



Reunion Giving

COME BACK, GIVE BACK!

**Committee Volunteer Training Guide
2020 - 2021**

LONGWOOD
UNIVERSITY



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REUNION GIVING

Come back, give back

Dear Reunion Committee volunteers,

On behalf of Longwood University, thank you for serving on the Reunion Giving Committee for your class. Your reunion is a time to come back to campus and give back to Longwood, all while celebrating your great milestone. Our Reunion Giving program offers alumni the unique chance to reconnect, broaden their philanthropic support, and strengthen the impact you and your classmates have and will continue to have on the alma mater.

The program would not be nearly as strong as it is, if it weren't for your steadfast and unwavering leadership, and your willingness to volunteer. It is my hope that the resources in this guide make you and your classmates' task of reaching out to your peers and asking for their support, that much easier.

Longwood's class giving effort enables every individual to participate in having an impact, while also providing personal meaning and support to the alma mater. It is our hope that as you volunteer over the coming months, reconnect with your classmates, and eventually join us for Alumni Weekend, that you find a sense of renewed friendship and a deeper love for Longwood.

This guide outlines essential information that will help you and the other members of the committee develop and execute a successful reunion giving effort. Included is information about your role as a volunteer, resources built with your success in mind, useful tips, and timelines.

Thank you again for agreeing to serve and know that I look forward to working with you!

In Blue and White Spirit,



Dustyn Hall '18
Director of Affinity Giving & Communications
Reunion Giving Liaison



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"I have thoroughly enjoyed previous reunions and I am really looking forward to the 50th. It is always exciting reconnecting with former classmates, professors, and teammates, as well as seeing how the campus has grown, while recognizing traditional landmarks and traditions."

DR. FRAN ANTHONY MEYER '70
50TH REUNION CO-CHAIR

Reunion Program Overview

In 2015, Longwood changed its model from the Milestone Reunion system to an all-comers reunion called Alumni Weekend. The former model celebrated those alumni who had reached their “milestone” reunion years, which are customarily the 25th, 35th, 45th, and 50th year post graduation. The new celebration invites all alumni, from those who just graduated in May of that year to those celebrating their Gold Society induction for their 50th, back to campus for a major event weekend, while also hosting signature events for those celebrating their milestones.

Alumni Weekend is the time to **come back** to campus, **give back** to the alma mater through a meaningful gift, and serves as a chance to reconnect, celebrate, and network.

Please note that due to COVID-19, the classes of 1970, 1971, 1975, and 1976 were not able to celebrate their milestone reunions, and will join the celebrations at Alumni Weekend 2022 on June 2nd- 5th, 2022.

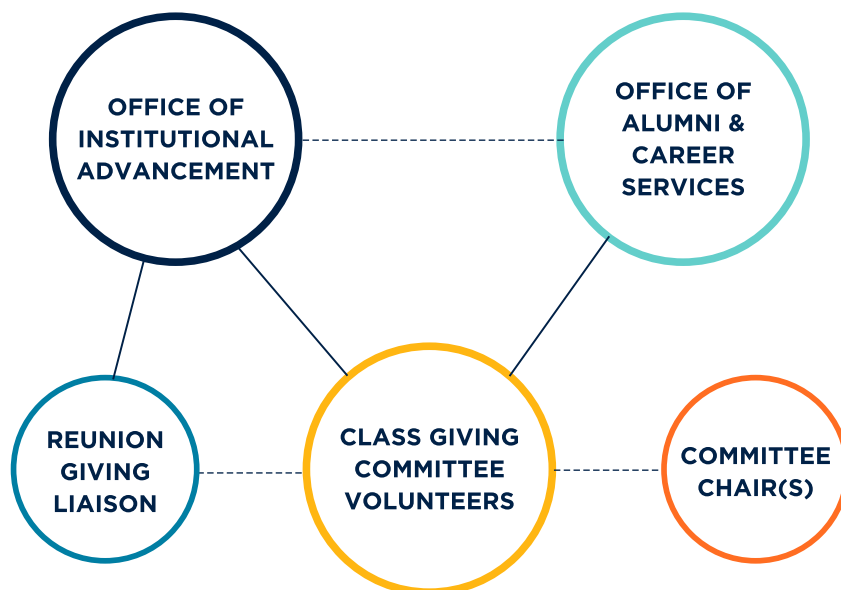
The Office of Institutional Advancement’s Reunion Giving Liaison and Development team, work with the approaching 50th reunion classes and their chair(s) to ensure that the classes reach their fundraising and participation goals which are set by each class. The Reunion Giving Liaison is responsible for recruiting, training, and overseeing both the chair(s) and the committee members and is here to help you with your class’ fundraising efforts.

The Office of Institutional Advancement is located at:
201 High Street, Maugans Alumni Center G16, Farmville, VA 23909

Reunion Structure

The Office of Alumni & Career Services is solely responsible for the planning and execution of all Alumni Weekend activities, including the registration process, coordinating reunion outreach efforts, and the actual weekend’s logistics and events. The Reunion Giving Liaison and the Office of Alumni & Career Services work closely throughout the year to support the class reunion giving committees.

The Office of Alumni & Career Services is located at:
201 High Street, Maugans Alumni Center G05, Farmville, VA 23909



If you have any questions about Alumni Weekend, please contact your Reunion Giving Liaison and they will direct your inquiries to the Office of Alumni and Career Services.

2020 - 2022 COMMITTEE TIMELINE

The Reunion Committee Timeline is a guide that will aid the chair(s), liaison, and committee in meeting deadlines, planning outreach, and coordinating messaging. The timeline is subject to change.

SEPTEMBER - OCTOBER (OF YEAR 1)

Recruit Committee volunteers.
Volunteer Training Workshop.

JANUARY - MAY (OF YEAR 1)

Help create meeting agenda.
Provide giving updates.
Coordinate Love Your Longwood Day outreach.
Send updated class lists.
Liaison will organize second student calling night(s).
Provide list to committee to send thank you notes.

JULY - AUGUST (OF YEAR 2)

July 1st: New fiscal year begins.

JANUARY - MAY (OF YEAR 2)

Help create meeting agenda.
Provide giving updates.
Coordinate Love Your Longwood Day outreach.
Send updated class lists.
Print, mail, and email spring solicitation letter.
Liaison will organize fourth student calling night(s).
Provide list to committee to send thank you notes.

NOVEMBER - DECEMBER (OF YEAR 1)

Help create first meeting agenda.
Liaison will provide giving updates.
Liaison will send first class list.
Coordinate classmates outreach selection.
Print, mail, and email fall introduction letter.
Organize first calling night(s).
Provide list to committee to send thank you notes.
Execute ThankView holiday message.

JUNE (OF YEAR 1)

June 30, 2021: Last day of fiscal year.

SEPTEMBER - DECEMBER (OF YEAR 2)

Help create meeting agenda.
Provide giving updates.
Send updated class lists.
Print, mail, and email fall solicitation letter.
Liaison will organize third student calling night(s).
Provide list to committee to send thank you notes.
Execute ThankView holiday message.

JUNE (OF YEAR 2)

June: Alumni Weekend!
Liaison will serve as your concierge for the weekend celebration.
June 30th: Last day of fiscal year.
Liaison updates committee on final giving numbers after June 30th.

2020 - 2022 LIAISON TIMELINE

The Committee Liaison Timeline is a guide that will aid the liaison in serving and assisting the Reunion Giving Committee as they work to solicit and reconnect with their classmates. The timeline is subject to change.

SEPTEMBER - OCTOBER (OF YEAR 1)

Conduct the Volunteer Training Workshop.

JANUARY - MAY (OF YEAR 1)

Second volunteer outreach period.

Second committee Zoom call scheduled.

March: Love Your Longwood Day.

Liaison sends spring letter and email solicitations.

Committee sends out thank you's to donors.

NOVEMBER - DECEMBER (OF YEAR 1)

Volunteers claim classmates to contact.

Liaison sends fall letter and email introductions.

First committee Zoom call scheduled.

First volunteer outreach period.

Longwood sends out end-of-calendar year solicitations.

Committee sends out thank you's to donors.

JUNE (OF YEAR 1)

June: Alumni Weekend 2022.

June 30th: Last day of fiscal year.

JULY - AUGUST (OF YEAR 2)

July 1st: Fiscal year begins.

Committee Liaison emails pictures from Alumni Weekend.

SEPTEMBER - DECEMBER (OF YEAR 2)

Liaison sends fall letter and email solicitations.

Third committee Zoom call scheduled.

Third volunteer outreach period.

Longwood sends out end-of-calendar year solicitations.

Committee sends out thank you's to donors.

JANUARY - MAY (OF YEAR 2)

Fourth volunteer outreach period.

Final committee Zoom call scheduled.

Office of Alumni & Career Services sends Alumni Weekend information.

March: Love Your Longwood Day.

Liaison sends spring letter and email solicitations.

Committee sends out thank you's to donors.

JUNE (OF YEAR 2)

June: Alumni Weekend!

June 30th: Last day of fiscal year. Committee updated on final giving numbers after June 30th.

2020 - 2022 GOALS TIMELINE

The Reunion Goals Timeline is a guide that will aid the chair(s), liaison, and committee in meeting specific benchmarks, goals, and deadlines as their 50th reunion approaches. The timeline is subject to change.

SEPTEMBER - OCTOBER (OF YEAR 1)

#1: Become familiar with committee expectations, roles, and information.

JANUARY - MAY (OF YEAR 1)

- #1: Thank classmates within two weeks of their gift.
- #2: Reach 20% of giving goal and class-specific gift.
- #3: Participate in Love Your Longwood Day.

JULY - AUGUST (OF YEAR 2)

#1: Post photos on social media and send via email to create excitement for 50th reunion amongst classmates.

JANUARY - MAY (OF YEAR 2)

- #1: Thank classmates within two weeks of their gift.
- #2: Create spring solicitation email and mailer.
- #3: Create ThankView video "commercial" to talk about Alumni Weekend.
- #4: Reach 80% of giving goal and class-specific gift.
- #5: Participate in Love Your Longwood Day.

NOVEMBER - DECEMBER (OF YEAR 1)

- #1: Introduce committee and goals to classmates.
- #2: Claim classmates to conduct outreach.
- #3: Create thank you letter from committee.

JUNE 2021 (OF YEAR 1)

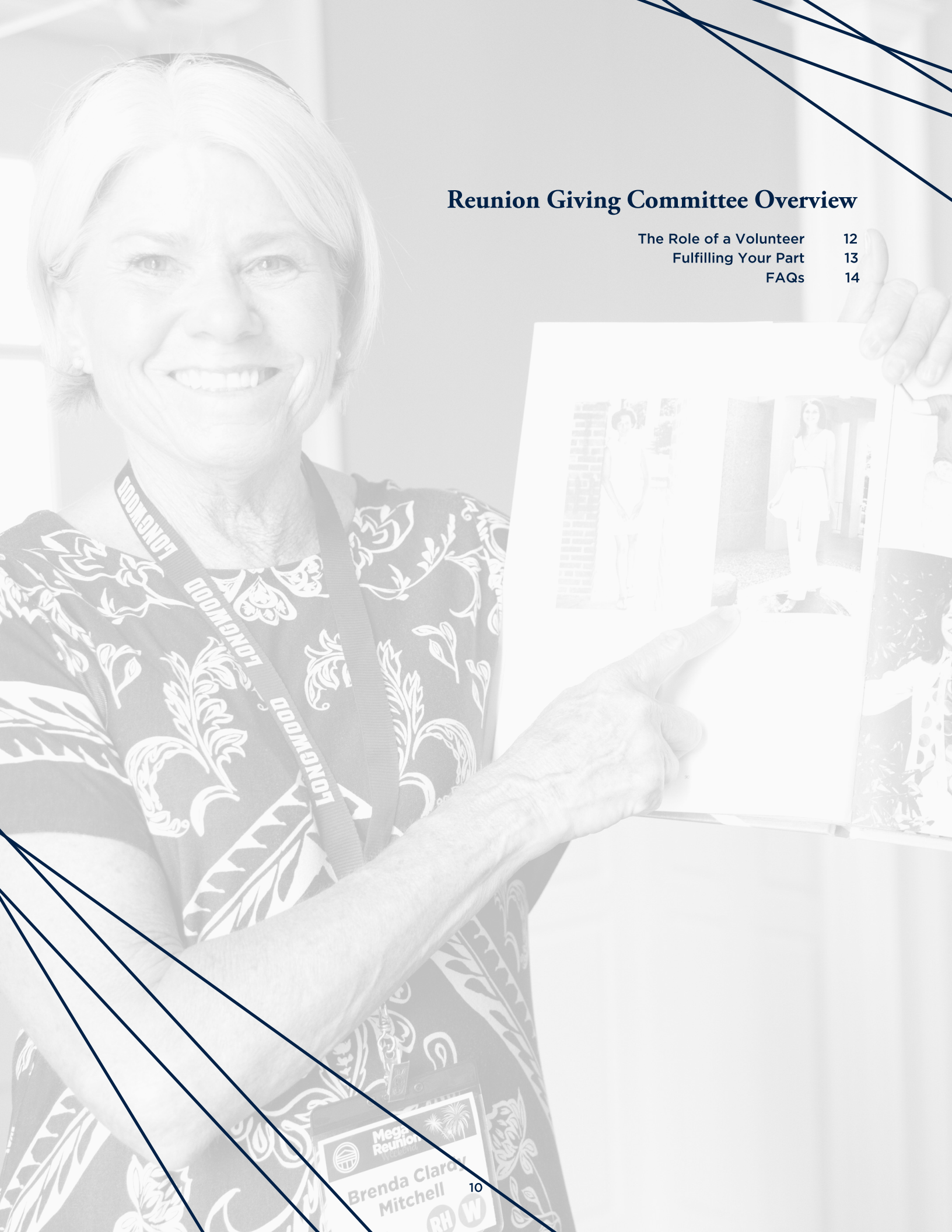
- #1: Have at least 50% of the committee members attend Alumni Weekend 2021.
- #2: Reach 40% of giving goal and class-specific gift.

SEPTEMBER - DECEMBER (OF YEAR 2)

- #1: Continue to thank classmates within two weeks of their gift.
- #2: Create ThankView video with fall solicitation.
- #3: Reach 60% of giving goal and class-specific gift.

JUNE (OF YEAR 2)

- #1: Reach 100% of giving goal and class-specific gift.
- #2: Enjoy Alumni Weekend with your classmates!



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"Returning to campus is so special. Reunions give us a chance to catch up with people with whom we can remember the past, enjoy the present, and offer support for the future, at a place we hold dear because it helped shape us into who we are today."

BRENDA CLARDY MITCHELL '71
50TH REUNION CO-CHAIR

The Role of a Volunteer

A successful reunion gift is only possible through the energy and determination of the committee volunteers. Your overall goal is to reconnect alumni with each other and with Longwood by encouraging them to return to campus and make a meaningful gift in support of the class giving effort. Members of the Committee will be responsible for not only determining the goal, but also building and motivating the Committee and aiding the Development Office in carrying out a successful campaign.

Some of your classmates will be unable to contribute or return to campus due to work, family, prior obligations, distance, or health. Your work can help both those who do return and those who are unable to return to re-engage with classmates and with Longwood.

Expectations

1. MAKE A MEANINGFUL GIFT

We can't in good conscious ask you to solicit gifts from your classmates if you don't participate personally. By serving, you agree to make a personal gift or major gift pledge to any area of the University. We ask you to consider a Citizen Leader Society level gift, which is an annual gift of \$1500 or more.

2. ATTEND THE COMMITTEE TRAINING

The Reunion Giving Liaison will provide a training to the members of the Committee. This training will cover the information in this guide, serve as a time for you to complete the necessary forms, and reconnect with the classmates who are also serving on the Committee.

3. REACH OUT TO CLASSMATES

During the first meeting, the Liaison will provide the members of the Committee with a full roster of their active classmates. As a committee, you will decide who you want to reach out to individually. Using the resources we have provided at the end of this guide, including the talking points, scripts, and pre-typed emails, you will conduct a seamless outreach process. It will also be your responsibility to steward and thank your classmates once they have given. All contact information will be provided by the University.

4. LEND YOURSELF TO THE FUNDRAISING EFFORT

Your name will be included on the Reunion Giving section of the Development Office's website. Lending your name and reputation creates an opportunity for connection, collaboration, and positive outreach. You have the power to come back and give back, and you have the influence to encourage your classmates to do the same. Your name will also be listed on other appropriate class information and resources.

Your chair(s) and your Reunion Giving Liaison will update you throughout the year about the giving effort and outreach. Email will be used as much as possible, and the Liaison will be respectful of your time by providing you with the materials you need to be a successful volunteer.

5. ATTEND ALUMNI WEEKEND

Enjoy the product of your hard work and dedication while reconnecting with the University, friends, fellow committee members, and former classmates.

Fulfilling Your Part

COMMITTEE GOALS

The Committee is responsible for fulfilling multiple goals, some of which they determine.

- Identify and invite volunteers to join the Committee or help with the fundraising efforts.
- Fundraise for your class gift.
- Set a dollar and participation goal.

REUNION GIVING COMMITTEE CHAIR

The Committee Chair is responsible for the following:

- Coordinate with the Liaison to plan and attend the Committee meetings.
- Edit and approve the class gift campaign letters.
- Make an early commitment to the class gift campaign.
- Communicate with the entire committee to discuss and implement strategies for success.
- Serve as the spokesperson for the Reunion Giving Committee.

COMMITTEE MEMBERS

Members of the Committee are responsible for the following:

- Sign a confidentiality agreement prior to receiving confidential or personal information.
- Uphold the confidentiality of the alumni information that is contained in the lists as well as any information shared with you.
- Support the reunion giving campaign and make an early commitment.
- Participate in reunion committee meetings.
- Solicit your classmates to make a meaningful gift and/or attend Alumni Weekend.

Before We Begin

MAKE YOUR COMMITMENT FIRST

You will be more authentic if you consider your own gift or major gift pledge before asking anyone else for their support. After you have thought about your commitment and why Longwood is important to you and deserving of your support, you can share this reasoning with others.

SELECT YOUR REUNION ASSIGNMENTS

You will be given lists of your classmates to review. Committee members will select those they would like to contact so that all classmates are assigned to a committee member.

THINK ABOUT THE CLASSMATES YOU HAVE CHOSEN

What might they remember fondly from their days at Longwood? What information will be compelling to them in terms of giving to Longwood? How might they be persuaded to stretch and consider making a larger gift or pledge than they have in the past?

ENCOURAGE SUPPORT AND ENGAGEMENT

After initially contacting a classmate and asking for their support and engagement, be sure to update your Committee Chair or Reunion Giving Liaison by completing the Classmate Contact Report and returning it to the Reunion Giving Liaison. No matter your classmate's response, please consider sending a personal thank you note or email.

GIVING EFFORTS

Staff from the Office of Institutional Advancement travel around the Commonwealth and country in a special effort to engage our alumni who will be celebrating milestone reunions. Staff can facilitate gift discussions, student staff will call alumni throughout the year to solicit gifts and both play a role in thanking donors.

Frequently Asked Questions (FAQs)

GIVING

What counts as a reunion gift?

Gifts made to any area of the University starting five years before your reunion and up to the end of the fiscal year of your 50th reunion year (from July 1st to June 30th) will automatically be included in your class total. This includes gifts to annual, major, and endowed funds, as well as capital and construction projects. Gifts including employer matches, major gift pledges, and planned gifts also count towards class totals.

Is there a class-specific gift?

Yes! The Reunion Giving Committee will collaborate with the University and their Liaison to decide on the area, scholarship, or project that they would like to support.

How do I ask my classmates to make a gift?

Take a moment to think about the "why" behind your giving and engagement. Why is Longwood deserving and important enough to receive your support? Once you find that answer, tap into that passion to convince others to do the same.

Is planned giving an option?

Gifts of future support are always an option. A growing number of alumni and friends choose to support Longwood through financial and estate planning. As mentioned above, these gifts are counted in the class giving totals if documented during the reunion gift time frame. For more information about planned giving, please contact your Reunion Giving Liaison and she will refer you to a Gift Officer.

Is there a minimum gift I am required to make as a committee member?

We want you to support a Longwood cause you are passionate about at a level you are comfortable with. We would strongly encourage you to make a gift or pledge at the Citizen Leader Society level (\$1,500 annually) but we also understand that there are circumstances that might not make this feasible.

REUNION

When do I celebrate my 50th reunion?

You will celebrate your 50th reunion during Alumni Weekend which is typically held on campus in June each year.

Will I have to register for Alumni Weekend?

Yes, you will have to register for Alumni Weekend. As future Gold Society inductees, you will receive exclusive benefits like a 50% discount on registration, special, priority housing with your classmates, and the signature Class Luncheon where you will receive your Gold Society pin. Information about registration will come from the Office of Alumni & Career Services in January of your reunion year.

Does the Committee have a role in planning our reunion?

Don't worry one bit about the specifics of your 50th celebration... the Office of Alumni & Career Services has got you covered and will handle the planning of your celebration completely. We want you to kick back, encourage your classmates to give and attend, and enjoy the weekend.

Can I bring my family to Alumni Weekend?

Absolutely! Things might look a little different from your time at Longwood if you bring your husband along. We can assure you that the programming and celebration is inclusive and fun for everyone.

What can I expect at my 50th reunion?

While the physical campus has changed quite a bit from 1972, the people and spirit of Longwood endure. Just like 50 years ago, you will eat family style, sing in the Rotunda, and enjoy spending time with your classmates while practicing some of Longwood's oldest traditions. Alumni Weekend is a huge celebration, but we will honor you and your classmates in special ways.



Supporting the Alma Mater

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"Alumni Weekend 2021 will be a special time. Gathering with our friends, in dorms, singing old songs, and eating Baked Alaska... what a joy it is to have a weekend for all of us to enjoy. Campus has changed but yet, has remained so much the same."

MARGARET NUCKOLS ROBERTS '70
CLASS OF 1970 COMMITTEE MEMBER

LEADING *the* CAUSE

Longwood University is made stronger and better because of the charitable contributions of our alumni, students, staff, and friends. All support, from annual fund gifts to estate gifts, help ensure the longevity and stature of Longwood as a leading institution of higher education and the third oldest public university in the Commonwealth.

Our four University giving societies--Citizen Leader Society, Rotunda Society, 1839 Society, and Pillar Society--were established to recognize the varied types of giving from Longwood's most loyal and supportive donors.



Members of the Citizen Leader Society take the lead among Longwood's most influential supporters with their generous gifts, beginning at \$1,500 (or \$500 for graduates of the last decade). This support provides crucial resources that change lives and is a vital part of what is being achieved at Longwood every day.



The Rotunda Society recognizes an elite group of donors that have made significant contributions to support the growth and sustainability of Longwood University. Their leadership in giving has enabled countless projects and has greatly contributed to our healthy endowment. Members of the Rotunda Society are lifetime members whose cumulative gifts to the University exceed \$250,000.



A pillar is defined as someone or something regarded as reliably providing essential support for something; a firm, upright support for a superstructure. As members of the Pillar Society, these individuals are recognized for loyalty giving in excess of 2+ consecutive years, and those who give recurring gifts. Recurring giving is a pillar to our institution and provides the stability Longwood students need to create a better tomorrow.



The 1839 Society recognizes our generous donors that have made a planned gift to Longwood to be realized beyond their lifetime. Members of this society recognize the role of philanthropy in the health of an institution and want to ensure the University's future success. We celebrate the members of the 1839 Society today for the impact their future gifts will have at Longwood University.

Funding Your Gift

All gifts are received and stewarded by the Longwood University Trust. The Longwood University Trust was incorporated in 2014 as a 501(c)(3) nonprofit organization to support the educational and charitable purposes of the University.

Longwood University also collaborates with partner foundations to advance the mission of the University: the Longwood University Foundation and the Longwood University Real Estate Foundation. While unique in their missions, functions, and governing boards, the foundations share a common goal: making Longwood better for the citizen leaders we serve.

TRUST INFORMATION:

Longwood University Trust, Inc. (EIN 46-5445049)
201 High Street
Farmville, VA 23909



CREDIT CARD

Longwood accepts the following major credit cards: American Express, MasterCard, Visa, and Discover. Credit card gifts can be made securely online at give.longwood.edu, by calling the Office of Institutional Advancement at (434)395-2028, or by completing and returning the class gift pledge and gift form.



CHECK BY MAIL

Checks should be made payable to Longwood University, with your class designation written in the memo field or on the class gift pledge and gift form. Mail your check and completed form to:

Longwood University
Office of Institutional Advancement
Attn: Gift Processing
201 High Street
Farmville, VA 23909



WIRE TRANSFER

In advance of making a wire transfer to Longwood University, please contact our office at (434) 395-2028 to ensure that the gift will be properly received and directed to the proper fund. Please instruct your bank to direct wire transfer using the following information:

<i>Bank Name:</i>	Bank of America Virginia/USA
<i>ABA/Routing Number:</i>	026009593
<i>Account Number:</i>	435029165708
<i>Account Name:</i>	Longwood University Trust

Reference the following information: name of donor and the purpose of contribution



APPRECIATED STOCKS, BONDS, AND MUTUAL FUNDS

Stock certificates should not be endorsed. A letter authorizing the transfer should be sent in a separate mailing. Please ask your financial advisor to add your name to the transfer ticket so that we may know who made the gift.

Electronic Transfer of Shares:
Davenport & Company, LLC.
DTC Number 0715
Account Number: 2730-7262
Account: Longwood University Trust
Telephone: (800) 431-3670

Mailing Address:
Davenport & Company, LLC
101 North Main Street, Farmville, VA 23901



MULTI-YEAR PLEDGE

When you make a multi-year, major gift pledge of support to the University, you can choose to make your initial gift immediately or defer your first payment to another time during that year. Pledges can be made by completing and returning the class gift pledge and gift form or by speaking with a member of our team.



CORPORATE MATCHING

Many companies, employers, and businesses will match gifts to Longwood University thereby doubling or sometimes tripling your contribution. To find out if your company has a matching gift policy, please visit matchinggift.com/longwood/. You can also most often obtain a form from your company's Human Resources office. Please include that form when you make your gift. Forms can be sent to the address below:

Longwood University
Office of Institutional Advancement
Attn: Gift Processing
201 High Street
Farmville, VA 23909



COMMUNITY FOUNDATIONS AND CHARITABLE DONOR-ADVISED FUNDS

Many donors enjoy the flexibility provided by a donor-advised fund. If it is your intention to make your reunion gift by recommending a multiyear grant through your charitable foundation or donor-advised fund, please contact the Office of Institutional Advancement and one of our Gift Officers will gladly assist you.



FUTURE SUPPORT GIFTS

An increasing number of alumni and friends are choosing to support Longwood through retirement planning or life insurance beneficiary designations, will provisions, or life income gifts. These types of gifts are all counted in the reunion class giving totals. They also qualify participating donors for membership in the 1839 Society, which recognizes generous donors that have made a planned gift to the University to be realized beyond their lifetime.

For more information about estate planning, real estate contributions, or any other future support gifts, please contact the Office of Institutional Advancement at (434) 395-2028 to speak with a member of our team.



INTERNATIONAL GIFTS

If you live outside of the United States and wish to support Longwood University from your location anywhere around the globe, we are happy to assist you. Because your location may determine the process and because no two countries are alike, we would like to provide you with a more personalized experience. For information on making international gifts or pledges, please contact the Office of Institutional Advancement at (434) 395-2028 to speak with a member of our team.

HAVE QUESTIONS OR NEED HELP?

Please feel free to contact the Office of Institutional Advancement between the hours of 9 a.m. and 5 p.m. Monday through Friday, at (434) 395-2028, or email us any time at gifts@longwood.edu.



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"Longwood often encourages us to "do our part," "be someone's hero," and "serve our community." I reckon that those terms don't mean being at the forefront. Rather, I see them as joyfully participating in someone else's success or happiness simply because it is equally as valuable as our own. That is what I want to do for my community, to perpetuate the selflessness of those who came before me, and that is why it is vital for alumni and friends to give back.

IBRAHIM KANTE '21
STUDENT LEADER & SCHOLARSHIP RECIPIENT

Talking Points

WHY SUPPORT LONGWOOD?

- In 2015, Virginia ranked 44th in state support of higher education, whereby the Commonwealth invested much less per student than the national average. (Source: National Center for Higher Education Management Systems)
- Virginia has also made sharp cuts to higher education funding since 2001, decreasing support by 44.7%. (Source: State Council for Higher Education Virginia)
- In 2020-2021, Virginia undergraduates will pay, on average, 51% of the costs of their college education. (Source: State Council for Higher Education Virginia 2020-2021 Tuition and Fees Report)
- The average cost of a college education in Virginia for the 2020-2021 academic year, is \$25,112 per year. (Source: State Council for Higher Education Virginia 2020-2021 Tuition and Fees Report)
- How would you and your peers like to see the University progress in the coming years? Charitable gifts to any area of the University can and will support the future progress and growth of Longwood.
- Since 2011, Longwood's alumni participation rate which measures the percentage of undergraduate alumni who support the alma mater with a gift, has decreased from 11.41% in 2011 to 7.60% in 2019.
- Your participation sends a strong message of support for Longwood, and displays a sense of satisfaction with your undergraduate experience, showing your desire to provide today's students with the opportunities you were afforded.
- U.S. News & World Report considers alumni giving a prime indicator of satisfaction among graduates of all colleges and universities.

Institutional Priorities

The following three areas are Longwood's primary institutional priorities when assessing need, cause for support, and philanthropic impact:

1. SCHOLARSHIPS & STUDENT FINANCIAL SUPPORT

A quality college education has become increasingly more expensive each year, but college is now more accessible to the masses than it has ever been before. Longwood University understands that while college may be accessible, it is also an investment, and with that understanding comes a commitment to need- and merit-based financial support for students who want to attend Longwood but simply can't afford it.

Since 2018, nearly 300 scholarships have made 900 awards totaling over \$1.2 million dollars in student aid given. Central to that work is the support of private philanthropy which helps Longwood keep the cost of attendance at lower rates while also offering more financial support year after year.

The following data provides details on the increasing need for scholarship support:

- As of 2019, 63% of undergraduates at the national level who attended a public four-year college or university, did not have enough funds from family and financial aid to cover the cost of their education.
- Nearly 73% of Longwood students and families filed a FAFSA (free applications for student aid) application.
- 31% of students are first-generation college students, meaning that they are the first in their family to attend college, which is up from 14% just three years ago.
- Since 2010, over 6,900 Longwood students have received a Foundation scholarship.

Scholarships and student financial support allows Longwood to continue its mission of cultivating citizen leaders who are ready and able to lead the future.

► **Scholarships website:** www.longwood.edu/scholarships/

2. ACADEMIC & FACULTY ENRICHMENT

The Office of the Vice President for Academic Affairs and Provost and Longwood University deeply believe in investing in the faculty that directly impact and enrich the lives of the University's citizen-scholars. Longwood holds dear the ideas of faculty-student relationships and mentorship, research, professional development, and scholarship.

The following resources are available to our full time and adjunct faculty because of the support of private philanthropy:

- The Center for Academic Faculty Enrichment (CAFE) is dedicated to connecting faculty to a variety of learning communities to support their teaching, scholarship, and professional growth. CAFE provides resources that are based on faculty need and relevant emerging trends in higher education through on-time programming and resources in easily accessible formats. And as a central component of faculty work, CAFE also invests in strong infrastructure as it is a vital university resource.
- Longwood Online Technology Institute (LOTI) is a faculty development program designed to enhance teaching and learning at Longwood University while expanding the flexibility and research of a Longwood education.
- Blackwell Talks is named after the space where they take place, Blackwell Hall, which is named in honor of former academic Dean of the College, Dr. Herbert R. Blackwell, who also served Longwood as a Professor of English. The Monday Blackwell Talks are they are commonly called, is a forum which allows faculty to present developing research and innovative ideas in an informal, friendly environment to their colleagues who then ask questions and provide suggestions and additional ideas. The goal of Monday Blackwell Talks is to foster a campus environment of collaboration, scholarly interaction, and faculty development.
- And finally, the Faculty Colloquium Series showcases faculty research and gives faculty members the opportunity to share research with the university community. One proposal is selected for the fall and one for the spring.

► **Faculty Enrichment website:** www.longwood.edu/academicaffairs/faculty-resources/

3. ANNUAL GIVING

Any gift has the ability to make an impact greater than its size. Annual, unrestricted gifts to Longwood give our leadership, students, and staff the flexibility to address both the expected and unexpected challenges of living and learning on campus.

The best part of giving to Longwood is that you can designate your gift to any area, office, department, program, or initiative you wish. Or if you would like to have the greatest impact, you can make a gift to the Longwood Fund or Lancer Fund, which are both discretionary funds used by Longwood administrators to meet the needs of students, faculty, staff, and programs.

In 2019, 48% of all gifts were less than \$50 and raised enough to cover the cost of tuition, fees, and room and board for three full time students. It is not the size of the contribution that matters... what matters is the outcome your giving produces. All gifts have an impact and will make a difference.

► **Annual Giving website:** www.longwood.edu/development/giving-to-longwood

Helpful Websites

REUNION GIVING

The Reunion Giving website is designed to keep you abreast of the progress toward your class goals, while also providing a list of committee members, contact information, and more. The website will feature a host of resources that you and your fellow committee members can use throughout the year.

► www.longwood.edu/development/reuniongiving/

MATCHING GIFTS

If you work for a company that will match your gift or talk with a classmate that works for a matching company, your gift can often double or even triple. Some companies require you to complete a quick form which can be found in the Human Resources office. You should include that form when you make your gift.

► www.matchinggifts.com/longwood

ALUMNI WEEKEND

Visit this site for all of the latest reunion and event information and to find a list of your classmates that are planning to attend Alumni Weekend.

► www.longwood.edu/alumni/traditions/

ABOUT LONGWOOD

Historical facts about the University, including our current rankings, enrollment, alumni engagement, financial aid, schools, and more.

▶ www.longwood.edu/about/

GIVING SOCIETIES

For more information about Longwood's four giving societies, the Citizen Leader Society, 1839 Society, Pillar Society, and Rotunda Society and how to become a member, visit the page below.

▶ www.longwood.edu/development/giving-societies/

MAJOR, PLANNED, AND ENDOWED GIVING

Visit this site to explore all of the additional ways you can leave an impact on Longwood. From beneficiary designations to IRA Charitable Rollovers and everything in between, we've got you covered.

▶ www.longwood.edu/development/major-planned--endowed-giving/

THE LONGWOOD NETWORK

Lost touch with a former classmates? Need to update your alumni information? Want to explore upcoming events? Check out the Longwood Network, the one-stop-shop for all things alumni and career engagement.

▶ www.longwoodnetwork.com

Fundraising 101

The Development Office will assist the Reunion Giving Committee in order to increase participation from classmates. We have examples from past class reunions in the next section of this guide that can help you evaluate various fundraising techniques and practices. The following information may include terms that you don't know; the glossary of terms on the next page can help.

ALUMNI RECORDS

The Office of Institutional Advancement maintains a comprehensive database of all alumni and friends. The accuracy of the database information is critical to the success of all alumni efforts, reunions, and programs. Reunions are an excellent opportunity to review and edit the contact information we have for you and your classmates. Early in the committee's efforts process, we will provide you with class lists that detail the names, addresses, phone numbers, and email addresses along with the status (active, inactive, etc.) for each of your classmates. This list will also include deceased classmates. To receive these lists, committee members must sign and return a confidentiality agreement to our office.

MAILINGS

We will help you with print communications by coordinating the design, printing, and mailing of postcards and/or letters to your class reminding them of the reunion giving campaign, the campaign's progress, and notice that they will receive a call from a committee member. Examples of these mailings can be found in the last section of this guide.

PERSONAL COMMUNICATIONS

Committee members are strongly encouraged to contact classmates personally by phone, mail, or email. Peer to peer contact is the most valuable means to encourage alumni to give towards the campaign and reconnect.

REUNION GIVING EFFORT

The Reunion Giving effort for each class is comprised of two aspects: total dollars contributed and class participation. The campaign is comprehensive in that any gift made to any area of the University by the class alumni, between July 1st, five years before the reunion, and June 30th just after the 50th reunion, will count as a reunion gift toward the class totals. Annual gifts, planned gifts, endowment gifts, and capital gifts all count toward reunion totals.

There is no expectation for everyone to give to the class-specific gift. We have found that individuals will be most generous if given the opportunity to designate gifts toward areas that are personally meaningful to them.

Each class will have a dollar and participation goal and those goals will be based on class giving history and capacity. To achieve these goals, each classmates will be asked to consider a gift in the form of a multi-year commitment or an outright donation.

Glossary of Terms

The below list of terms and definitions are often used in the industry. You might come across these terms or hear the Reunion Giving Liaison refer to them during training or in communications. If you need further explanation of a term, please feel free to contact the Reunion Giving Liaison and they will be able to help you.

Term	Definition
ANNUAL FUND	Critical unrestricted resources that allow University leadership to support students, faculty, and programs. Donors have the option to designate these gifts to the school(s), program(s), or office(s) of their choice.
CALENDAR YEAR	The period between January 1 and December 31. Some donors choose to give toward the end of the calendar year for income tax purposes. For those who itemize, deductions can be taken for the calendar year.
CAPITAL GIFTS	Gifts generally made to support a specific long-term project, such as the construction or renovation of a building.
ENDOWMENT GIFTS	Funds that are invested by the university to support long-term initiatives or projects such as scholarships, professorships, and programs. The University relies on income generated by the endowment--not the principal itself--for financial support.
FISCAL YEAR	The period between July 1 and June 30. The University uses this period for the solicitation and recording of gifts. Reunion gifts must be made in the fiscal year that corresponds to the reunion year.
LONGWOOD FUND	The Longwood Fund is a collection of unrestricted annual support, which means that the money is allocated wherever the need is greatest, most often directly benefiting the critical needs of our students, faculty, and staff.
MAJOR GIFT	Defined by the University as a commitment of \$25,000 or more.
OPERATING BUDGET	The pool of money used annually to support the University's expenditures. Dollars raised by the annual fund are directed to the operating budget, as are revenues generated by tuition and the endowment.
OFFICE OF ALUMNI & CAREER SERVICES	The Office of Alumni & Career Services is the office responsible for alumni engagement and relations, alumni and student career exploration and preparation, job fairs, traditions, and various platforms.
PLEDGE	A commitment that is payable over a designated period (normally five years) and counts in full toward reunion totals. A pledge provides the opportunity to maximize your reunion support.

RECURRING GIFT

A recurring gift is an ongoing, specific gift amount determined by a donor that is charged monthly (or quarterly) to a donor's credit card. A recurring gift is a dependable source of support each month.

RESTRICTED GIFTS

Also known as designated gifts, these are targeted for a specific purpose, such as academic department funds or a sports fund.

REUNION GIFTS

A gift to any school or area of the University made during the reunion year (July 1-June 30). Your commitment can be an outright gift, a future support gift, or a five-year major gift pledge, for which the entire amount counts toward your class total.

**REUNION GIVING
LIAISON**

The University staff member who is responsible for serving as the go-between, working in the Office of Institutional Advancement and the Class Giving Committee, on projects and their fundraising efforts.

SOLICITATION

The act of asking for or trying to obtain something from someone. In this case, solicitation is asking your classmates to give to the class giving campaign.

STEWARDSHIP

Donor stewardship refers to the systems and methods aimed at demonstrating fiscal accountability, expressing appreciation, and reporting on the impact of philanthropic efforts to donors.

UNRESTRICTED GIFTS

An unrestricted gift is a gift made by a donor that an organization can direct toward any purpose, most often where the need is greatest.

Rules of Engagement

A FEW RULES ON CONVERSATION

Below are a few general rules to consider when having a conversation with your classmates:

1. Bury your ego.
2. Convey a positive, encouraging attitude and avoid drama.
3. Be present in the moment and participate with verbal and non-verbal feedback to encourage further conversation.
4. Look for links and avoid assumptions.
5. Be non-judgmental, listening to understand both content and intent instead of simply listening to reply.
6. Focus on the speakers and the emotions and feelings as well as the words.
7. Ask for clarification and restate your interpretation.
8. Mirror, then read body language when you can.

Handling Responses

HOW WILL MY CLASSMATES RESPOND TO MY REQUEST FOR SUPPORT?

There are an infinite number of scenarios that could unfold as you talk with your classmates and eventually ask for their support in the reunion giving effort. Below are a few of the most common responses and how you can handle them.

"YES, I WOULD LOVE TO MAKE A GIFT"

If a classmate agrees to support the University, there are several ways to confirm the gift:

- **Say thank you and ask if they are comfortable discussing the specifics with you.**
Determine how much they would like to give and where they would like to direct their funds. Forward this information to your Reunion Giving Liaison to process.
- **Direct them to give online at give.longwood.edu.**
- **Accept a verbal pledge.**
Relay the amount and designation to your Reunion Giving Liaison, who will then follow up to officially document the gift or pledge.
- **Alumni can mail in a gift.**
Alumni can send a gift or pledge by completing the class gift pledge and gift form. The Reunion Giving pledge form is available on the Reunion Giving website at longwood.edu/development/reuniongiving/
- **If a classmate is not comfortable discussing with you...**
Offer to have a member of the Development team contact them to further discuss their personal situation in confidence. Ask when they are best available and relay that information to the Reunion Giving Liaison.

"MAYBE, BUT..."

There are any number of maybe responses. Here are a few:

- **I need some time to think about it.**
It is not abnormal for a classmate to want time to think carefully before committing to making a charitable gift. Ask if you can contact them again in a week or two to follow up.
- **Can you send me something in the mail (or email) and I will look it over and make a decision.**
This too is not an abnormal response. Sometimes, your classmates might be busy or want some materials to read about the impact giving has on Longwood. Verify their mailing address (or email) and pass the request along to the Reunion Giving Liaison.
- **I am also an alumna of <other College or University> and I make a gift to them.**
Also a common response, this "maybe" requires you to say something like "I am so glad that you understand the important of supporting our alma mater. We don't want to decrease your support for the other institution, but maybe perhaps you could also include Longwood in your giving this year."

"NO..."

If a classmate expresses that they don't want to make a gift for any reason, try to politely and kindly offer a differing perspective, encourage them to give, or see the possible responses below:

- **I'm not interested.**

It is now your task to pin point why they aren't interested in giving. Ask if they are unhappy with something, share with them why you choose to give, and record any valuable information that might be useful to know about them.

- **I can't afford to give right now because <I just bought a new house/car, I am getting married/divorced, etc.>.**

Tell them that you understand their other commitments, and ask if they would kindly consider a gift of \$18.39 in honor of Longwood's founding year, to support the class giving effort.

- **I have decided I can't give anything this year.**

Exclaim sympathy and display understanding. Again, ask if they would consider making a gift of just \$18.39 in honor of Longwood's founding year, to support the class giving effort.

- **Now is not a good time.**

Apologize for taking their time, and ask if another time would work better. Make sure you write down the time and day that works best so you can contact them again.

- **I am not happy with the direction a program/department/University has taken.**

Take note of the area they are not pleased with, confirm with them that you will pass that information along to the appropriate folks, and forward that information to the Reunion Giving Liaison. Afterwards, explain that any gifts received directly benefit today's students, and ask if they would consider making a gift of just \$18.39 in honor of Longwood's founding year, to support the class giving effort.

- **I have already given this year.**

Be sure to ensure that their gift was made in the current fiscal year (which is July 1- June 30). If it indeed was, thank them for their gift, and tell them that their gift will count towards the class giving goals.

- **I am retired.**

Congratulate them on their hard-earned retirement, and tell them that you have spoken with many retired classmates who are living on a limited budget. Then ask if they would consider making a gift of just \$18.39 in honor of Longwood's founding year, to support the class giving effort.

- **I always give at the end of the year.**

Clarify whether they mean calendar year (January 1 to December 31) or fiscal year (July 1- June 30). If they give at the end of the calendar year, let them know that you will call closer to November. If they give at the end of the fiscal year, let them know that will call around May.

- **I am not able to make a large gift.**

Assure them that that is okay, and emphasize the importance of the participation rate (donor goal) versus the amount (dollar goal).

THINGS TO REMEMBER

- ▶ **After contacting classmates...**

Ensure you take adequate notes and have updated your classmate's information. Update the Reunion Giving Liaison with progress and results by emailing or mailing your notes.

- ▶ **Thank you notes.**

No matter what response you receive, please consider sending a personal thank you note or email and encourage your classmate to attend the reunion.

- ▶ **Keep discussions confidential.**

Making a gift is a personal decision and may involve discussion of a classmate's financial situation. Please remember to treat your conversation and any information they provided with the utmost respect.

- ▶ **A note about additional contact.**

As members of a class approach their 50th reunion, members of the Development team, including our team of Leadership Gift Officers, make special efforts to engage those alumnae. These officers facilitate gift discussions and/or proposals for commitments, so please note that the classmates you are contacting may already be in a gift discussion with a gift officer from our team. We will make every effort to inform you if they are in conversation with a team member, but might not always be able.

A group of women are smiling and looking towards the right. They are wearing leis made of white and dark flowers. In the foreground, a banner is partially visible with the text "CLASS OF" and large numbers "1980". The women are wearing lanyards with "LONGWOOD" written on them. The background shows trees and a bright sky.

Resources & Examples

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"Our reunion was beyond expectation! I saw friends that I had not seen in years, and they are wonderful people who are doing great things in their communities. Reunions bring out the best memories of the past and connect us to the future. They also remind us of how blessed we are because of our experiences at Longwood, and remind us of the reason we want to give back in appreciation."

CANDY JAMISON DOWDY '69
CLASS OF 1969 COMMITTEE CO-CHAIR



LONGWOOD UNIVERSITY
Reunion Giving
COME BACK, GIVE BACK!

Reunion Giving Update

Greetings Class of XXXX Committee,

This space will be used as a place for your Reunion Giving Liaison to write a note to you all as committee members. This is a place where they can share major news, shout out a member of the committee that is excelling in their role, or update you on a major gift from one of your classmates.

These updates will be emailed to you about once a month so that you all as a committee can stay in the loop and be in the know when it comes to the work of your fellow committee members. Below this, will be a progress view of the work you are doing as a committee. This update will provide you with the date of the update, the total dollars raised up to that point, the total number of donors, the participation rate, and the reunion goals. The update will also feature a thermometer of the committee's progress, the total that needs to be raised by June 30, 20XX, and any other important reminders of dates to consider as you work.

In Blue & White Spirit,
Dustyn Hall '18
Director of Affinity Giving & Communications
Reunion Giving Liaison

Update

OVERALL

Date: XX/XX/XXXX

Total Dollars Raised: \$XXX,XXX

Total Donors: XXX

Participate Rate: XX%

GOALS

Total to raise by June 30, 20XX: \$XXX,XXX

Number of donors to reach goal:

REMINDERS

March XX, 20XX: Love Your Longwood Day

June X-X: Alumni Weekend 20XX

September 20XX: Committee Meeting



Sample: Phone Solicitation Script



LONGWOOD UNIVERSITY
Reunion Giving
COME BACK, GIVE BACK!

Phone Solicitation Script

Introduction:

Good evening, this is <your name>, may I please speak with <Mrs./Ms./Dr. Alumna's Last Name>?

Hello <Mrs./Ms./Dr. Alumna's Last Name>, my name is <your name> from the Longwood Class of 19XX, calling on behalf of the reunion committee. How are you doing this <morning, afternoon, evening>?

Building Rapport

Have you made plans to join us for Alumni Weekend as we celebrate our 50th in 20XX?

Which residence halls did you live in during your time at Longwood? What was your major?

- ▶ ***At this point, you are trying to build a positive rapport, make connections, and/or get them to tell you key stories or provide important memories or details.***

Transition To Asking For Gift

Aside from reconnecting with you and getting some updates on your life, the other reason for my call today is to see if we can count on your support as we raise money for <insert area>. The Class of 19XX is hoping to show Longwood how much pride our class has as we lead up to our 50th reunion! As of today, our class has a <%> participation rate from our alumnae and we have collectively given just over <dollar amount> to Longwood since the beginning of the fiscal year.

Will you join our efforts this year by making a gift today in honor of our 50th reunion?

- ▶ ***If classmate responds yes:*** Terrific! Thank you so much. Would you like me to email or mail you the instructions on how to give?

Whether they want the instructions to be emailed or mailed, verify all of their contact information so that we can update their record with changes.

Thank you again for your support and I look forward to celebrating with you at our 50th. (Close call)

- ▶ ***If classmate responds no:*** I completely understand. May I ask why you wish not to make a gift?

Thank you for sharing. Our alma mater continued to develop amazing citizen leaders that are excellently representing Longwood across the globe, This year, we are trying to reach our class goal of <dollar amount> and we really need support from our entire class. No matter the size, every gift counts. Are you sure you can't contribute event \$18.39 in honor of Longwood's founding year?

- ▶ ***If classmate still responds no:***

I understand. If you change your mind, you can give at any time at give.longwood.edu or you can give me a call back. Thank you for your time and I hope to see you at our 50th reunion in June of 20XX.

Sample: Voicemail Script



LONGWOOD UNIVERSITY
Reunion Giving
COME BACK, GIVE BACK!

Voicemail Scripts

First Voicemail Script:

Hello, this is <your name> from the Longwood Class of 19XX calling on behalf of our 50th Reunion Committee, hoping to speak with <Mrs./Ms./Dr. Alumna's Last Name> about their participation in our reunion and class gift. In an effort to break records for our 50th reunion, myself and some of our other classmates are asking for your support. Will you help me and other 19XX alumnae make a collective impact on our alma mater?

This is your call to action. If you have not yet made your gift, please consider doing so now at any level you are able and willing. To make a gift, or for more information, please call (434) 395-2028 or visit give.longwood.edu. I hope to see you at our 50th reunion on <date>. Thank you!

Second Voicemail Script:

Hello, this is <your name> from the Longwood Class of 19XX calling on behalf of our 50th Reunion Committee, hoping to speak with <Mrs./Ms./Dr. Alumna's Last Name> about their participating our reunion and class gift. I called previously on <previous call date> and left a voicemail and I wanted to follow up about my call. As I mentioned previously, myself and some of our other classmates are asking for your support as the Class of 19XX alumnae try to have a collective impact on our alma mater.

If you have not yet made your gift, please consider doing so now at any level you are able and willing. If you would like to talk more about our reunion or supporting the Class of 19XX gift, please feel free to call me at <your phone number>. To make a gift, or for more information, please call (434) 395-2028 or visit give.longwood.edu. I hope to see you at our 50th reunion on <date>. Thank you!

Things To Consider:

As you leave voicemails, please consider the following:

- Remember to speak slowly, loudly, and clearly as voicemails are often hard to hear.
- Do not leave confidential information with anyone that may answer that isn't the alumna herself, and don't leave confidential information on the voicemail.
- Feel free to provide your classmate with your first, maiden, and last name, so that they might identify you more easily.
- Do not feel pressured to share your personal contact information. You can always refer your classmate to the Office of Institutional Advancement and we can field the questions.

Sample: Email



LONGWOOD UNIVERSITY
Reunion Giving
COME BACK, GIVE BACK!

Email Message

Email Message:

From: <First, Maiden, & Last Name 'XX'>
To: **Classmate Email**
Subject: **The Class of 19XX Needs You**

Dear <Mrs./Ms./Dr. Alumna's Last Name>,

Over the years we have shared special memories at Longwood, from move-in, family style dinners, singing around Joanie, and graduation. This year, we have the opportunity to make a new Longwood memory as we come together to celebrate our 50th Class Reunion.

As the Class of 19XX Reunion Committee works towards planning our 50th reunion and raising money for our final class gift, the member of the committee are reaching out to our classmates because simply put, we need your help. If you are able, we would love for you to donate any amount you are comfortable with to our class giving effort. We are trying to achieve a <%> participation rate and raise <dollar amount> for our alma mater.

Giving is easy and has a huge impact on the Longwood we all hold dear. You can make a secure gift online at give.longwood.edu, or you can call the Office of Development at (434) 395-2028, and they would be glad to help. Every gift, no matter the size, makes a huge difference and puts us one step closer to reaching our goal.

Once you have given, there is one more thing we need your help with... spread the word! Pick up the phone, send a message on Facebook, or write a note to your former roommate or classmate and tell them to give and attend our 50th reunion. The Class of 19XX wants to break records!

If you have any questions, feel free to email me back or give me a call at <your phone number>. Wishing you and yours all the best!

In Blue & White Spirit,
<Your Name>
Committee Member
Longwood Class of 19XX Reunion Giving Committee

Sample: Reunion Mailing



CLASS OF 1969 POSTCARD (FRONT)

Class of 1969 Reunion Giving Committee
201 High Street, Farmville, VA 23909

Dear Classmate,

Here's to hoping you will make a special effort to attend our 50th class reunion in April 2019. For those of you who did not attend our 45th, you were missed.

All of us are needed to achieve our 100% class giving goal. Over the coming weeks, students will be calling to request your support. Please consider making a contribution - every gift counts. All gifts between now and April 2019 will count towards our cumulative gift to Longwood.

Our celebration will not be complete without you!

Come Back, Give Back
Class of '69 Reunion Giving Team

Q: *How can I give now?*

A: You can give by calling 1.800.281.4677, ext. 3 or go to www.longwood.edu/makeagift

CLASS OF 1969 POSTCARD (BACK)

Sample: Reunion Mailing



CLASS OF 1970 POSTCARD (FRONT)

Class of 1970 REUNION GIVING COMMITTEE

Dear Classmate,

Spring of 2020 is not far at all and brings with it our 50th reunion celebration! In the next few weeks, Longwood students will be calling for your support. We encourage you to chat, share your experiences, and hear the exciting things happening at our alma mater - we promise, it will be an enjoyable experience.

If we do not have your current e-mail address, please contact annualgiving@longwood.edu so we can keep you updated on reunion dates and events.

In Blue and White Spirit,
Class of '70 Reunion Committee



LONGWOOD UNIVERSITY 

201 High Street
Farmville, VA 23909

CLASS OF 1970 POSTCARD (BACK)

Sample: Reunion Mailing

50 *Class of 1970*
Come back. Give back.

Dear Class of 1970 Class Members,

We're so excited to be sitting here together planning our 50th Reunion. Wish you were here with us to listen to the wealth of memories we all made together at Longwood. The laughs we've been sharing, the ups and downs we've all experienced since graduation and the anticipation of us all coming together again is the backdrop of our Reunion Celebration set for early June 2020.

Our committee has set the goal of \$200,000 to show our love of and appreciation for our time at Longwood. We also initiated a Class of 1970 Scholarship Fund to help needy students and hope to exceed a \$25,000 endowment by the time of our reunion.

We need your participation and commitment to these gifts. Gifts of any size to any designation count in our reunion totals. To ensure your gift is counted amongst ours, make your checks payable to the Longwood University, and send to 201 High Street, Farmville, VA 23909. If you'd like to designate your gift to our scholarship, please indicate Class of 1970 Scholarship on the memo line.

We look forward to renewing our friendships in 2020. If there's anything we can do to facilitate your participation in this event, please let a committee member know of your need.

Sincerely,

Cherie Weeks Fuller Nancy Brinkley McPhail
Susan Stokes Harrell
Tom Anthony Meyer Maria Luter Blair
Diane Stout Grant Marcia Tench Kirtley
Andrea (Andy) Myers Bull Margaret Nuckols Roberts
Lue Grigg Bull

LONGWOOD
UNIVERSITY

Sample: Classmate Contact Report



LONGWOOD UNIVERSITY
Reunion Giving
COME BACK, GIVE BACK!
Classmate Contact Report

Classmate Name: _____

Updated Phone Number: _____

Updated Mailing Address: _____

Updated Email Address: _____

Volunteer Calling: _____ **Date of Contact:** _____

Contact Notes: _____

Response to Solicitation: _____

Pledged Amount: \$ _____ **Designation:** _____

Preferred Payment Method: Credit Card Check Other **Follow Up:** Mail Gift/Pledge Form

Attending Reunion? Yes No Not Sure Yet Email Gift/Pledge Form

Please email this form to Ashley Crute at crutean@longwood.edu OR mail this form to the address below
Longwood University
Office of Institutional Advancement
Maugans Alumni Center G16
c/o Dustyn Hall
201 High Street, Farmville, VA 23909

Sample: Committee Meeting Agenda & Minutes



LONGWOOD UNIVERSITY
Reunion Giving
COME BACK, GIVE BACK!

Committee Meeting Agenda & Minutes

September X, XXXX from 11AM- 5PM
Maugans Alumni Center- Powell Room

Welcome Back & Check In

Introductions

- Dustyn Hall '18, Reunion Giving Liaison
- Amy Harris, Assistant Vice President for Development
- Penny Pairet, Director of Annual Giving
- Nicole Perkins '05, Director of Alumni Engagement

Old Business

Lunch

New Business

- Committee Member Training Manual
- 50th Reunion Update (Nicole)
- Gold Pinning Luncheon Schedule (Nicole)
- Approving Mailers (Dustyn)
- Class Gift Details (Dustyn& Chair)
- Class Giving Update (Dustyn)
- Updated Class Lists
- Schedule Next Meeting

Tour of Radcliff Hall/Admissions

Closing/Questions

Adjournment

Notes: _____

Acknowledgements

The Offices of Institutional Advancement and Development would like to recognize the following people, offices, and sources for their influence, advice, and assistance in creating this guide, and for their lasting impact on the 50th Reunion Giving program and moreover, Longwood University.

- The University of Virginia's Office of Reunion Giving, for their conceptual design of a Volunteer Training Manual, which created a basis for our guide's design, copy, and content.
- The Office of Alumni & Career Services for their stellar programming and reunion celebration during Alumni Weekend, which allows our 50th class and all alumni to fulfill the first part of this program's mission: come back.
- The Classes of 1968, 1969, 1970, and 1971 for their willingness to accept a new reunion model, and take hold of the baton of supporting the alma mater.
- Dr. Fran Anthony Meyer '71, Mrs. Brenda Clay Mitchell '71, Mrs. Margaret Nuckols Roberts '70, Mrs. Candy Jamison Dowdy '69, and Mr. Ibrahim Kante '21, for your willingness to share quotes and stories about your 50th reunion and the importance of giving back, which have been published in this guide.
- All of the great Longwood classes that have come before 19XX, leaving an indelible mark on the University and campus, and forever strengthening the Longwood spirit through their unwavering support.



BROCK COMMONS

Reunion Giving

COME BACK, GIVE BACK!

Office of Institutional Advancement
201 High Street, Farmville, VA 23909
(434) 395-2028 | www.longwood.edu/development



LONGWOOD UNIVERSITY
Reunion Giving
COME BACK, GIVE BACK!

Longwood University
Class of 19XX Reunion Giving Committee
Volunteer Confidentiality Agreement

I acknowledge and understand that I must comply with the departmental and institutional guidelines as set forth in this document, which have been created to protect the subject of the confidential information and myself as a volunteer. Failure to meet the below guidelines during and after my service on the Class of 1972 Reunion Giving Committee, shall render my membership on this committee, null.

_____ I acknowledge and understand that I will have access to information regarding alumni and friends of Longwood University. I also acknowledge and understand that I may have access to proprietary and/or confidential information belonging to Longwood University and therefore, also the Commonwealth of Virginia. Therefore, I agree that I will not:

- Use data for reasons or projects not associated with mutually agreed purpose;
- Use data to create or maintain a separate database or records system;
- Disclose to any other person or allow any other person access to any information related to Longwood University, which is proprietary and/or confidential and/or pertains to alumni and friends. Disclosure of information includes, but is not limited to: verbal conversation, discussions, facsimile transmissions, electronic mail messages, voicemail communications, written documentation, "loaning" computer access codes, and/or another transmission/sharing of data.

_____ I agree that I will not accept any credit card or banking information without prior permission from the University's Reunion Giving Liaison, and only after receiving said permission and the proper training and certification.

_____ I agree to destroy any hard copy or electronic reports either through shredding, file deletion, or other approved protective disposal methods. I understand such materials do not go in trash or recycling bins.

_____ I understand that Longwood may suffer irreparable harm by disclosure of proprietary or confidential information and a violation of this may result in the denial of future requests and removal from the 50th Reunion Giving committee.

Council Member's Full Name

Signature

Date



LONGWOOD UNIVERSITY
Reunion Giving
COME BACK, GIVE BACK!

Class of 19XX Reunion Giving Committee
Volunteer Information Form

Full Name: _____ **Preferred First Name:** _____

Mailing Address: _____ **City:** _____

State: _____ **Zip Code:** _____ **Best Phone Number:** _____

Updated Email Address: _____

Age: _____ **Birthdate:** _____ **Are you a current donor?** _____

Preferred Method(s) of Communication Text Email Phone Call Written Letter

Relationship Status: Married Divorced Widowed Single

Partner's Name: _____ **Years Together:** _____

Partner's Employer: _____

Employer: _____ **Location:** _____

Title: _____ **Years in Position:** _____

Dietary Restrictions/Allergies: _____

Special Notes: _____

What organizations were you involved in? _____

