET YOUR CLASSMATES EXCITED ABOUT MIDDLEBURY**

- **Get in touch** with your classmates via mail, email, text, or social media.
- **Help** us track down “lost” classmates.
- **Be an advocate for Middlebury.** Share news about the College throughout the year.
- **Be an advocate for alumni.** If classmates need information that you don’t have, encourage them to be in touch with Middlebury, or reach out to your staff contact on their behalf. Circle back and make sure that all of their questions have been answered.

- **Use social media** to build community, reminisce about your time at Midd, and reinforce your College connections.

**Staff’s Role**

- **Work with volunteers** to develop and execute an outreach plan that best uses their talents and connections.
- **Send regular communications** to alumni, sharing reasons why they should support Middlebury and information on challenges and other opportunities.
- **Keep in touch** through conference calls, emails, and personal calls to help with planning and organization.
- **Support** M-Bassadors, Middlebury’s social media ambassadors program, and class Facebook groups.
ASK FOR SUPPORT
Each year, thousands of alumni make gifts to Middlebury. Your role is to help classmates understand the impact of alumni giving and to ask for their annual gift.

- **Lead by example**: make your gift to Middlebury by December 31.

- **Contact** your assignments and encourage them to make a gift this year. Use the Middlebury Volunteer Portal (MVP) to track your work and communicate with Annual Giving staff.

- **Provide feedback** on your progress, communicate classmates’ questions, and share information about outdated or updated contact information to Annual Giving staff.

- **Keep donor information confidential** and sign the confidentiality agreement.

Staff’s Role
- **Develop** a fundraising plan that maximizes volunteers’ talents and connections.

- **Coordinate progress** through regular conference calls, emails, and visits.

- **Make sure** that volunteers can access giving and contact information to complete their outreach.

- **Reinforce** volunteer efforts through a program of print and online solicitations and campaigns.

For more detailed information about fundraising, the Advancement staff has job descriptions and an outline of responsibilities available for class agents, and lead class agents.

**Contact Us**
supportmiddlebury@middlebury.edu
888-367-6433
go.middlebury.edu/mvp

OTHER WAYS TO STAY CONNECTED
Be Social
Curate your class Facebook group. One of the best ways to create a sense of community and excitement is through your class Facebook group. Post photos from then and now, ask questions about your time at Midd, or post a survey. Visit go.middlebury.edu/fbgroups to find your class.

Become an M-Bassador
Share your love of Middlebury as an M-Bassador. Promote Middlebury’s social media and generate positive buzz about the College. Earn points and win Midd gear! Learn more and sign up at go.middlebury.edu/mbassadors.