

# CLASS GIFT OFFICERS

CONNECTICUT COLLEGE FUND 2021-2022



## CONNECTICUT COLLEGE'S CLASS GIFT OFFICERS BOOST ALUMNI GIVING IN PARTNERSHIP WITH CC FUND STAFF.

Class Gift Officers (CGOs) have a very specific job of reaching out to classmates to help increase alumni giving participation in the CC Fund.

CGOs are passionate about Conn and keep alumni connected by creating a sense of community among classmates.

## CLASS GIFT OFFICER IMPACT

In the 2020-21 fiscal year, CGOs were the driving force behind the largest Annual Fund in Conn's history at \$6.46 million. Last year CGOs reached out to more than 750 classmates to increase alumni participation by more than 25% from the previous year, resulting in 5,444 alumni donors.

- Alumni are 3 times more likely to donate when asked to do so by a CC Fund volunteer.
- Alumni giving participation improves the College's national rankings.
- 1 in 4 peer solicitation emails results in a contribution to the College.
- 100% of Conn students benefit from alumni support.

## CGO ROLES & RESPONSIBILITIES

- Give an annual gift to Conn. All CGOs lead by example and give a gift or pledge a gift by December 1 of each fiscal year. Pledges are payable by June 30.
- Solicit classmates: Contact 10-20 classmates via email, phone, text, or in-person about giving a gift to the CC Fund.
- Participate in at least two quarterly CGO Virtual Meetings. These meetings provide you with Conn news and important fundraising initiatives. You'll hear updates from student leaders and campus partners!
- Class communications: Provide feedback on 2-5 class letters and emails annually.
- Thank donors: Steward classmates who have given a gift with a personal thank-you.
- Recruit Class Gift Officers: Help identify and recruit new fundraising volunteers from the Conn alumni community.

INTERESTED IN JOINING THE TEAM AND BECOMING A CGO? EMAIL [CONNECTICUTCOLLEGEFUND@CONNCOLL.EDU](mailto:CONNECTICUTCOLLEGEFUND@CONNCOLL.EDU) TO LEARN MORE.



## CGO 2021-2022 TIMELINE & IMPORTANT DATES

### September

Touch base with your Class Manager  
Update about fall general appeal communications

### October

1-3 Fall Weekend  
6-7 CGO/CC Fund Volunteer Recruitment Drive  
20 CGO Virtual Meeting 7-8 pm Eastern Time

### November

CGO Class Letters for approval  
30 Giving Tuesday

### December

Regional Holiday Parties  
End of Calendar Year Communications  
31 End of Calendar Year

### January

27 CGO Virtual Meeting 7-8 pm Eastern Time

### February

9-10 CGO/CC Fund Volunteer Recruitment Drive

### March

CGO Class Letters for approval  
15 CGO Virtual Meeting 7-8 pm Eastern Time

### April

5 Founders Day

### May

22 Commencement

### June

3-5 Reunion Weekend  
30 Last Day of Fiscal Year

## CC FUND CLASS MANAGERS & TIME COMMITMENT

All CGOs work with a CC Fund Class Manager who is responsible for setting class goals, providing fundraising updates and class lists for outreach. CGOs should expect to commit 1-2 hours per month to the program (October - July). The majority of the time will be spent on personal outreach to classmates. We aim to make this a fun and rewarding experience!

