

Fundraising Timeline for Volunteers

Welcome to the 2021-2022 Fiscal Year!

This timeline is organized by our four major fundraising campaigns in the order they occur during the year. Keep an eye out for key dates to help plan your participation throughout the year. And if you discover that you won't be available for a particular campaign, let us know [here](#).

At the end of this timeline, you'll find our volunteer guidelines and resource list.

And to kick off the year, President Patton invites you to join an online panel just for alumni and geared towards volunteers: *Update from Middlebury: In Conversation with the College's Senior Leadership*. We hope you can join us for the webinar on September 28, 12-1pm. Register [here](#).

The Four Fundraising Campaigns of FY22

Proud to be a Panther – Oct 7-14, 2021

End of Calendar Year & Recurring Gifts – starts Nov 29, 2021

MidWinter Challenge – Feb 3-10, 2022 (tentative dates)

June Challenge – starts June 15, 2022

Keep reading for the details!

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CAMPAIGN #1

Proud to be a Panther – Oct 7-14, 2021

Preparations for our first campaign are underway and will ramp up in September and early October. Proud to be a Panther is an opportunity for your friends and classmates to give back to Middlebury Athletics. Every gift goes right to the team of your choice, helping to pay for coaches, equipment, travel, and more. This campaign is open to everyone, and communications will specifically focus on alumni of varsity, junior varsity, and club programs. Leading up to the campaign days, we'll send reminder emails and an outreach toolkit that helps you make the most of the Give Campus platform. Once it wraps, we'll send a quick survey asking how it went!

Tasks to prepare

- 9/30 or 10/5** Attend one of two Insider's Campaign Overviews for Proud to be a Panther. [Click here to register.](#) *Joining last minute? Click [this link](#) to join any of the Insider's sessions this year. Password: gomidd*
- 10/7 – 10/13** Get yourself ready on MVP: check on your assignment list and review the templates for emailing your classmates.

All hands on deck!

- 10/7 – 10/14** Proud to be a Panther launches Thursday, October 7, and runs for a full week. Let your classmates know. Ask Athletics alumni and fans to make a gift!

Tasks to wrap up

- 10/14 – 10/24** Thank your classmates who gave during Proud to be a Panther.
- 10/18 – 10/31** Tell us how it went! We'll send you a short survey asking about your experience during the campaign. This information helps us help you!

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CAMPAIGN #2

End of Calendar Year & Recurring Gifts – starts Nov 29, 2021

Preparations for the end of calendar year fundraising period will be underway in November, leading up to a steady stream of personalized outreach throughout December. This end of calendar year, we'll be encouraging alumni to go True Blue with a monthly, quarterly, or annual recurring gift. Leading up, we'll send you informational emails and outreach tips. In the new year, we'll be in touch to say thank you and share our follow-up survey. We always look forward to hearing your reports!

Tasks to prepare

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|----------------|---|
| Early November | Look out for your copy of the Fall Solicitation Letter to all Alumni. |
| 11/10 or 11/15 | Attend one of two Insider's Campaign Overviews for End of Calendar Year. Click here to register . <i>Joining last minute? Click this link to join any of this year's Insider sessions. Password: gomidd</i> |
| 11/1 – 11/15 | Get yourself ready on MVP: check on your assignment list and review the templates for emailing your classmates. |

All hands on deck!

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|---------------|---|
| 11/15 – 12/15 | End of Calendar Year Outreach from agents to assigned classmates, somewhere during this window. |
|---------------|---|

Tasks to wrap up

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|--------------|--|
| 12/15 – 1/15 | Thank your classmates who gave during this end of calendar year campaign. |
| 1/3 – 1/15 | Tell us how it went! We'll send you a short survey asking about your experience during End of Calendar Year Outreach. Thank you! |

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CAMPAIGN #3

MiddWinter Challenge – Feb 3-10, 2022 (tentative dates)

Preparations for MiddWinter Challenge will take place throughout January so we can hit the ground running in February! We're running this challenge on the Give Campus crowdfunding platform and soliciting gifts to Financial Aid. We'll send you a save the date in December, reminders, and an outreach toolkit in January. You can look for a follow-up survey at the conclusion of the challenge.

Tasks to prepare

1/24 or 2/2

Attend one of two Insider Campaign Overviews to get the full scoop on this year's MiddWinter Challenge. [Click here to register](#). *Joining last minute? Click [this link](#) to join any of the Insider's sessions. Password: gomidd*

1/27 – 2/3

Get yourself ready on MVP: check on your assignment list and review the templates for emailing your classmates.

All hands on deck!

2/3 – 2/10

MiddWinter Challenge launches Thursday, February 3, and runs for a full week. Let your classmates know and ask your assignments to make a gift!

Tasks to wrap up

2/11 – 2/20

Thank your classmates who gave during the MiddWinter Challenge.

2/14 – 2/20

Tell us how it went! We'll send you a short survey asking about your experience during MiddWinter Challenge outreach. This information helps us help you.

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CAMPAIGN #4

June Challenge – starts June 15, 2022

Preparations for end of fiscal year fundraising will begin in May and early June, leading up to the launch of the June Challenge that runs June 15-30! Early attention to this campaign starts in late March with a letter to all alumni that we'll ask Lead Agents to sign. Then things will quiet down until mid-May when we'll send reminders and outreach tips for the big end of fiscal year Challenge.

Tasks to prepare

3/21 – 4/1

Leads, your staff contact will be in touch to coordinate your input and signature on a “kicker” email to all alumni (it will follow a letter they'll receive in early April). The kicker email will go out on April 7.

6/3 – 6/14

Get yourself ready on MVP: check on your assignment list and review the templates for emailing your classmates.

6/7 or 6/15

Attend one of two Insider's Campaign Overviews for End of Calendar Year. [Click here to register](#). *Joining last minute? Click [this link](#) to join any of the Insider's sessions. Password: gomidd*

All hands on deck!

6/15 – 6/30

The June Challenge launches Wednesday, June 15, and runs until the end of the fiscal year. Let your classmates know and ask your assignments to make a gift! (Ask early, ask often where it feels right!)

Tasks to wrap up

6/15 – 7/15

Thank your classmates who gave during the 2021-2022 fiscal year!

7/1 – 7/15

Tell us how it went! We'll send you a short survey asking about your experience during End of Fiscal Year outreach.

7/1 – 8/30

Confirm your plans to participate as a volunteer for the next fiscal year or Reunion.



Annual Giving Volunteer Guidelines

WHAT TO EXPECT FROM MIDDEBURY

YOUR ANNUAL CHECK LIST

Regular communication from the Annual Giving team

- *High Five*, the monthly volunteer newsletter
- Campus news
- Campaign updates
- Contact from your [staff liaison](#)

Respond to message from your staff liaison

- A brief email acknowledgement lets your [staff liaison](#) know that you received and read their email
- This helps us know who is up to speed and who may not be

Training on MVP, the Middlebury Volunteer Portal

- [MVP](#) is the volunteer side of Give Campus, the fundraising platform on which we run most of our challenges and volunteer-supported campaigns
- Please take some time to get acquainted [with MVP](#)

Reach out & participate

- Promote and amplify fundraising messages and campaigns
- Choose and be in touch with your assignments

Invitations from us to

- Take part in [Digital Middlebury](#)
- Attend [virtual programs](#)

Make your own gift

- [100% volunteer participation](#) is a key goal for Annual Giving
- Thank you for leading by example!

Volunteer resources

- [Class Agent information](#)
- [Middlebury Volunteer Portal \(MVP\)](#), our one-stop shop for classmate selection and outreach

Participate in virtual events

- [Alumni events](#)
Insider's Campaign Overviews ([via Zoom](#), password: gomidd)