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NEWS FROM THE OFFICE OF COLLEGE ADVANCEMENT

The College announced in September a historic $20 million-dollar gift from Rob ‘88 and Karen Hale. This is the largest gift in the College’s history and will be truly transformative. Ten million will go to scholarships and the creation of new Hale Scholars program. Five million of the gift will go to support the College’s nationally recognized career program and the other five million is for improvements to the athletic facilities.

THE CONNECTICUT COLLEGE FUND

This is the cornerstone of Connecticut College’s fundraising effort and it relies upon a strong tradition of philanthropy from alumni, parents and friends of the College.

It supports seven percent of the College’s operating budget and directly supports every office, program and student at the College.

The Connecticut College Fund directly benefits financial aid, athletics, faculty support, funded internships, student life programming, and advanced technological resources.

Participation in the Connecticut College Fund is critical. Many corporations and foundations use alumni giving participation as a determining factor when deciding whether or not to fund grant requests. Additionally, alumni participation also factors in college rankings like U.S. News and World Report.

To put it simply, the Connecticut College Fund enables the College to provide the extraordinary education and the emancipating liberal arts experience for which we’re known.

Whom should I contact if I have more questions? Feel free to reach out to your Class Liaison listed below or you can call the Connecticut College Fund Office at 800-888-7549.

- 1945 and older Lynne Crider (lcrider1@conncoll.edu)
- 1946-1965 Lauren Middleton (lmiddlet@conncoll.edu)
- 1966-1970 Matt Glasz (mglasz@conncoll.edu)
- 1971-1995 Ellen Bremner (ebremner@conncoll.edu)
- 1996-2015 Luci Chaplin (lchaplin@conncoll.edu)
THE CONNECTICUT COLLEGE FUND ALUMNI VOLUNTEERS

CLASS GIFT CHAIR
Class Gift Chairs (CGC) work closely with their class’s Connecticut College Fund staff liaison. They help manage the progress of the class’s giving and coordinate with the outreach of Class Gift Officer (CGO).

CGCs help their staff liaison develop a timeline for the class gift, outline dates for regular communication with the CGOs and approve class specific letters.

CGCs also serve as the spokespersons for their class’s fundraising efforts.

CLASS GIFT OFFICERS

Peer-to-peer outreach has proven to be the most effective way to fundraise. Sharing your personal motivation for supporting Connecticut College will inspire others to join you.

Class Gift Officers (CGOs) work closely with a Connecticut College Fund staff member and the Class Gift Chair to set a participation goal and ask their peers for a gift.

Being a successful CGO is simple. To make it easy and enjoyable, we’ve outlined the steps for you.

Touch Base
Communicate with your staff liaison. Talk about your needs. Let us know how we can help.

Take 10
Select 10 classmates whom you are willing to solicit during October-December. Select 10 more classmates in February-May to solicit.

Make the Call
Personally contact classmates through individual phone calls, emails, and notes. Ask them to join you in supporting Connecticut College. Thank them regardless of their decision to give or not.

Relay Results
Keep your Connecticut College Fund Class Liaison updated on your progress. Or if your class uses a Google Doc update your progress there. If any specific follow up is needed let your Class Liaison know they are there to help!

Appreciate
Send a note of thanks to your classmates within a week of reaching out to them. Specificity and sincerity go a long way to keeping them engaged, and giving year after year.
**Share**

Help generate positive buzz about the College and Conn’s Alumni Association by incorporating the College in your social media activities. Like, comment on, share and retweet posts from Conn alumni social media accounts.

**SOCIAL MEDIA AMBASSADORS**

Participants in the Social Media Ambassador (CCSMA) program help generate positive buzz about Conn online. The College maintains an active presence on Facebook, Twitter, Instagram, LinkedIn, YouTube and Google Plus; ambassadors help disseminate and generate content for these alumni social media platforms. Social media ambassadors help us reach more alumni and serve as a valuable asset to Conn’s communication efforts.

CCSMA’s will be asked to share content from Conn’s social media accounts that interest them and which they believe would resonate with alumni in their social networks. In addition, they will promote time sensitive College initiatives and programs. These may include major campus events, fundraising campaigns, and admissions related information.

Ambassadors can accomplish this in many different ways:

- Like, comment on, share, or retweet posts from Conn social media accounts.
- Tweet from alumni events and encourage others to do the same.
- Post photos from events on Facebook, Twitter, or Instagram (always using the hashtag #conncollalumni).
- Encourage their alumni network to follow alumni social media accounts.

@ Connecticut College Alumni  
@ ConnCollAlumni

@ ConnCollAlums  
@ Connecticut College Networking

As a volunteer, you will have access to giving and contact information. We know that you’ll keep the Honor Code in mind and help us maintain the confidentiality of this information. Thank you again for your commitment to supporting Connecticut College!
TIPS FOR ASKING FOR A GIFT

- Personal, consistent communication with your assigned classmates is the best way to keep them engaged, interested, and willing to give.

- Make your gift early so that you can say, “I hope you’ll join me in making a gift/supporting our College”.

- Being honest with your classmates shows them you’re trustworthy.

- Talk about fundraising in a positive way – no need to apologize for asking for financial support for a great cause.

- Always use the Connecticut College Fund staff as a resource for information, assistance, and help answering questions or addressing concerns to alumni.

WHY YOU SHOULD GIVE

- Give because you value what Connecticut College stands for.

- Give because you understand the opportunities that Connecticut College has provided for you.

- Give because every Connecticut College graduate has benefited from alumni support. It’s a tradition, and you can pay it forward.

WAYS TO GIVE

**Online Giving**

It’s fast. It’s easy. It’s secure. Make a one-time gift or a payment on a current pledge, or set up monthly or annual gifts using our online site. MasterCard, Visa, American Express, or Discover credit cards are accepted. Visit our [giving.conncoll.edu](http://giving.conncoll.edu) to make a gift.

**Gifts by Mail**

To send a check payable to “Connecticut College” or credit card information through the mail, mail it to:
Connecticut College Fund
Becker House
270 Mohegan Avenue
New London, CT 06320

**Monthly Automatic**  Called The Granite Society; set up your recurring gift deductions at giving.conncoll.edu and we'll automatically charge your credit/debit card in the dollar increments of your choice.

**Giving by Phone**  Call our toll-free number at 1-800-888-7549 ext: 2423, to make a credit card payment by phone.

**Matching Gifts**  Many employers sponsor matching gift programs and will match charitable contributions made by their employees. To find out if your company has a matching gift program, contact your human resources department or go to www.conncoll.edu/giving/how-to-give/matching-gifts/

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**GIFT SOCIETIES**

Lifetime and Connecticut College Fund giving societies honor commitment to Connecticut College. These societies recognize leadership in expanding the College's academic programs, providing facilities that are beautiful and inspiring, and encouraging excellence in faculty, staff and students. The College recognizes supporters in several ways.

**1911 Society**
Named for Connecticut College's founding year, the 1911 Society honors those who make annual gifts of $1,911 or more in a given year. There are five recognition levels within the 1911 Society:

**Centennial Circle** ($100,000 or more)
This gift society was formed in 2005 as the College approached its Centennial to honor the annual leadership supporters and the momentum they provide.

**Morton Plant Circle** ($50,000 to $99,999)
Morton Plant was the first chair of the Board of Trustees and the College's first major benefactor. He started the endowment with a gift of $1 million and provided gifts for several College buildings, including Plant, Blackstone and Branford houses.
President's Circle ($25,000 to $49,999)
This gift society honors the College's presidents. The leadership of each has shaped the College and moved it forward.

Harkness Circle ($10,000 to $24,999)
Mary Stillman Harkness was one of the College's most devoted supporters in the 1930s and '40s, when it was transformed into a national institution. Harkness House and Harkness Chapel are legacies of her philanthropy.

The Laurels ($1,911 to $9,999)
The laurel leaf, a symbol of academic achievement, is a fitting tribute to Connecticut College alumni, parents and friends.

The Synergy Society
The College launched the Synergy Society to recognize the support and commitment of young alumni who give at a leadership level. This is the first giving society that specifically recognizes more recent graduates of the last 15 years. To learn more, visit synergy.conncoll.edu.

- Students (Classes of 2016-2019) - $100
- Graduates out 1-4 years (Classes of 2012-2015) - $250
- Graduates out 5-9 years (Classes of 2007-2011) - $500
- Graduates out 10-14 years (Classes of 2002-2006) - $1000

COMMONLY ASKED QUESTIONS AND ANSWERS

Q: What is the Endowment?
The endowment is the sum of the College's long-term investments; interest earned on those investments is a source of revenue for the College. A certain percent of the endowment is added annually to the College's revenue stream. This "spend rule" is set by the Trustees. It is currently 5 percent of the endowment’s value averaged over 12 quarters.

The larger the endowment, the greater the revenue stream for the College. Because our endowment is relatively small, we must rely more than some of our peers on another primary source of revenue: Connecticut College Fund.
Endowed gifts are perpetual, but only the 5 percent from the "spend rule" is available to the College as revenue. That means a $50 annual gift that is repeated yearly provides the same annual income as an endowed gift of $1,000. Because every dollar of an annual gift is available immediately, an annual gift can have immediate and substantial impact – especially when it is pooled with other gifts.

**Q: Are annual gifts tax-deductible?**
Yes! Any gift to Connecticut College, a 501(c)(3) charitable organization, is tax-deductible to the extent allowed by law. Gifts of stock, mutual funds or other appreciated securities can be an especially tax-friendly way of giving to the College, since donors are able to avoid paying a capital gains tax on the appreciation of their securities. For more information, call Advancement Services at 800-888-7549, or email stockgifts@conncoll.edu.

**Q: Can I make a pledge over several years?**
Absolutely! We'd love to talk with you about this; contact connecticutcollegefund@conncoll.edu.
You can also effectively make a pledge by committing to a credit card payment schedule.

**Q: If I can only afford a small gift, is it worth it to the College?**
Every gift is important, no matter the size. Your participation says you care about the College and want to see it thrive. Many corporations and foundations use alumni giving as a factor in deciding whether to make grants. You can support Connecticut College's efforts with these organizations by giving each year. Annual gifts can be as small as a few dollars or as large as $100,000 or more. Together, these supporters make a tremendous difference in the lives of our students. We value every gift, large and small.

**Q: What is a recurring gift?**
Recurring gifts also known as the Granite Society enable you to provide consistent monthly or annual support for Connecticut College by credit card. Monthly giving maximizes the impact of your giving to the College by dividing your gift into manageable increments, avoiding a large, one-time expense. An annual gift will be renewed each year automatically and you will not receive a solicitation from the College. Once a year, we will send you a record of your giving history for tax purposes and give you an opportunity to update your gift amount or the way you choose to pay. Of course, you can change or cancel your payments at any time.

**Q: Can I dedicate my Connecticut College Fund Gift to someone?**
Yes, you can make a gift in honor of (or in memory of) someone special to you.
Q: What are matching gifts?
Some corporations or companies will match an employee's gift to the College on a one-to-one, a two-to-one or even a three-to-one basis. These programs enable a corporation or company to support the institutions in which their employees are most interested. Your human resources or employee relations office can tell you if your employer has a matching gift program in place and provide you with any necessary forms.

Q: Why does the College need my support every year?
Quite simply, because Connecticut College Fund dollars are spent every year. With each new fiscal year comes a new operating budget, and with each new operating budget comes the need for renewed support.

Q: How often can I expect to be asked for a gift during the fiscal year?
Solicitation usually begins in late summer and goes right up to the end of the fiscal year on June 30. During this period you might be asked several times to support the College. Once your gift is received, you won't be approached again for the rest of the fiscal year. If you make a pledge, though, you will receive reminder notices until the pledge is fulfilled.

Q: What are the different ways I might be asked to give?
Alumni are solicited in a variety of ways: letters, brochures and postcards through the mail, email, phone calls and personal visits. Student callers ask alumni and parents for support. Alumni volunteers, called class gift officers, also contact classmates about giving. Throughout the year, you might be contacted by a student caller, a classmate, a staff member, or perhaps a member of the Board of Trustees, asking you to make a gift.

Q: Why am I encouraged to make a larger gift in a Reunion year?
Reunion is a special time to reunite with old friends and share the excitement of being back on campus together. It's a natural time for a class to affirm its commitment to Connecticut College. Classes traditionally set ambitious dollar and participation goals in an attempt to make a gift that reflects the strength of the class and its loyalty to the College. During the year leading up to your Reunion, you probably will be contacted by a class volunteer who will ask you both to attend Reunion and to make a "stretch" gift in honor of the anniversary. We encourage you to give at a level that you honestly feel is right for you.
**CONNECTICUT COLLEGE FUND VOLUNTEER SCHEDULE**  
(MAY BE SUBJECT TO SLIGHT CHANGES)

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<tr>
<th>Month</th>
<th>Date</th>
<th>Event Description</th>
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<tr>
<td>October</td>
<td>8th</td>
<td>Conference Call Noon (EST)</td>
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<td>9-11</td>
<td>Fall Weekend 2015</td>
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<td></td>
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<td><strong>Communications</strong> Classmate selection and outreach begin</td>
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<td></td>
<td></td>
<td>Review and approve Class Gift Chair/Reunion Committee Appeal letters</td>
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<tr>
<td>November</td>
<td>5th</td>
<td>Conference Call Noon (EST)</td>
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<td></td>
<td></td>
<td><strong>Communications</strong> Classmate outreach calling &amp; emails</td>
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<tr>
<td>December</td>
<td>3rd</td>
<td>Conference Call Noon (EST)</td>
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<td><strong>Communications</strong> Email update from class liaison with class giving and Classmate</td>
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<td></td>
<td></td>
<td>selection giving</td>
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<tr>
<td>January</td>
<td>7th</td>
<td>Conference Call Noon (EST)</td>
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<td>February</td>
<td>4th</td>
<td>Conference Call Noon (EST)</td>
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<td>March</td>
<td>1st</td>
<td>Conference Call</td>
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<td><strong>Communications</strong> Email update from class liaison with class giving and Classmate</td>
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<td>April</td>
<td>7th</td>
<td>Noon (EST)</td>
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| May   | 5th    | Noon (EST) | Conference Call | *Review and approve Class Gift Chair Appeal letter*  
|       |        |          | *Email update from class liaison with class giving and Classmate selection giving* |
| June  | 2nd    | Noon (EST) | Conference Call | *Email update from class liaison with class giving and Classmate selection giving*  
|       | 30th   |          | End of Fiscal Year | |
| July  |        |          | Kick back, relax and pat yourself on the back for a job well done! |