



# NAVIGATING OUR VOLUNTEERS

Challenges and Opportunities for Managing Class Agent Programs

# Our goal for this session

- ⦿ History of programs
- ⦿ Learn about challenges
- ⦿ Consider potential opportunities
- ⦿ Allow time for networking

Goal: Leave inspired to work with your volunteers

# WILLIAMS – Established History

- ⦿ Alums organized about 1821 (a fateful year)
- ⦿ Today – 144 Head & Co-Head Agents leading over 1,600 volunteers
- ⦿ Focus on the full spectrum of alumni classes:  
1939 – 2014
- ⦿ Five development officers, one coordinator, three support staff

# DENISON – New Journey

- Est. 2006 with four agents
- Today fifteen classes and over sixty volunteers
- Focus on young alumni
- One assistant director and one support staff member

# WILLIAMS - Challenges

- ⦿ Implement Change
- ⦿ Manage Expectations
- ⦿ Recruit and Support Great Volunteers
- ⦿ Steward Donors Effectively

# DENISON - Challenges

- ⦿ Acquisition of a diverse volunteer base
- ⦿ Retaining great volunteers
- ⦿ Open channels of communication
- ⦿ Influence of other volunteer programs

# WILLIAMS - Opportunities

## Implement Change

Create new leadership gift program  
Experiment with new programs  
Fine-tune Designated Giving

## Manage Expectations

Tailor communication methods  
Introduce philanthropy early to undergraduates  
Introduce Leadership Giving to all alums

## Recruit & Support Great Volunteers

Get the word out to undergraduates  
On-campus student events  
Piggyback on regional AR events  
Engagement scores  
Distribute the work

## Steward Donors Effectively

Provide access, on campus & regionally  
AF scholarships for leadership donors  
Communicate thoughtfully

# DENISON - Opportunities

## Acquisition

Faculty and staff  
Alumni events  
New volunteer ratings  
Student philanthropy efforts  
Incentive for referrals

## Retention

Volunteer Summit in spring  
Class Agents for life  
Conference calls/webinars with leadership  
Volunteer evaluations

## Communication

Online portal  
Automated reports  
National Annual Fund Chair  
Regional meetings  
Social media strategies

## Other Programs

Joint meeting with other offices  
Stronger marketing online  
Distinct recognitions  
Flexible role description



# Exploring Beyond Our Institutions

- ① Divide into groups
- ① Discuss your own challenges and opportunities
- ① Be prepared to SHARE

# Thank You

**We wish everyone smooth sailing  
for the coming fiscal year!**

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Williams College

Lori Burrows, Associate Director, Reunion and Leadership Programs  
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