Dear GOLD Class Agents,

Thank you so much for your involvement with our GOLD Class Agent program. You are part of a unique volunteer initiative directly helping to advance and support Vanderbilt’s mission!

Annual support from alumni provides the financial basis to keep Vanderbilt strong. These gifts supplement scholarships, help deans address current needs and allow administration to seize opportunities today while also planning for the future.

As a GOLD Class Agent, you encourage our youngest alumni population to make their annual gift to the university. Your advocacy and gifts, when combined with the contributions of your peers, have a huge impact on Vanderbilt. Not only do your efforts inspire your peers to work together as a class, they also foster a sense of community and philanthropy. Our goal is to reach 100 percent volunteer participation and 23 percent participation for our graduates of the last decade.

We are so thankful to have you on our team. With your help, we know we will meet and exceed our goals.

Go ‘Dores!

Sandra Robinson
Associate Director
Classes and Volunteer Engagement

Jillian Neal
Associate Director
Classes and Volunteer Engagement
GOLD CLASS AGENT CHECKLIST

☐ Make an annual gift of any amount. Remember, it’s about participation.

☐ Contact 20 to 30 of your closest classmates asking them to consider giving to an area of Vanderbilt that’s meaningful to them.

☐ Choose 1 or 2 student organizations that you were involved in and reach out to members within your class for gifts.

☐ Recommend 3 classmates whom we should invite to join the GOLD Class Agent Program.

☐ Provide feedback to the Office of Annual Giving charting your progress, responses and strategy. Feel free to suggest new ways that we can reach this group of important young alumni.

☐ Thank your friends and classmates for making gifts to Vanderbilt!
YOUR ROLE IN VANDERBILT’S SUCCESS

GOLD Class Agents play an essential role in Vanderbilt’s overall success by raising awareness about the importance of giving back and helping to provide the margin of excellence that has earned Vanderbilt a seat among the best universities in the country. Through your leadership, enthusiasm and stewardship, you help increase giving participation among graduates of the last decade and help your peers stay connected with the Vanderbilt community.

GOLD Class Agent responsibilities

Lead by example.
Make your own gift first. Your classmates are more likely to join you in giving back, if you show leadership in this area.

Share the giving story.
Contact your former classmates through letters, emails, social media and phone calls to let them know the impact alumni giving has on Vanderbilt’s ability to provide world-class opportunities for today’s students. Ask them to join you in making a gift to Vanderbilt.

Thank those who make a gift.
A personal thank you goes a long way. We’ll provide you with the tools you need to make sure your classmates know how much their participation in giving to Vanderbilt means to you and to the university as a whole.

GO FOR THE GOAL!

We couldn’t meet our annual giving goals without the help of our GOLD Class Agents. Last year, your efforts led to a 19.7 percent increase from the previous year for young alumni giving, bringing the overall giving participation among young alumni to 21.53 percent. Together, graduates of the last decade gave more than $615,000 that has impacted areas across Vanderbilt.

Help us keep the momentum going!

FY14 GOLD ANNUAL GIVING GOAL

23 percent participation goal

Increasing participation among young alumni has a dramatic and significant impact on Vanderbilt’s alumni participation, since graduates of the last decade comprise 23 percent of the overall Vanderbilt alumni population!
MAKING THE ASK
Use this step-by-step guide to help you make a strong ask for support!

INTRODUCE
• Introduce (or reintroduce) yourself and identify that you are a Vanderbilt GOLD Class Agent.

STATE PURPOSE
• State that you’re reaching out to ask them to consider giving back to an area of Vanderbilt that’s meaningful to them.
  • Highlight the GOLD giving participation goal.
  • Emphasize that giving back is important, no matter the size of the gift.
  • Ask your classmate to make a gift online at vanderbilt.edu/supportvu.

RESPOND
• If they say yes, thank them for their planned support.
• If they say no, politely use the information in this guide to make a case.

CLOSE
• Thank them for their time and consideration no matter their response.
• Remind them of other ways they can engage with Vanderbilt, and encourage them to visit vanderbilt.edu/alumni to learn more.

REPORT
• Contact the Office of Annual Giving, and let us know how things are going.

REMEMBER THESE TIPS AS YOU ASK FOR SUPPORT

- Remember that the number one reason why people give is because they are asked!
- Share your personal reason for giving. Your story may help inspire a classmate to make a gift.
- Create an email schedule to keep you on track. Set dates for an initial, follow-up and a “last chance” email.
- Customize your emails by sharing a memory that reconnects you and your classmates to Vanderbilt, such as studying in Stevenson Library or frisbee on Alumni Lawn.
- Photos are wonderful to use. Nothing triggers great memories like a fun photo of your friends on campus or on a trip to Florida.
- Send a personalized thank you to classmates. Everyone likes to be thanked, and a thank you from a friend is the best.
MAKING THE CASE FOR GIVING TO VANDERBILT

As you contact your classmates and encourage them to give back, be sure to keep these things in mind.

What counts as a gift?
Your friends can give any amount to any area of Vanderbilt that is meaningful to them! Participation is what’s most important. Examples of areas donors can contribute to include:

- Any undergraduate school or the Undergraduate Experience
- Opportunity Vanderbilt—the university’s initiative to replace all need-based undergraduate student loans with scholarship and grant assistance.
- Any Greek or student organization, including Alternative Spring Break
- Athletics (National Commodore Club)
- Jean and Alexander Heard Library
- Vanderbilt University Medical Center
- Monroe Carell Jr. Children’s Hospital at Vanderbilt

WHY SHOULD ALUMNI GIVE BACK TO VANDERBILT?

Each person has his or her own unique reason for giving back to Vanderbilt. Having trouble convincing someone their gift matters? Here are four compelling reasons to give to Vanderbilt that you can share.

1. To make a big difference—even through small gifts
Think your gifts of any size don’t make a difference? Think again. Last fiscal year, gifts of $100 or less added up to $1.5 million. That’s enough to provide a full scholarship for seven students during their four years here.

2. To help current and future students have the same opportunities you did, and more
A student’s tuition only covers about 70 percent of his or her undergraduate experience. Gifts from generous alumni and friends help make up the difference and ensure they experience the best Vanderbilt has to offer inside the classroom and around campus.

3. To increase the value of your degree
Alumni giving participation factors into the U.S. News & World Report college and university rankings. It’s seen as a vote of confidence in the school by its alumni. Currently, about 26 percent of Vanderbilt alumni give back. We need to increase this rate in order to be more competitive with peer schools such as Duke, which has a 39 percent alumni giving rate, and Stanford, which has a 35 percent alumni giving rate.

4. To support something you’re passionate about
Honor an area of Vanderbilt that has made a difference in your life. Were you a scholarship recipient? Opportunity Vanderbilt is a great way to pay forward the generosity of previous donors who made many students’ ability to attend Vanderbilt a dream come true.
WAYS TO GIVE

Vanderbilt’s online giving site is a safe, secure and convenient way to make a gift via debit or credit card any time. Visit vanderbilt.edu/supportvu and make a gift online.

Call our Gift Processing Office at (615) 322-2979 or toll-free at (800) 288-0082.

You can even give quickly and easily via a monthly deduction from your checking account. Learn more by contacting Sandra Robinson at sandra.robinson@vanderbilt.edu or (615) 343-2807.

BE #VU4LIFE!

Giving back to Vanderbilt each year is one way you can show you’re Vanderbilt for life.

While impacting your favorite school or student organization, as a Vanderbilt donor, you have the opportunity to participate in the Oak Leaf Society—Vanderbilt’s program to recognize donor loyalty. The program serves to specially thank supporters who have donated in two or more consecutive years. All you have to do is make a gift to Vanderbilt for at least two fiscal years (Vanderbilt’s fiscal year runs from July 1-June 30) in a row, and you’re in!

In addition to making a gift to Vanderbilt each year, here are several other ways to encourage your classmates to be #VU4Life!

• Get involved in a Vanderbilt Chapter near you. Chapters provide a variety of events and programs for all Vanderbilt alumni, parents and students in a city to connect with the university and with each other. vanderbilt.edu/alumni/volunteer/volchapter.php

• Become a Commodore Recruitment Programs (CoRPs) volunteer. As a CoRPs volunteer, you will interview applicants for undergraduate admission, represent Vanderbilt at college fairs, and help secure the enrollment of admitted students by contacting them after acceptance. vanderbilt.edu/alumni/chapters

• Advise students and alumni on their careers. As a career adviser, you will make a big impact with a small time commitment by simply discussing your career path. You will be asked to offer career advice to Vanderbilt students and fellow alumni. vanderbilt.edu/alumni/volunteer/volcareer.php

• Stay up-to-date on all the latest Vanderbilt news by following us on social media. social.vanderbilt.edu
CONTACT US

Have questions or need advice?
We’re here to help!
Feel free to contact us using the information below.
We can’t wait to share in your successes!

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