On behalf of Wofford College, thank you for agreeing to serve on your Class Reunion Committee. Reunions at Wofford are occasions for reconnecting with old friends, celebrating your undergraduate years and supporting the advancement of Wofford for the next decade. We hope the information you find in this volunteer manual provides you with the tools to be knowledgeable about the current state of Wofford College.

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

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
Email: yarbroughev@wofford.edu
REUNION OVERVIEW ................................................................................................................................. 5
2020 - 2021 REUNION GIVING TIMELINE .................................................................................................. 6
2021 REUNION SCHEDULE AT A GLANCE .................................................................................................... 8
VOLUNTEER RESPONSIBILITIES .................................................................................................................. 10
  What is Expected of Reunion Committee Volunteers? ........................................................................... 10

WE WILL HOST THREE VIRTUAL TRAINING WORKSHOPS IN MAY. (THEY WILL BERecorded.)
IT'S A WONDERFUL WAY TO MEET YOUR FELLOW VOLUNTEERS, STRATEGIZE AND HAVE A
MINI-REUNION BEFORE THE BIG WEEKEND! .......................................................................................... 10

GIVING INFORMATION ............................................................................................................................... 12
REUNION GIFTS ............................................................................................................................................ 12
  What counts as a Reunion gift? .................................................................................................................. 12
  Is there a class-specific gift? ....................................................................................................................... 12
  How do I ask my classmates to make a gift? ............................................................................................... 12
  Reunion Pledges ........................................................................................................................................ 12
  Future Support Gifts ................................................................................................................................. 12
REUNION CLASS GIVING OPTIONS .............................................................................................................. 13
  Wofford Fund ........................................................................................................................................... 13
  Terrier Club: Athletics Scholarships ......................................................................................................... 13
  Class Endowed Scholarship ...................................................................................................................... 13
REUNION GIVING GOALS ............................................................................................................................ 14
PARTICIPATION GOALS FOR 2021 REUNION CLASSES ........................................................................ 15
THE SOLICITATION PROCESS ....................................................................................................................... 15
  Before Beginning Your Solicitation ........................................................................................................ 15
  During the Solicitation ................................................................................................................................ 16
  After Solicitation ......................................................................................................................................... 17
FUNDING A GIFT ............................................................................................................................................. 18
  Checks......................................................................................................................................................... 18
  Online ......................................................................................................................................................... 18
  Matching Gifts ........................................................................................................................................... 18
REUNION AWARDS ....................................................................................................................................... 19
GIVING MYTHS ............................................................................................................................................... 20
  Myth: Tuition covers the full cost of a Wofford education........................................................................ 20
  Myth: My money won't be used in the way that I intended. .................................................................... 20
  Myth: Wofford has a large endowment and doesn't need my donation. ................................................. 20
  Myth: A small gift to the Wofford Fund doesn't make a difference. ......................................................... 21
  Myth: I am not rich, giving $5 does not matter. ....................................................................................... 21
OVERCOMING OBJECTIONS .......................................................................................................................... 22
CALL REPORT FORM ...................................................................................................................................... 23
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. And of course, there will be a party or two!

The reunions program is designed for alumni to celebrate their 5th to 50th Reunions. The 50th Reunion will gather in September, while the 5th through the 45th reunion classes celebrate in the fall during Homecoming Weekend.

The Reunion Office within the Advancement Office 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.
January
- Giving year begins Jan. 1
- Begin recruiting committee chairs and co-chairs

February
- Finalize co-chairs for each class
- First co-chair conference call
- Distribute class rosters
- Co-chairs determine list of potential committee members

March
- First co-chair conference call
  - Distribute class rosters
  - Determine campaign focus
  - Draft letter from co-chairs distributed
  - Set class participation goals
- Co-chairs determine list of potential committee members
- Co-chairs solicit committee members
- Launch Facebook groups

April
- Website updated
- Committee representatives confirmed
- Letter from co-chairs finalized

May
- Zoom meeting training sessions for each committee
- Distribute training materials
- Committee members begin solicitations
- Co-chairs make pledge by May 15

June
- Committee member conference call
- Continue committee calls to classmates
- Committee members make a pledge by June 30
- Save-the-date email goes out
- Mail registration information packets

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

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

November
- Final Honor Roll draft released
FRIDAY, OCT. 15
1 – 5 p.m.
Homecoming registration in Alumni Office
Classes without quizzes
Black Alumni Summit
Tours of campus
Golf outings
Student research presentations
4 p.m.
Family/student carnival
6 – 8 p.m.
50 Year Club Dinner at Piedmont Club
Reunion class parties for classes ending in -0, -1, -5 and -6
8 – 10 p.m.
All Alumni Party (Benjamin Johnson Arena)

SATURDAY, OCT. 16
8 – 9 a.m.
Alumni Breakfast
9 – 10 a.m.
Alumni Service Awards
Tours of campus
10 a.m. – Noon
All Alumni Tailgate
• Class Tailgates
• Affinity Group Tailgates
1 p.m.
UTC vs. Wofford Football
Post-game events
RJ Rockers
Fr8yard
7 p.m.
Arts Showcase (RSRCA)

SUNDAY, OCT. 17
8 – 10 a.m.
Send-off Breakfast – Come grab something to eat before you leave Spartanburg.
Reunion giving committees reflect individuals who have demonstrated a love for Wofford College by staying engaged with the college as well as people who have consistently made financial contributions to better the future of Wofford.

The giving committees are responsible for encouraging classmates to come back to Wofford for Homecoming Weekend to celebrate their class reunion and to support the college by giving back to an area that is meaningful to them. Giving committee volunteers work throughout the year to successfully help their class achieve and exceed fundraising and giving goals.

What is Expected of Reunion Committee Volunteers?

MAKE A REUNION GIFT
Make a personal gift or a 5-year pledge to any area of the college and consider a leadership-level gift. Committee members are asked to document their gift/pledge by June 15, 2021.

ATTEND THE VIRTUAL VOLUNTEER TRAINING WORKSHOPS
We will host three virtual training workshops in May. (They will be recorded.) It’s a wonderful way to meet your fellow volunteers, strategize and have a mini-reunion before the big weekend!

RECRUIT COMMITTEE MEMBERS
Work with reunion staff to come up with individuals representing various affinity groups on campus that would make awesome volunteers. Reach out to them and solicit them to be on the reunion committee.

REACH OUT TO CLASSMATES
Work with reunion giving officers to pair with the classmates that you wish to contact. Select your classmates and use our email templates and talking points to make the outreach process seamless. Contact peers three to four times throughout the summer and fall. When a classmate makes a gift, simply thank them for their generosity and encourage them to attend the reunion.

LEND YOUR NAME TO THE GENERAL FUNDRAISING EFFORT
Your name will be included on our website. Lending your name creates a point of connection and will encourage your classmates to come back and give back. The names of all giving committee members will be listed on the reunion giving class website. Your name will also be included in various class-specific information.

Your committee co-chairs and your designated reunion giving officer will update you throughout the year about the reunion giving effort. We will provide you with class lists, donor lists, templates, talking points and other reports as needed. Email will be used as much as possible, and reunion giving officers will be respectful of your time by providing you with materials to help you be a successful volunteer.

BRAINSTORM IDEAS FOR CLASS PARTY
As part of the committee, you will be given a chance to weigh in on the social aspects of reunion weekend. Whether it’s a class cocktail party Friday evening or a tailgating event before the game on Saturday, we want you to come up with creative ideas to reunite your classmates.

ATTEND WOFFORD REUNION WEEKEND (OCT. 15 – 17, 2021)
Enjoy the results of your hard work and reconnect with the college, old friends and former classmates.
Reunion Gifts

What counts as a Reunion gift?
Gifts made to any area of the college in your reunion year (between Jan. 1, 2021 and Dec. 31, 2021) will automatically be included in the class totals. This includes gifts to annual and endowed funds, capital projects, employer matching and pledges over the next five years.

Is there a class-specific gift?
There is not a class-specific gift to one project area. We have found that alumni are most generous when given the opportunity to support areas that are most meaningful to them. However, some committee members have found it easier to ask for money for a specific cause. Most classes are soliciting on behalf of their class endowed scholarship.

How do I ask my classmates to make a gift?
Take a moment to think about why Wofford College is important to you and deserving of your financial support before making your own commitment, and then tap into this passion to convince others to do the same. Please make your gift or pledge before June 15, 2021. If you would like information about a particular area, please reach out to your reunion giving officer for a confidential conversation.

Reunion Pledges
Committee members are encouraged to make a five-year pledge and are asked to encourage their classmates to do the same. Five-year pledges initiated in your reunion year will count in full. For example, a pledge of $1,000 per year for five years will result in a reunion commitment of $5,000. The entire $5,000 will count toward the class giving total, and the pledge payments will help sustain the college until your next reunion.

Future Support Gifts
A growing number of alumni are choosing to support Wofford through financial and estate planning. These types of gifts are counted in the class giving totals if documented.
Reunion Class Giving Options
In 2021, reunion classes have three suggested options to designate their gifts.

Wofford Fund
Before we can educate a student, we must first provide him/her with fundamental educational needs: scholarships and financial assistance that reward achievement and help make Wofford College affordable, top faculty who provide for a rigorous learning environment, a safe and active student lifestyle that completes the Wofford experience and unrestricted resources that ensure the long-term care of new, state-of-the-art facilities. Gifts to all areas of the college will count towards your reunion gift totals.

Terrier Club: Athletics Scholarships
The Terrier Club is responsible for funding student-athlete scholarships at Wofford College.

A strong endowment is an important indicator of a college’s financial stability. Because the actual cost of a Wofford education exceeds the amount that can be provided by tuition alone, the difference must be made up from other sources, including philanthropic gifts from alumni and other friends. Earnings from endowed scholarships provide vital financial support to deserving students. The availability of scholarships to support students allows Wofford to offer admissions to the most competitive applicants, as well as students with special interests and needs.

Class Endowed Scholarship
Last year, the classes ending in ’00 and ’05 felt as though it would be easier to ask for a gift to a specific class endowed scholarship. Some classes, listed below, already have class endowed scholarships. Others may choose to create one. This will be discussed in our first virtual meeting in May.

The Class of 1976 Endowed Scholarship Fund has received $275 in gifts and the current balance is $20,491.35. The scholarship recipient for the 2020-2021 academic year is Alaina Broomall.

The Class of 1981 Endowed Scholarship Fund has received $8,135.99 in gifts and the current balance is $29,850.54. The scholarship recipient for the 2020-2021 academic year is Bailey Jourdan.

The Class of 1986 Endowed Scholarship Fund has received $2,336 in gifts and the current balance is $17,841.49. The scholarship recipient for the 2020-2021 academic year is Cameron Carsten.

The Class of 1991 Endowed Scholarship Fund has received $7,695 in gifts and the current balance is $24,539.28. The scholarship recipient for the 2020-2021 academic year is Lawson Giles.

The Class of 1996 Endowed Scholarship Fund has received $4,475 in gifts and the current balance is $23,522.84. The scholarship is building and will be awarded when the balance reaches $25,000.

The Class of 2001 Endowed Scholarship Fund has received $8,315 in gifts and the current balance is $23,534.45. The scholarship is building and will be awarded when the balance reaches $25,000.

The Class of 2006 Endowed Scholarship Fund was set up in 2021. The scholarship is building and will be awarded when the balance reaches $50,000.

The Class of 2011 Endowed Scholarship Fund was set up in 2011 and the current balance is $11,935.31. The scholarship is building and will be awarded when the balance reaches $25,000.

The Class of 2016 Endowed Scholarship Fund was set up in 2021. The scholarship is building and will be awarded when the balance reaches $50,000.
Reunion Giving Goals

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 dollars raised and highest-class participation, though this year, again, we are only focused on increasing the participation percentage. 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 2021 REUNION CLASSES

<table>
<thead>
<tr>
<th>Class Year</th>
<th>2019 Participation %</th>
<th>2020 Participation %</th>
<th>2021 Participation % Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>1976</td>
<td>14%</td>
<td>11%</td>
<td>17%</td>
</tr>
<tr>
<td>1981</td>
<td>18%</td>
<td>12%</td>
<td>18%</td>
</tr>
<tr>
<td>1986</td>
<td>12%</td>
<td>7%</td>
<td>12%</td>
</tr>
<tr>
<td>1991</td>
<td>16%</td>
<td>13%</td>
<td>17%</td>
</tr>
<tr>
<td>1996</td>
<td>20%</td>
<td>12%</td>
<td>22%</td>
</tr>
<tr>
<td>2001</td>
<td>17%</td>
<td>11%</td>
<td>11%</td>
</tr>
<tr>
<td>2006</td>
<td>9%</td>
<td>9%</td>
<td>10%</td>
</tr>
<tr>
<td>2011</td>
<td>11%</td>
<td>8%</td>
<td>14%</td>
</tr>
<tr>
<td>2016</td>
<td>10%</td>
<td>7%</td>
<td>14%</td>
</tr>
</tbody>
</table>
The Solicitation Process

BEFORE BEGINNING YOUR SOLICITATION

Make your own commitment first
You will be a more credible solicitor if you consider you 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.

Read your Volunteer Training Manual
Please read through the volunteer manual—even if you have raised funds for Wofford before. Learn about the reunion giving effort, giving opportunities and the college’s financial picture and the need for financial support.

Select your Reunion Assignments
At the May Zoom conference call, you will be asked to select your reunion assignments. Please select [20 - 25] classmates that 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 personally reach out 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; 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 that reunions are important milestones and a great time for celebrating and renewing Wofford ties.

For example:
• In honor of our reunion, we are hoping 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 Wofford’s efforts in undergraduate education.
Make the case for support
Gifts to all areas of Wofford count toward class reunion totals. Encourage your classmates to support and 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 Endowments. Find a full list of giving opportunities on page. 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.
- Say thank you and ask if he/she is comfortable discussing the specifics with you. Determine how much they would like to give and where they would like to direct their support. Forward this information to your reunion giving officer to process.
- Direct them to give online by providing the link: wofford.edu/give2021.
- Accept a verbal pledge and relay the amount and designation to your reunion giving officer, who will then follow up to officially document the gift or pledge.
- Alumni can mail in a gift or pledge by completing and returning the college’s pledge form. The reunion giving pledge form will be available to you. Alternatively, it can be printed from our website.
- If a classmate is not comfortable discussing the specific gift information with you, offer to have a reunion giving officer contact them to discuss their personal situation in confidence.

MAYBE. It is not unusual for someone to want to think carefully before committing to a gift. Ask if you can contact them in a week or two to follow up.

NO. Thank the classmate for their time and consideration. Encourage them to attend the reunion in October.

AFTER SOLICITATION

After contacting classmates
Update your reunion giving officer with progress and results by entering your notes into the Reunion Call Report found here: wofford.edu/reunioncallreport. If you would rather send in a PDF report, you may use the one at the end of this handbook. Remember you will need your ID number and the individual’s ID number.

Thank-you note
No matter what the response, please consider sending a personal thank-you note or email and encourage attendance at the reunion. A thank-you note template will be available for your use on the reunion website.

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
Development officers travel around the United States to make a special effort to engage our alumni who will
be celebrating reunions. They facilitate gift discussions. Student callers will call former donors throughout the year. If a classmate has already 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 Awards

Four awards will be given to reunion classes on Saturday during Reunion Weekend. Though not named yet, the four awards are as follows:

**Reunion Trophy** – Presented to the class with the greatest number of members registered for the weekend.

**Reunion Bowl** – Presented to the class with the highest percentage of members registered for the weekend.

**Wofford Cup** – Presented to the class with the largest amount of financial gifts (this will include five-year pledge amounts).

**Participation Trophy** – Presented to the class with the highest percentage of members participating to the reunion gift.
Giving Myths

**Myth:** Tuition covers the full cost of a Wofford education.

**Reality:** The college’s tuition revenue does not cover the full expenses of a Wofford education; therefore, funding must come from other sources. Gifts to the Wofford Fund help cover some of the cost that remains beyond tuition and endowment payouts. The Wofford Fund contributes millions in funding toward scholarships and graduate fellowships, helping bridge the gap between tuition, endowment earnings and financial need.

**Myth:** My money won’t be used in the way that I intended.

**Reality:** Wofford College is committed to compliance with donor intent and efficient use of funds. We have staff dedicated to ensuring that your gifts are used as you have specified.

Many young alumni give to the Wofford Fund because it supports areas that people are passionate about, such as scholarships, faculty support, study abroad and many other aspects of the undergraduate experience—both inside and outside of the classroom. Others may want to designate their gift for a specific program that they feel connected to or for athletics. Your gift helps current Wofford students while increasing the value of your degree. Wofford’s sustained excellence would not be possible without donors like you.

**Myth:** Wofford has a large endowment and doesn’t need my donation.

**Reality:** The college’s endowment received a huge boost in February 2021 when Jerome J. Richardson ’59 made a $150 million donation to it. The donation makes Wofford more competitive with its peers, but we are still well below the endowments of some of our benchmark colleges. Within the next five years, endowment earnings are expected to cover 15 to 17% of the college’s annual operating budget. Mr. Richardson’s endowment gift also is restricted for specific purposes. The college has other needs not addressed by this gift, which gives donors the freedom to dream big in terms of making an impact on the college that is meaningful to them.

While the endowment is extremely important to Wofford’s long-term health, annual gifts to unrestricted current-use funds like the Wofford Fund play a major role in keeping the Wofford experience unique and fulfilling. The Wofford Fund supports operating dollars for scholarships, student experiences, student and faculty research and much more.
Myth: A small gift to the Wofford Fund doesn’t make a difference.
Reality: The impact that every gift has on the Wofford Fund is enormous. In the 2020 calendar year, gifts of $100 or less totaled $220,959. Every gift to the Wofford Fund has an incredible impact on campus. Wofford Fund gifts, altogether, total millions of dollars each year. The gifts immediately support what is needed most: scholarships, fellowships, classroom technology, research, teaching and more.

Myth: I am not rich, giving $5 does not matter.
Reality: Participation is an important part of giving. When alumni give, their gift counts towards Wofford’s official giving participation rate, which means that young alumni like you improve Wofford’s national rankings and increase our ability to earn grants that depend on community support. Participation also measures alumni satisfaction and engagement. Your gift shows your loyalty and confidence in Wofford, which increases the value of your degree.

Furthermore, smaller gifts made through pledges really do add up. You can start a recurring gift payment here that allows you to give a monthly gift. When alumni give as little as $5 a month, that’s $60 a year. Today’s philanthropic gifts are an investment in the achievements of future alumni.

Additionally, money given out for scholarships comes from donors like you. Many alumni know the pressure of loans. Donating to scholarships helps alleviate a little bit of that pressure for an incoming student. Vote with your dollar and let Wofford know how much its alumni value financial aid programs.
Overcoming Objections

No matter what the outcome of your call, remember that just by calling your classmates you are strengthening the bond between the individual and Wofford College.

You likely will hear some sort of objection. Here are tips on handling those objections.

Objection: I cannot afford to give right now.

Answer: Positive reason, such as buying a new house, having a new baby, just retiring:
· Offer your congratulations. Remember that this is about making a connection.
· Remind them, again, that every gift is important. (Foundations review the alumni participation rate when they consider giving to Wofford.)
· Tell them that others in their situation have chosen to give a lower amount. Again, it is the participation we are looking for. Ask, “Is there another level that would work better for you?”

Negative reason, such as job loss or death in the family:
· Validate what they are going through and empathize with the situation.
· Remind them that every dollar helps and ask them to consider giving something when things get better.

Objection: The amount I give is so small, I know it won’t help much.

Answer: Every gift to the college is important and, collectively, alumni support makes a significant impact.

Corporations and foundations consider alumni participation – by the number or percentage of alumni participating – in their grant-making decisions. These grants are extremely important to the college to provide teaching and learning support for faculty and students.

U.S. News and World Report uses alumni participation as an important factor when ranking colleges and universities, which can be key for prospective student and their families when selecting where to attend. A gift of any size will increase our rankings, thus strengthening Wofford as a whole.

Objection: I had a bad experience while at Wofford.

Answer: Listen to their complaint and validate it with empathy, responding with: “I am sorry to hear that. Can you tell me more about it?”

Always keep your own experience positive when speaking about Wofford.

Ask whether they have joined their regional club or attended any event at Wofford since graduating, noting that they may be surprised at how much positive change has happened since they were here.

Talk about positive experiences you have had since graduation through reconnecting and engaging with Wofford and other alumni.

Objection: I am all tapped out. I give my money to other charities.

Answer: Empathize with them, saying, “We understand. We want you to know that you decide the amount you would give to Wofford. No amount is too small. Participation is important. Even small donations make a huge difference for Wofford’s students.” Regarding giving to other charities or groups, respond, “We know there are many great causes out there. Perhaps you could shift even a small amount to Wofford, which would make a huge impact for current and future students.” (Note: Do not use “but” in your response, such as “We know there are many great causes out there, BUT ...”). It gives a negative vibe to the conversation. Rely on positive, affirmative statements.)
Class Facebook group ideas

**Goals:** Engage alumni through class Facebook groups in a creative, interactive and beneficial way.

What can volunteers do?: Join the Facebook group for your class year.

**Goals:** Weekly posts to the groups, with specialized posts for each of the classes in a reunion year.

What can volunteers do?: Participate each week with the posts on your class page by liking, commenting and posting your own content.

**Goals:** Increase the number of members per group and use it as a platform to increase the number of alumni serving as partners, advocates and investors.

What can volunteers do?: Encourage other friends and classmates to join the page and engage with the posts.

**IDEAS FOR FUN POSTS:**

#VolunteerOfTheWeek
- Class reunion years post bi-weekly with the senior photo of a reunion volunteer and a life update on what they have accomplished since leaving Wofford as well as what they are excited about for the upcoming reunion. You also could include a current photo or family photo. (The yearbook photo will help classmates remember the volunteers by putting a face to a name.)

Three questions you could ask:
- What have you been up to since graduating from Wofford?
- What would you like classmates to know about you?
- Why are you excited about your ____ reunion?

#ThrowbackThursday #TBT
- On Thursdays, post a photo from each class year (reunion or not) and open the floor to those in the group to post a photo of themselves or others.
- The goal is to help the groups to be more personalized and generate engagement and interaction among the alumni.
- These will be all Facebook groups from 1970 through 2015.
- Throwback photos can be accessed through the yearbooks.

#WoffordWednesday
- This could be a post that brags about Wofford, such as an athletics win or another national ranking. It could be something great happening on campus, a powerful Wofford Today article or a post encouraging group members to post wearing their Wofford gear.

#TriviaTuesday
- Ask a question with a poll that gets people engaged and talking. This can be specific to the class or general to all.

Examples include:
- What is the current undergraduate population at Wofford?
- Wofford athletics questions, such as which team was the first to win its conference or a championship?
Tips for successful reunion fundraising

1. Make your own gift first. People are more convinced if you have made your commitment before asking for theirs.

2. Be prepared. Review the Volunteer Manual and Wofford Information sheet so you know as much as you can before your call.

3. Even if you are on the phone – SMILE! You will be amazed how the smile changes your tone.

4. Stand up when you speak. You will sound more energetic that way.

5. Connect. Reintroduce yourself, if you need to, and start a casual conversation. Then move into why you are calling.

6. Practice your talking points.

7. Personalize the conversation. Talk about what Wofford College has meant to you and why it is important that you give back.

8. Stress the importance that every dollar helps.

9. Don’t forget that giving back helps both students and alumni. It provides opportunities for current AND future students to have an enriched Wofford experience while strengthening the value of degrees from Wofford.

10. Stay positive – do not apologize for making an ask. Believe in what you are doing!

11. Review the How to Handle Objections document and be ready to counter their arguments.

12. Remember, the most important thing is reconnecting with your fellow classmates. No matter what the outcome of the call, your efforts help strengthen the relationship between your classmates and Wofford College.

13. Close, Close, Close. Ask them, “Can we count on you for ... ?”

14. Thank them on the call and follow up later with a thank you email or personal note.

15. Report your results via the online form.
Your ID Number:

Their ID Number:

Is their name information correct? Yes ___ No ____
Prefix ____________________________________________________________
First Name _________________________________________________________
Middle Name (Full Middle Name) _______________________________________
Last Name _________________________________________________________
Suffix _____________________________________________________________
Maiden Name (please re-enter even if it is the same as the middle or last name)
____________________________________________________________________
Preferred First Name
____________________________________________________________________

Is their contact information correct? Yes ___ No ____
Preferred Email Address _______________________________________________
Preferred Phone Number _______________________________________________
Mobile Phone Number _________________________________________________
Mailing Address ______________________________________________________

Is their Employer information correct? Yes ___ No ____
Employer ____________________________________________________________
Job Title _____________________________________________________________

Is their Spouse/partner information correct? Yes ___ No ____
Title ________________________________________________________________
First Name ___________________________________________________________
Middle Name _________________________________________________________
Last Name ___________________________________________________________
Preferred Name _______________________________________________________ 

Comments or concerns
____________________________________________________________________
____________________________________________________________________