

WOFFORD COLLEGE

2020 

REUNION VOLUNTEER TOOLKIT



LETTER OF RECOGNITION

On behalf of Wofford College, thank you for agreeing to serve on your class reunion committee. We know that you, like Wofford College and our country, are experiencing an unprecedented moment in our modern history. During these times, it's important to reflect on what is most important to us – primarily, our family and our friends. It's also helpful to look toward the good times ahead. We are implementing a new program at Wofford College this year and we were so glad that you can be a part of it.

In the past couple of years, there has not been much celebration around our class reunions. Rather, everyone returns for Homecoming, and there are a few events that are tailored to reunion classes as a whole. We want reunions at Wofford to be occasions for reconnecting with old friends, celebrating your undergraduate years and supporting the advancement of Wofford for the next decade – Remember, Reconnect and Re-engage.

The tools in this volunteer manual primarily are geared toward the Re-Engage component of reunions. On page 17 of this kit, you will find links that will provide you with information about the current state of Wofford College for you to pass along and educate your classmates in your calls.

The class giving effort offers an array of giving opportunities so that each individual can make a commitment that is meaningful and supports the class effort. We hope that collaborating on this special weekend will bring you closer to Wofford and strengthen the connection among you and your classmates.

The following pages outline essential information to help you develop and execute a successful reunion giving effort. Included in this manual, you will find volunteer responsibilities, a reunion timeline and solicitation strategies to help get you started.

Thank you again for your commitment of time and resources to help Wofford maintain its position as a leader among liberal arts colleges in the country.

Sincerely,

Dina K. Roberts

Executive Director of Engagement and Annual Giving

Phone: 864-597-4198 Mobile: 864-909-9029

Email: robertsdk@wofford.edu

Elizabeth V. Yarbrough

Reunion Programs Manager

Phone: 864-617-4627

TABLE OF CONTENTS

Reunion Overview 3

2020 Volunteer Timeline..... 4

 January 4

 February 4

 March 4

 April..... 4

 May 4

 June..... 4

 July 4

 August..... 4

 September 4

 October..... 4

 November 4

Reunion Schedule at a Glance..... 5

Volunteer Responsibilities 6

 Reunion Committee Co-Chairs (2-4 volunteers) 6

 Reunion Committee (30+ Volunteers)..... 6

Reunion Giving 7

 Participation Goals for 2020 Reunion 7

 The Solicitation Process 8

 Reunion Giving Effort..... 10

 Gifting Opportunities 10

 Recognition 12

 Giving Levels 12

 Special Giving Societies 12

 Funding a Gift 13

 Reunion Awards 14

 Making a pledge 14

Recording Your Call/Email information 15

Learn More 16

Notes 17

We are implementing a new program focused on class reunions this year. Reunion Weekend is an occasion for reconnecting with old friends, celebrating your undergraduate years and supporting the advancement of Wofford for the next decade. It provides opportunities for reuniting with old friends, networking, exploring new facilities and reconnecting with Wofford College. Of course, there also will be a party or two!

The reunions program is designed for alumni to celebrate their 5th to 50th reunions. The 50th reunion gathers in May of each year, while the 5th through the 45th reunion classes celebrate in the fall at Homecoming Weekend. It is our goal to focus on re-engaging reunion classes with Wofford College.

As much as we would like to, our alumni engagement staff does not have the resources to reach out to every individual in every class. Your volunteer efforts during your reunion year will help us in that process. By calling on classmates that you remember – peer to peer connection – you can help us achieve three things:

1. Update our records. Some of our information, such as email addresses and phone numbers, are incorrect. A simple call or email to your friends will ensure that our alumni records are up to date.
2. Educate classmates who are not engaged with the college on all that is going on at Wofford College. Page 17 includes some website links to learn more about what is going on at Wofford for you to mention in your calls.
3. Ask your friends for a financial donation to Wofford. For Wofford to remain a liberal arts college of significance, we have to keep raising money to support those efforts. To make it fun, we will have reunion class challenges and will award trophies to the highest participation percentage and the highest number of dollars raised.

The Reunion Office within the Office of Advancement manages the fundraising effort for the 10 reunion classes. Reunion staff recruit and oversee the reunion giving committees.

The Alumni Office facilitates the registration process, provides structure to all activities and coordinates the reunion networking effort.

We thank you in advance for your support and we look forward to getting to know each of you!

January

Giving year begins Jan. 1.
Begin recruiting committee chairs and co-chairs.

February

Finalize co-chairs for each class.

March

Launch Facebook groups.
Facebook email goes out.
Set class participation goals.

April

Co-chairs solicit committee members.
Website updated.
Committee representatives confirmed.

May

Committee representatives confirmed.
Zoom meeting training sessions for each committee.
Distribute training materials.
Co-chairs make pledge by May 15, 2020.
50th Reunion - postponed 2020.

June

Reunion mailing goes out.
Committee member conference call.
Committee members make a pledge by June 15, 2020.

July

Committee member conference call.
Continue committee calls to classmates.
Send personal thank you notes/emails.
Reunion registration opens July 31, 2020.

August

Committee member conference call.
Continue committee calls to classmates.
Send personal thank you notes/emails.

September

Send final email solicitation to reunion alumni non-givers.
Final committee conference call with giving updates.
Final push to classmates.

October

Reunion/Homecoming Weekend.
Class awards.
Wrap up conference call after Oct. 18, 2020.

November

Final honor roll draft released.

Thursday, Oct. 15, 2020

6 p.m. Board of Trustees dinner

Friday, Oct. 16, 2020

11:30 a.m. Benefactor's Circle

Noon-1 p.m. Lunch on the Lawn
(No class from 12:20-1 p.m.)

Noon-5 p.m. Homecoming registration (location TBD)
Women's Leadership Summit. Open to alumni, faculty and students.

1-4 p.m. Department open houses
Career Services mock interviews for students, internships, real interviews
Campus tours
Offer golf opportunities
Affinity group reunions

3-5 p.m. Black Alumni Summit

4-6 p.m. Family carnival

6-11 p.m. Childcare offered (location TBD)

6-8 p.m. 50-Year Club dinner, Piedmont Club
Reunion events for classes ending in 0 or 5
Various locations

7 p.m. Terrier Ball doors open, Spartanburg Marriott

8 p.m. Terrier Ball live auction

8:30-11:30 p.m. All Alumni Party at the Marriott with Party on the Moon

Saturday, Oct. 17, 2020

10 a.m. Alumni Association Annual Awards Ceremony, Jerome Johnson Richardson Theatre

9-11 a.m. Elementary/middle school sports camps

11 a.m.-1 p.m. Marys and Mimosas, Lawn behind Old Main
"Rent a Tent Tailgating" - offer affinity groups and others the chance to rent a tent and a table for tailgating before the game.

1:30 p.m. Football game

5 p.m. Overtime @FR8yard and RJ Rockers. This event is hosted by the Wofford College Alumni Association's Gold Ambassadors. Open to all alumni.

Post Game Black Alumni gathering, Meadors Multicultural House

Sunday, Oct. 18, 2020

9:30-11 a.m. Farewell brunch, Burwell Dining Hall

Reunion giving committees will be formed for every class and ideally will be composed of 15 to 25 alumni per class representing the different affinity groups. Below are the job descriptions for the chairs and committee members.

Reunion Committee Co-Chairs (2-4 volunteers)

Be a champion for the reunion class efforts related to the class giving campaign and participation.

- Communicate regularly with reunion staff to identify key members of the class to volunteer, host events and participate in the class gift.
- Make a leadership gift to the Annual Fund or class endowed scholarship.
- Recruit identified classmates to encourage attendance at events and participation in the class gift.
- Work with reunion staff to create and communicate important information to the entire class (via mail, email and social media).
- Lead committee meetings in person or via teleconference.
- Work with committee and staff to plan any class-specific events to be held on Reunion Weekend.
- Participate in class-specific regional events to build excitement leading up to the reunion.
- Write thank you notes.
- Inspire classmates by making a meaningful gift to Wofford in honor of the reunion.

Reunion Committee (30+ Volunteers)

Spearhead class giving campaign and attendance outreach through regular involvement with staff and classmates. Roles can be customized to leverage your time and network, such as:

- Work with co-chairs and reunion staff to identify and recruit key classmates to serve on committees, host events and participate in class gift.
- Contact classmates to encourage attendance at events and participation in the class gift.
- Attend committee meetings in person or via teleconference.
- Participate in class-specific regional events to build excitement leading up to the reunion.
- Help plan and organize class-specific events on Homecoming Weekend.
- Write thank you notes.
- Make a meaningful gift to Wofford in honor of the reunion.

The reunion co-chairs and the Reunion Office staff will set goals for each class. This year, each class will only have a participation goal. Goals will be based on class giving history, capacity, and past year’s participation levels. To achieve these goals each classmate will be asked to consider a gift in the form of a multi-year commitment or an outright donation.

Classes will be recognized for the highest numbers of members registered for the weekend, highest percentage of members registered for the weekend, highest dollars raised and highest class participation, though this year in 2020, again, we are focused only on increasing the participation. We believe that good natured competition among classes is positive and that it contributes to strong class unity, increase reunion attendance and increased giving to the college. All awards will be announced during Reunion Weekend.

Participation Goals for 2020 Reunion

			2020 Participation % Goal
1975	15%	16%	25%
1980	15%	11%	22%
1985	11%	7%	15%
1990	15%	9%	20%
1995	18%	17%	35%
2000	14%	13%	25%
2005	11%	9%	20%
2010	16%	14%	25%
2015	13%	11%	22%

The Solicitation Process

BEFORE BEGINNING YOUR SOLICITATION

Make your own commitment first.

You will be a more credible solicitor if you consider your own gift or pledge before asking anyone else for one. It is difficult to convince others to do something when you have not convinced yourself. Once you have made your own commitment and have thought about why Wofford is important to you and deserving of your alumni support, you can use this reasoning with others.

<https://advance.wofford.edu/portal/reunion>

Read your volunteer training manual.

Please read through the volunteer manual, even if you have fundraised for Wofford before. Learn about the reunion giving effort, giving opportunities, the college's financial picture and the need for financial support.

Select your reunion assignments.

During our initial committee Zoom conference call you will be asked to select your reunion assignments. Please select 20 to 25 classmates you would like to contact. Your reunion staff member can provide you with a list of classmates to review.

Think about the classmates you have chosen.

What might they remember fondly from their days at Wofford? What information will be compelling to them in terms of giving to Wofford? How might they be persuaded to stretch and consider making a larger gift or pledge than they have in the past?

DURING THE SOLICITATION

Do your best to reach out personally to each of your assigned classmates. Although you could leave a message asking him or her to make a gift, this approach might circumvent the personal connections between you and your classmate. If you have tried several times to call someone, drop a note, leave a message or send an email asking that they call you back.

Establish rapport.

Establish rapport and build on past connections and activities. Thank the donor for his or her past support. Enjoy the chance to have a conversation with someone you know well or not so well about a place and time you both know well.

Explain your mission.

Tell your classmates that you are a reunion committee volunteer and are making a number of personal solicitations to help the class renew its support for Wofford. Emphasize the fact that reunions are important milestones and a great time for celebrating and renewing Wofford ties.

For example:

- In honor of our reunion, we hope to make a financial gift to Wofford.
- Wofford sees each gift, no matter what size, as a vote of support and we want Wofford to know that our class supports the college's efforts in undergraduate education.

Make the case for support.

Gifts to all areas of Wofford count toward class reunion totals. Encourage your classmate to support an area that is personally meaningful to them. Gifts can be designated to multiple areas of Wofford such as The Wofford Fund, the Terrier Club and class endowed scholarships. For a full list of giving opportunities see page 12. Above all, be enthusiastic and positive. Talk about why you give and why you are a volunteer.

Remember to listen.

Give the alumnus a chance to consider your request, ask questions and provide feedback. If you are asked a question that you cannot answer, it is fine to say you will look into the matter and get an answer.

Closing the gift:

YES: If a classmate agrees to support Wofford, there are several ways to confirm the gift:

- Ask the donor to confirm the amount, designation and payment schedule of the gift or pledge in an email and forward it to your reunion staff member to process it.
- Direct them to give online by following up with an email that summarizes your call and provides the online giving link. <https://advance.wofford.edu/portal/reunion>
- Accept a verbal pledge and relay the amount and designation to your reunion staff member, who will follow up officially and process the gift or pledge.
- Donors can make a pledge or a gift by completing and returning the pledge form they received in the mail, or by printing it here: [LINK]
- If classmate is not comfortable discussing specific gift information with you, offer to have a reunion staff member contact them to discuss the personal situation in confidence.

MAYBE: It is not unusual for someone to want time to think carefully before committing to a gift. Agree on the follow-up and ask whether you can call again in a week or two.

NO: Thank the classmate for their time and consideration and express the hope that they will consider a gift at another point in time.

After your Solicitations:

Update your Reunion Call Report Record with progress and results.

Send a thank you.

No matter what the response, please consider sending a personal thank you note or email.

Keep discussions confidential.

Making a charitable gift is a personal decision and may involve discussion of a classmate's financial situation. It is essential that we treat sensitive information with respect.

A note about other callers:

We have tried our best to remove reunion individuals from all other college solicitations. If a classmate already has been called by a development officer or student, simply thank them for their support and remind them that they have contributed to the class total.

Reunion Giving Effort

Reunions affirm that the Wofford experience endures for a lifetime, and while buildings may change, the values of Wofford remain constant.

Bringing classmates back together helps connect alumni to their philanthropic passions and inspires many to give a gift that enhances learning through new initiatives, recruits faculty at the top of their fields and launches innovative programs that encourage global perspectives and lifelong learning.

The reunion giving effort is composed of two aspects: total dollars contributed and class participation. It is comprehensive in that any gift made to any area of Wofford by reunion alumni between January and December 2020 will count as a reunion gift toward the class totals. Annual gifts, planned gifts, endowment gifts and capital gifts all count toward the reunion gift total.

The reunion class gift celebrates the entirety of each class' philanthropy to the college during their respective milestone year. We encourage our reunion year alumni to make their contributions before returning to campus for Reunion Weekend. The reunion class gift includes the following:

- **All dollars:** The celebration of all contributions to the college received in the current fiscal year (Jan. 1, 2020-Dec. 31, 2020) allows classmates to support the college priority of their choice.
- **All multiyear commitments:** A five-year pledge is a popular option for alumni who know they will continue to support the college each year. The total value of the pledge will be calculated toward the reunion class gift. Multiyear commitments allow the college to anticipate future funding and save resources on solicitations to our alumni.
- **Newly documented planned gifts (beginning at the 40th reunion):** For alumni who include Wofford in their wills, name Wofford as a beneficiary of their life insurance or retirement plan or set up a gift annuity or charitable trust for Wofford, any good faith estimates of future support for the college that has been documented since their last reunion will be celebrated. For the 50th reunion, all documented planned gifts will be included.

Gifting Opportunities

The Wofford College of tomorrow will be even better than the Wofford College of today because of your investment in the college, supporting it as a nationally recognized liberal arts institution.

We encourage members of classes celebrating reunions during Homecoming to support the college with a financial gift. Our primary areas of focus are The Wofford Fund, the Terrier Club for athletics scholarships and our class endowed scholarships, but if you prefer to designate your gift elsewhere, that is certainly fine. If your employer has a matching gift program, please secure those funds. Pledges may be paid over a five-year period and the total value of your pledge will go towards your class reunion totals.

The Wofford Fund

The Wofford Fund fills the gap where tuition dollars and endowment funds begin. It touches everyone and everything on campus — scholarships, research and professional development opportunities as well as academic, student life and the physical campus needs.

Terrier Club/Athletics Scholarships

We can be game-changers by supporting the champions of today as they become the leaders of tomorrow. Supporting Wofford athletics allows the Terriers to excel on the fields, the courts and in the arenas while also in the classroom, in the community and in the world.

Class Endowed Scholarship

One of Wofford College's highest priorities is attracting the best and brightest students and securing their access to a Wofford education. Nearly every Wofford student receives some type of financial assistance. With the rising costs of education, students use the amount of financial aid available to them as a determining factor in choosing a college. Scholarship support ensures that Wofford remains competitive.

An endowed scholarship is a way for Wofford alumni to leave behind a lasting impact, one that gives future students the opportunity to succeed. The class scholarship is special because it is for students from students.

Click [here](#) for the link to the online giving form.

Click [here](#) to download and print a pledge form.

Here is information on the endowed scholarship funds of each class celebrating reunions this year:

The Class of 1970 Endowed Scholarship Fund has received \$18,016.66 in gifts and the current balance is \$50,205.61. The scholarship recipient for the 2019-2020 academic year is Michael Wynne, a junior from Marietta, Georgia.

The Class of 1975 Endowed Scholarship Fund has received \$1,525.00 in gifts and the current balance is \$23,601.16. The scholarship recipient for the 2019-2020 academic year is Edward Rainey, a sophomore from Greenville, South Carolina.

The Class of 1980 Endowed Scholarship Fund has received \$17,085.99 in gifts and the current balance is \$44,895.63. The scholarship recipient for the 2019-2020 academic year is Carolina Hughes, a sophomore from Conway, South Carolina.

The Class of 1985 Endowed Scholarship Fund has received \$8,894.25 in gifts and the current balance is \$25,535.20. The scholarship recipient for the 2019-2020 academic year is Jack Strausbaugh, a junior from Greenville, South Carolina.

The Class of 1990 Talmage B. Skinner Jr. 1956 Endowed Scholarship Fund has received \$15,917.29 in gifts and the current balance is \$35,925. The scholarship recipient for the 2019-2020 academic year is Matthew Copeland, a sophomore from Knoxville, Tennessee.

The Class of 1995 Endowed Scholarship Fund has received \$6,366.05 in gifts and the current balance is \$17,938.04. The scholarship recipient for the 2019-2020 academic year is Jerrod Gervasi, a freshman from Charlotte, North Carolina.

The Class of 2000 Endowed Scholarship Fund has received \$7,123.00 in gifts and the current balance is \$22,379.45. The fund needs \$2,620.55 in additional gifts to be awarded to a student in the next academic year.

Recognition

Each year Wofford relies on charitable contributions of alumni to sustain its programs. Donors provide gifts that fuel day to day operations, endowment gifts that generate funds in perpetuity and planned gifts for the future benefit of students and faculty. Please note that to be listed in one of these groups, a donor has to give that amount in one year. Though the total amount of a multiyear pledge will count toward reunion totals, giving societies are determined by the one-year donation.

Giving Levels

Partner	\$1.00 - \$249.00
Ambassador	\$250.00 - \$499.00
Patron	\$500.00 - \$999.00
Pacesetter	\$1000.00 - \$1,499.00
President’s Circle	\$1,500.00- \$2,499.00
Collegiate Circle	\$2,500.00 - \$4,999.00
Trustee’s Circle	\$5,000.00 - \$9,999.00
Founder’s Circle	\$10,000.00 - \$24,999.00
Cornerstone Circle	\$25,000.00 - \$49,999.00
Bell Tower Circle	\$50,000.00 - \$99,999.00
Old Main Fellow	\$100,000.00 +

Special Giving Societies

Great Oaks Society

Celebrating The Wofford Fund leadership donors.

Loyal Terrier Society

Celebrating Wofford’s most loyal donors.

Benjamin Wofford Society

Celebrating donors who have included Wofford in their estate plans.

Funding a Gift

Checks

Checks should be made payable to Wofford College and mailed to:

Wofford College

Office of Advancement - Reunion Gift
429 N. Church St.
Spartanburg, SC 29303

Credit Cards

Credit card gifts may be made online or by calling the advancement office at 864-597-4200. Please note that it is a reunion gift.

Matching Gifts

Many companies will match your gifts to Wofford, thereby doubling or sometimes tripling your contribution. For most companies, you would find a very simple form in your HR office. You should return that form when you make your gift. To see whether you work for a matching gift company, visit our company search website at wofford.edu/advancement/give-to-wofford/matching-gifts.

Bank Drafts

To set up an automatic monthly draft of your checking account, please complete and print this bank draft form and mail it, along with a voided check, to Wofford College Office of Advancement.

Stock Gifts

Stock Gifts provide attractive tax advantages; capital gains taxes are avoided and the full market value of the stock can be tax deductible. Please alert Lisa Goings at 864-597-4210 or goingsle@wofford.edu before the transfer so we can make arrangements with the broker to receive the stock.

Wire Transfer

For complete wire transfer instructions and to assure proper crediting and distribution of your gift, please contact Lisa Goings at 864-597-4210 or goingsle@wofford.edu.

Payroll Deduction

Wofford faculty and staff may give by payroll deduction. Please contact Lisa Goings at 864-597-4210 or goingsle@wofford.edu.

Reunion Awards

This year on Saturday of homecoming, we will be awarding four awards to the reunion classes. Though not named yet, the four awards are as follows:

1. **Reunion Trophy** – Presented to the class with the greatest numbers of members registered for the weekend.
2. **Reunion Bowl** – Presented to the class with the highest percentage of members registered for the weekend.
3. **Wofford Cup** – Presented to the class with the largest \$\$ of gifts (this will include five-year pledge amounts).
4. **Participation Trophy** – Presented to the class with the highest percent of members participating to the Reunion Gift.

Making a pledge

On the volunteer resource page, we have included a downloadable pledge sheet for you or your classmate to complete and return to:

Wofford College

Office of Advancement - Reunion Gift
429 N. Church St.
Spartanburg, SC 29303

[Or, you can find an online pledge form here.](#)

Click [here](#) for the link to the online giving form.

On the volunteer resource page, there is a link to a [Reunion Call Report Page](#). Please use this form to record any contact record updates from an email or phone call that you have with your classmates. In the comments section, please record any notes - good or bad - that may be helpful to our office as we contact the individual in the future.

Links to find out more about Wofford

[Issues of Conquer and Prevail](#)

[Alumni Resources](#)

[In case you missed the Virtual Townhalls](#)

