

# Reunion Giving and Volunteers

Caitlin Kiley  
Interim Director of Annual Giving  
Washington & Lee University

[ckiley@wlu.edu](mailto:ckiley@wlu.edu)

and

Mary Risner  
Interim Director of Annual Giving  
Franklin & Marshall College

[mary.risner@fandm.edu](mailto:mary.risner@fandm.edu)



# Recruiting the ideal volunteer

- Past volunteers
- Review prospect pool
- Identify leaders of affinity groups
- Ask team for recommendation
- Ask for commitment
- Ask Chairs for recommendations for committee
- Not an open call for volunteers at first
- Invitation by letter from President, or presidential thank you for service
- Follow-up by call from staff or volunteer

# Motivating volunteers

- Training
  - First call training
  - On-site
  - In regions
  - On the web
- Preparation
  - Scripts (sample handouts)
  - Sample text (sample handouts)
  - Lists (make sure updates come back to the staff)
- Perks
  - Early room block, decide tone of event and fundraising priorities, pride in class leadership
  - Connections to other alumni and president. Others like Faculty or other professional staff.
  - Acknowledge service to employer, LinkedIn description, resume` builder

# W&L Reunion Training Dinner Objectives

- Program goals
- Staff & Volunteer Roles
- Timeline
- Weekend Schedule
- Overview of Class Campaign
- Reunion Awards
- Calling Basics

# Combat the Post-Reunion Slump

- Multi-year pledges
- Monthly Giving
- Continue to work with class leadership
- Keep Facebook, other social media active
- Regional events that class can rally around

# Class – specific gifts and Challenges

- Save for milestone Reunions (25<sup>th</sup>, 50<sup>th</sup>)
- Consider multi-year counting (back and forth)
- Are non-dollar Challenges an option? (senior class vs. 50<sup>th</sup> Reunion, 5<sup>th</sup> vs. 10<sup>th</sup> etc.)
- Success with dollar Challenges
- F&M Reunion Challenge

# Multi – year counting for Reunion

- Who counts going forward only
  - Who counts since last Reunion only
  - Who counts this year only
  - Others?
- 
- How do the bigger numbers of multi-year counting affect other classes that don't do it that way?

# Non-Performing volunteers

- Who fires volunteers?
- Strategic – indicate non-performing volunteers in a file to keep for next time
- Asking your chairs to help motivate
- What can you do to help?



# Tools

- Facebook
- Business Cards
- Sample Scripts
- Sample training packet
- Reunion training manuals

# Discussion topics

- When do committees make their commitment?
- Obstacles in your program?
- Can you use your key regions to promote Reunion and giving?