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HAVERFORD

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# Class Volunteer Reference Manual

2007-2008

*Office: 610-896-1131 or 866-443-8442*

*Fax: 610-896-2976*

[www.haverford.edu](http://www.haverford.edu)

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## **Thank you for volunteering to be a class volunteer!**

The time you take to contact your classmates about the importance of supporting our College and to recognize their generosity sends the message that Haverford is a priority. Your leadership volunteer role is vital to Haverford's current and future success, and we are very grateful for your time and resources.

### **Message from the Annual Fund Chair:**

Dear Class Chairs:

I want to take this opportunity to thank you for your willingness and eagerness to volunteer on behalf of Haverford College. You have heard it before, but it needs repeating – Haverford depends on your hard work in order for the College to achieve and maintain its academic excellence.

I hope that you find this hand book valuable as you perform your class volunteer duties. The able staff at the College has identified the best practices and tips that should be of use to you. As some sections are likely to be more relevant than others, feel free to use this as a guide for your future volunteer efforts.

Again, on behalf of Haverford, thank you for your dedication and commitment.

Respectfully,

A handwritten signature in black ink, appearing to read "Robert M. Eisinger". The signature is written in a cursive style with a horizontal line above the name.

Robert M. Eisinger '87  
Chair, Haverford College Annual Fund

## Annual Giving Staff Contacts

Deb Wiediger Strecker  
Director of Annual Giving  
(Classes of 1950-1977)  
610-896-1129  
[dstrecke@haverford.edu](mailto:dstrecke@haverford.edu)

Michael Goetz  
Associate Director of Annual Giving  
(Classes of 1993-2007)  
610-896-2959  
[mgoetz@haverford.edu](mailto:mgoetz@haverford.edu)

Lisa Piraino  
Assistant Director of Annual Giving  
(Classes of 1978-1992)  
610-896-1132  
[lpiraino@haverford.edu](mailto:lpiraino@haverford.edu)

Eileen Haupt  
Assistant to the Director of Annual Giving  
610-896-1131  
[ehaupt@haverford.edu](mailto:ehaupt@haverford.edu)

## Responsibilities of a Class Volunteer

**1. Make your annual contribution early.**

Call us: 1-866-443-8442

Online: [www.haverford.edu/makeagift](http://www.haverford.edu/makeagift)

Mail: 370 Lancaster Avenue, Haverford, PA 19041

You can help lower the cost of mailings and phone calls by sending your gift today. You will also find it easier to ask others to give once you've done so yourself! Gifts received early in the year are put to immediate use to help Haverford students and also help the College conserve its resources.

**2. Ask your classmates to support the Haverford Fund.**

The solicitations you make to your classmates have an incredibly positive impact on the Haverford Fund results.

**3. Steward your loyal donors.**

We encourage you to write thank you notes to your class donors. You can track gifts using your on-line class giving report. Thank you cards and postage can be provided by the College.

**4. Pick up the phone and talk to your classmates.**

We encourage you to contact your classmates every year. Your phone calls and emails will both enhance class communication and boost annual fund participation. If you hear interesting stories that you'd like to share with the alumni magazine, please email Janine Beaman, Marketing and Communications Office Manager at [jbeaman@haverford.edu](mailto:jbeaman@haverford.edu), and copy your class annual giving staff representative.

**5. Keep us informed and updated.** Your contacts help to maintain the integrity of our database. Please email:

[devrec@haverford.edu](mailto:devrec@haverford.edu) with any changes to:

Addresses and/or Emails

Phone numbers

[ehaupt@haverford.edu](mailto:ehaupt@haverford.edu) with changes to:

Mail-codes (see mail-codes on page 6)

Salutations – full name or nicknames

[jbeaman@haverford.edu](mailto:jbeaman@haverford.edu) with information on:

News about your classmates

**MAIL-CODES:**

DE	<i>Deceased</i>
MI	<i>Missing:</i> no current good address, but research is being conducted to locate them. (If you/or a classmate know how to contact those listed as “MI”, please help us to update our records).
PL	<i>Permanently Lost:</i> missing for so long that the College has discontinued efforts to find them.
RQ	<i>Request No Contact:</i> alums that have asked not to be contacted by the College.
NM	<i>No Mail:</i> alums who do not wish to receive mail from Haverford.
NS	<i>Do Not Solicit:</i> Alums who do not wish to be solicited. They still receive publications and notifications from the College.
TS	<i>Temporarily Do Not Solicit:</i> For a specific reason the alum should not be solicited. This status is reviewed annually.

**It is extremely important to contact the annual giving office if you learn of any updates/changes. Please contact your assigned staff person or Eileen Haupt at 610-896-1131.**

**6. Coordinate Your Class Letter.**

You may choose to write a class letter to encourage gifts to the Haverford Fund. Email your letter to our office, and we will send it out with the appropriate attachments. Helpful tips on letter writing are included on page 28.

*\*Class letters may be done at your leisure from this year forward. There is no deadline for submissions, though we encourage you to submit your letters in the Fall (October/November).*

**7. Reunion Giving Program – 3’s & 8’s.**

During a reunion year, a committee is formed to plan both the social activities and the fundraising campaign. Volunteers typically play a major role in reunion planning by identifying classmates willing to participate in the reunion effort.

## The Importance of Annual Giving

The Haverford Fund helps provide **current unrestricted dollars** to the College. This money is used for operating budget support and benefits financial aid, student resources, and faculty salaries. Haverford has three primary sources of income: tuition and fees, endowment income, and gifts. Tuition and fees cover approximately 70% of the actual cost of educating each student per year. The Haverford Fund helps bridge the gap.

### Fiscal Year 2007-2008

#### Goal - \$4.2M and 53% Participation

The Haverford Fund works on a fiscal year calendar that begins on July 1, 2007 and ends on June 30, 2008. Our goal is to raise \$4.2M with 53% alumni participation during this 2007-2008 fiscal year. All gifts and pledges must be received by June 30, 2008 in order to count towards this year's class totals.

### An Historic Look at Haverford Fund Totals

<b>1997-1998</b>	<b>\$2,043,369</b>	<b>50%</b>
<b>1998-1999</b>	<b>\$2,121,246</b>	<b>48%</b>
<b>1999-2000</b>	<b>\$2,675,374</b>	<b>48%</b>
<b>2000-2001</b>	<b>\$3,050,977</b>	<b>50%</b>
<b>2001-2002</b>	<b>\$3,364,082</b>	<b>52%</b>
<b>2002-2003</b>	<b>\$3,588,926</b>	<b>54%</b>
<b>2003-2004</b>	<b>\$3,628,131</b>	<b>54%</b>
<b>2004-2005</b>	<b>\$3,999,596</b>	<b>49%</b>
<b>2005-2006</b>	<b>\$3,612,544</b>	<b>52%</b>
<b>2006-2007</b>	<b>\$4,207,877</b>	<b>52%</b>

**2006-2007  
Haverford Fund Awards**

Each year the College awards volunteers for achieving high participation rates within their classes. This year we are honoring the following classes with the 2006-2007 Haverford Fund Awards:

**Scarlet and Black Award – Class of 2002 with 52% Participation**

Awarded to the class with the highest percentage of participation among the ten most recent classes.

Class Chairs – Loftin Flowers and Rachel W. Melroy

**Founders Bell Award – Class of 1982 with 66% Participation**

Awarded to the class with the highest percentage of participation between the classes from the 10<sup>th</sup> to the 25<sup>th</sup> reunions.

Class Chairs - Robert M. Elwood & Samuel J.B. Angell

**Alumni Association Cup – Class of 1966 with 99% Participation**

Awarded to the class with the highest percentage participation between the classes from the 25<sup>th</sup> through the 50<sup>th</sup> reunions:

Class Chairs - A. Bob Baker  
Thomas H. Bonnell  
Lawrence C. Davis  
Charlotte Williams Lutton  
Michael McKeehan  
Ron Schwarz

**Barclay Tower Trophy – Class of 1957**

Awarded to the class with the highest average gift amount to the Annual Fund among classes celebrating the 50<sup>th</sup> through 60<sup>th</sup> reunions:

Class Chair - William L. Newmeyer, III

## Ways to Contribute to Haverford

Haverford accepts American Express, Visa and Master Card.

- On-line: [www.haverford.edu/makeagift](http://www.haverford.edu/makeagift)
- Phone: 1-866-443-8442
- Mail: Office of Annual Giving  
370 Lancaster Avenue, Haverford, PA 19041

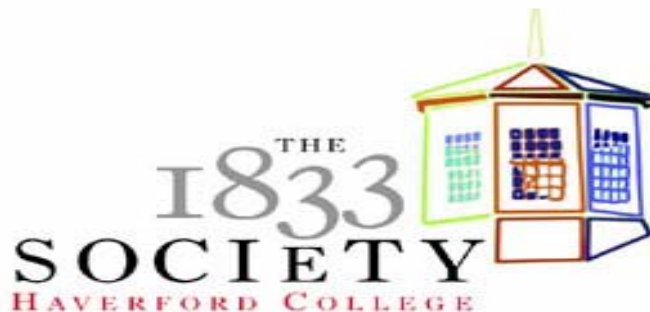
Gifts can also be made by stock transfer or wire transfer. Please call our office for details at 866-443-8442.

Planned gifts are also accepted. Questions about these gifts can be directed to Margaret Gindhart, Planned Giving Manager, at 610-896-1329.

The 1833 Society recognizes donors who make leadership level gifts to the Haverford Fund. See page 10 for more information.

## Reasons to Support the Haverford Fund

- **Cost of Education**  
Only 70% of the cost of educating each student is covered by the price of tuition and fees. The balance is made up of the support from alumni, parents, friends, corporations and foundations.
- **Participation**  
Every gift to the annual fund will count toward your class participation rate and the College's overall participation rate.
- **Immediate Need (Current Use)**  
Every dollar given to the annual fund is used immediately to support the priorities of Haverford College. These critical dollars support Haverford's financial aid policy of need blind admissions, faculty support, and student life.



The 1833 Society recognizes donors who make leadership level gifts to the Haverford Fund.

Chairman's Circle	\$100,000 +
Founders Circle	\$ 50,000 - \$99,999
Sesquicentennial Circle	\$ 25,000 - \$49,999
President's Circle	\$ 10,000 - \$24,999
Sharpless Circle	\$ 5,000 - \$ 9,999
College Circle	\$ 2,500 - \$ 4,999
Leadership Circle	\$ 1,833 - \$ 2,499
Lloyd Green (5-9 years out)	\$ 750 - \$ 1,832
Barclay Beach (1-4 years out)	\$ 250 - \$ 1,832

### Importance of Young Alumni Donors

Haverford's solicitable alumni population is just over 10,000 people. Fifty percent are under the age of 35 years old. For more information about the Young Alumni Program, please contact Michael Goetz at 610-896-2959 or at [mgoetz@haverford.edu](mailto:mgoetz@haverford.edu).

### Theoretical Uses for Haverford Fund Gifts

\$6.00	Safety glasses for Chemistry Lab
\$15.00	Track Spikes
\$22.00	Sheet music for musical performance
\$52.50	One bottle of hydrochloric acid
\$136.00	One year subscription to campus center newspaper
\$160.00	Customs week pamphlets
\$400.00	Writing Center student help for one month
\$5,000.00	Research database for the library
\$6,755.00	Spectrometer for Chemistry research

The following four graphs show additional information about the impact each gift – and each donor – has on the College’s bottom line.

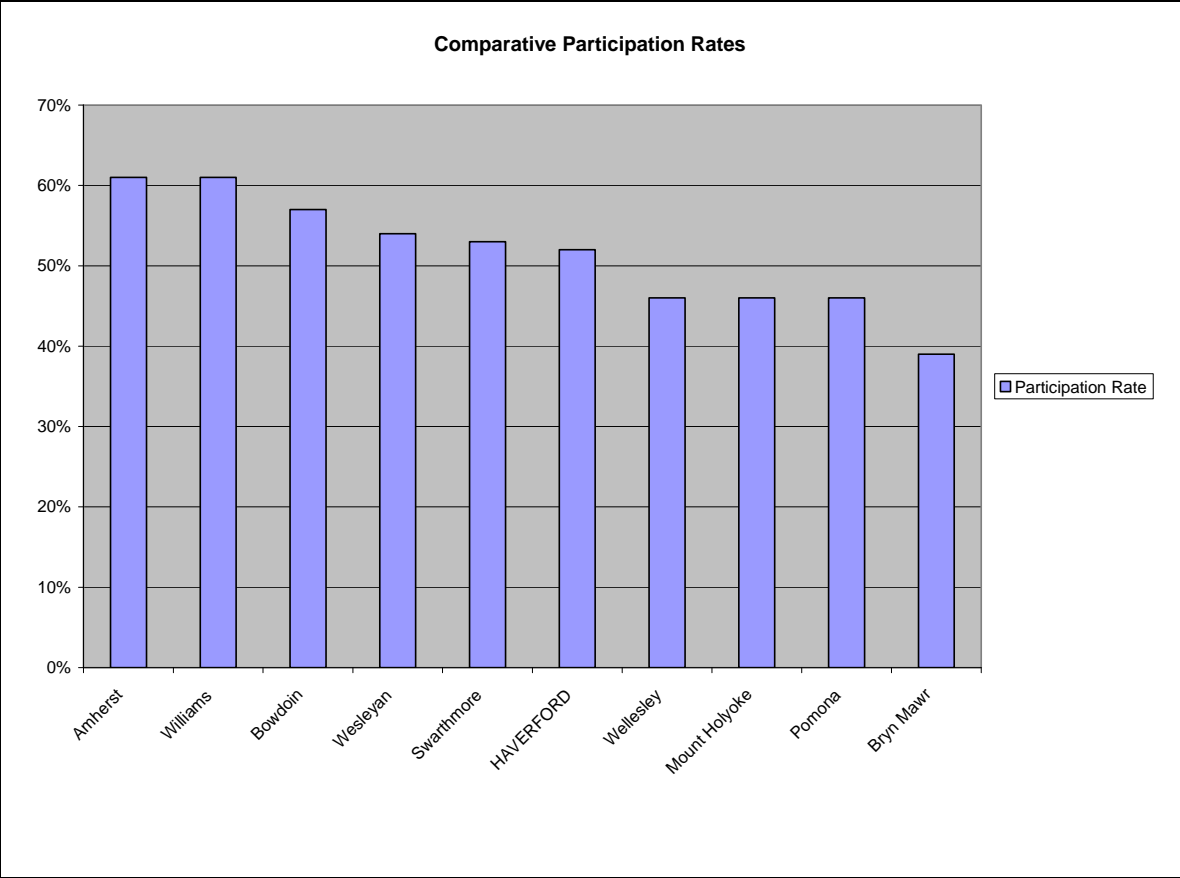
### Breakdown 2005-2006 Donor Gifts by Decade

<u>Years Out</u>	<u>% Giving</u>	<u>Average Gift</u>
1 to 9	40.0%	\$ 66.66
10 to 19	45.9%	\$272.17
20 to 29	50.8%	\$979.77
30 to 39	56.2%	\$954.36
40 to 49	81.8%	\$747.10
50 +	84.6%	\$844.34

### Gift Breakdown by Gift Size - 2005-2006

<u>Gift Amount</u>	<u>Number of Gifts</u>	<u>Total Gift Amount</u>
\$1 - \$24	610	\$ 8,731
\$25 - \$49	996	\$ 28,210
\$50 - \$99	1,355	\$ 73,112
\$100 – \$249	2,172	\$272,972
\$250 - \$499	824	\$230,830
\$500 - \$999	558	\$298,404
\$1,000 - \$2,499	525	\$651,668
\$2,500 - \$4,999	119	\$359,655
\$5,000 - \$9,999	75	\$413,471
\$10,000 - \$24,999	43	\$548,900
\$25,000 - \$49,999	15	\$415,455
\$50,000 - \$99,999	4	\$200,124
\$100,000 +	1	\$100,000
<u>Total</u>	<u>7297</u>	<u>\$3,601,532</u>

# Peer Participation Rates -2005-2006





## A Fundraiser's Dictionary

People who raise money have their own words and expressions. A longtime volunteer may say, with great excitement, “Wow – we just got two leadership gifts from SYBUNTS and one from a LYBUNT!” Here are some terms you will hear from our office:

**1833 SOCIETY** – Gift club which recognizes donors who make leadership level gifts to the Haverford Fund.

**BRE** – Acronym for Business Reply Envelope, the pre-addressed, postage-paid gift envelope enclosed with class letters and most solicitations. When you make a call and miss someone, follow up with a brief note – and enclose a BRE or ask our office to send one.

**CAPITAL GIFTS** – These are restricted gifts that are designated for the College's endowment or for major “capital” projects such as buildings. Capital gifts do not credit the Haverford Fund.

**ENDOWMENT GIFTS** – Gifts made to the endowment exist in perpetuity. They grow in value over time and are used to generate resources, a certain percentage of which is used annually to support current expenditures. Endowment gifts are not credited to the Haverford Fund.

**FISCAL YEAR (FY)** – For accounting and budgetary purposes, the fiscal year runs from July 1 to June 30.

**HVERFORD FUND** – Also referred to as the Annual Fund and annual giving.

**LEADERSHIP GIFT** – A gift of \$1,833 or more made in one fiscal year.

**LYBUNT** – Acronym for donors who gave “Last Year **B**ut Unfortunately Not This” year.

**SYBUNTS** – Acronym for donors who gave “Some Years **B**ut Unfortunately Not This” year.

**RESTRICTED GIFT** – Any gift for a specific purpose. An endowment gift may also be restricted for specific purposes, such as a scholarship or professorship or to support an academic program or a capital project. Current restricted gifts often support specific academic areas or athletic teams and are expended within the current fiscal year. Restricted gifts do not credit the Haverford Fund.

























## Outreach Strategies and New Ideas

There are many unique ways to network with classmates in your role as class chairs that can help with fundraising efforts and build class unity. Here are a few examples:

- In addition to sending blanket e-mails to her classmates with information on reaching fundraising goals, Hilary Comerchero '97 likes to use holidays like Thanksgiving and Valentines Day to send e-cards to her class. The cards contain some of her famous encouraging words, an update on the class progress to date and a wish for the season. There are many Web sites that allow you to send free e-cards, including [bluemountain.com](http://bluemountain.com), [egreetings.com](http://egreetings.com) and [hallmark.com](http://hallmark.com). Hilary's e-cards are always upbeat and typically very humorous!
- Michael Sklar '93 decided not enough of his classmates were connected to the College and with each other. In response, Michael set-up a brief survey at [surveymonkey.com](http://surveymonkey.com) and sent out the link. The survey was not too long and provided an easy, convenient way for classmates to submit notes about their lives in five minutes or less. Almost 25% of his class responded to the survey, and their participation rate jumped from 37% to 49% during the same fiscal year.

These are just two ideas of ways to network with classmates. We welcome your suggestions!

## Letter Writing Tips

- **Help your classmates feel connected.** Include news of what's happening at the College. If you need ideas about what's new, visit the College's Website [www.haverford.edu](http://www.haverford.edu), which has a new look this year! See attached sample class letters for ideas.
- **Use the Annual Giving Website to learn more.** The office's website is located at <http://www.haverford.edu/development/Anngiv.html>. This site will have great information you can use in your letter, including reasons to support the Haverford Fund and answers to some frequently asked questions. You will also find alumni profiles when our new site launches.

\* The College's new website will be unveiled on August 1.

- **Stress participation at all levels.** We want the alumni body to be aware of and comfortable with the idea of the Haverford Fund. See page 9 for Reasons to Support Haverford.
- **Help us to say "Thanks!"** Thank your classmates for gifts they have made in the past and for those you expect them to make as a result of your contact.
- **Remind classmates about matching gift programs**  
Matching gifts are essentially free money for the College! To find out more information about matching gifts, please contact Ryan Johnson, Director of Advancement Services, at 610-896-1422 or at [rojohno@haverford.edu](mailto:rojohno@haverford.edu).

- **Sample Class Letters Attached**



