

# Hamilton



## ANNUAL FUND VOLUNTEER RESOURCE GUIDE



## Annual Fund Volunteer Resource Guide

*Thank you for supporting the work of Hamilton students and faculty as an Annual Fund volunteer.*

*For decades, the Annual Fund has been class-centered and volunteer-driven. Class gift chairs, class and reunion committee members, 1812 Leadership Circle committee members and Parents Fund volunteers — in their hundreds — play a decisive role in promoting giving to the College. Volunteers, in partnership with Annual Fund staff, significantly widen Hamilton’s philanthropic outreach each year.*

*Often, fund volunteers look to written guides like this for the “secret” to gift-raising success. Apart from making your own gift first and Hamilton’s time-tested method of person-to-person contact, no magic formula exists, except within you: your personal motivation for supporting and serving our beloved College.*

*The most persuasive case for giving is your own. Thanks again for stepping up to serve.*

### Why Give to Hamilton?

The reasons are as varied as graduates themselves. Most give for the emotional satisfaction of helping others experience the transformational power of a Hamilton education. Reunions, too, are an occasion to make a special gesture of gratitude to Hamilton every five years.

**Access, life opportunities, and communication and leadership skills:** That’s the Hamilton promise to today’s students, directly sustained by Annual Fund gifts.

1. **Financial Assistance.** Hamilton offers a superb education to the best students, without regard to their ability to pay. The Annual Fund supports the financial aid budget.
2. **Post-Hamilton Opportunities.** The College strives to help every student find a satisfying path — work, service, further study — after commencement, marshalling the advantages of a global alumni network. The Annual Fund supports Career and Life Outcomes Center programs.

3. **Communication and Leadership.** With a curriculum whose rigor is best known to all who’ve completed it, the College inspires independent thinkers who assimilate knowledge, imagine solutions and express their ideas powerfully and honestly. The Annual Fund supports the integration of oral and written communications and leadership programs across the curriculum.



# The Role of Annual Fund Volunteers

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1. Share your own reasons for giving and urge classmates to join you in supporting Hamilton students through the Annual Fund.
2. Offer the information, time and support needed for a donor to make a comfortable and proportionately generous gift decision.
3. Technology affords numerous ways reach out to classmates on behalf of Hamilton. In priority order of effectiveness, they are: (1) face-to-face conversation; (2) telephone conversation; (3) hand-written message; (4) personal email message; (5) text message or social media message; (6) telephone voicemail message.

## *Three steps to success:*

### STEP 1: PREPARE

- Make your own gift first and be conversant with your personal reasons for giving.
- Using the Annual Fund Volunteer Site, review biographical information, amount and frequency of past giving, and the current suggested gift amount.
- Understand how Hamilton uses Annual Fund gifts: for financial aid, for Career and Life Outcomes Center support, and for programs in oral and written communications and leadership across the curriculum.

### STEP 2: MAKE CONTACT

- Always acknowledge past support, if any, and celebrate significant past gifts, notable increases or Continuous Continentals status (10 or more years of consecutive giving or every year since graduation for GOLD classes).
- Tell your story: "I'm giving this year because ..."; "I volunteer to do this because ...".
- Ask for their support by suggesting a specific amount that is thoughtful and proportionate to their prior giving. Consider a higher amount in reunion years.
- Listen thoughtfully to any objections. If you do not feel you can address them, offer to get more information from appropriate staff.
- Report your results on the Annual Fund Volunteer Site. If a pledge is made, record the dollar amount on the Report My Results tab; staff will follow up.

### STEP 3: FOLLOW UP

- Say thank you with an email or handwritten note. The sooner, the better.
- If you miss the person or reach an answering machine, leave a concise message with your contact information. Request a call back.
- If an initial email receives no response, follow up with a phone call.
- Always report your results in the Annual Fund Volunteer site so staff can follow up promptly on pledge commitments, refusals or address/phone updates.



## What You Need to Know

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- Typically, one of every two Hamiltonians help current students by making a gift to the College. Hamilton is recognized as a national leader in alumni participation and satisfaction.
- Gifts of \$1,000 or less add up to more than \$1 million each year. The hundreds of donors who provide these gifts collectively make a big difference in the lives of Hamilton students.
- The last 10 years of annual giving have delivered more than \$60 million to enhance the educational experience of students.
- Each year's Annual Fund raises the equivalent of the income from a \$140-million endowment.
- Tuition covers two-thirds of the cost to educate a student. The balance is covered by philanthropic support and income from the endowment.
- All Annual Fund gifts support the College's priorities of financial aid, the Career and Life Outcomes Center, and programs in oral and written communications and leadership across the curriculum.

## Ways to Give to Hamilton

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ONLINE at  
[www.hamilton.edu/makeagift](http://www.hamilton.edu/makeagift)

CHECKS payable to:  
Trustees of Hamilton College  
198 College Hill Road  
Clinton, NY 13323

CALL the Annual Fund Office  
at 866-729-0315. After business  
hours leave your information in  
a secure voicemail message.

**RECURRING GIFTS.** Gifts made in monthly installments by credit card maximize the benefit of giving for the donor and the College. Giving in manageable increments permits donors to make larger overall gifts with no paperwork. Never miss the June 30 fund year deadline again!

**MATCHING GIFTS.** If you or your spouse works for a matching gift company, please apply for the match. You will receive recognition for the combined amount of your gift and the match.

**GIFTS OF SECURITIES OR FROM DONOR-ADVISED FUNDS.** Call or email the Annual Giving Office at 866-729-0315 or [giving@hamilton.edu](mailto:giving@hamilton.edu) for assistance.

**PLANNED GIFTS.** Call 866-729-0317 for more information.

## Recognizing Special Gifts

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**THE 1812 LEADERSHIP CIRCLE** recognizes donors who make an annual gift of \$2,500 or more. Given at one time or in installments throughout the fund year, one's total contribution to Hamilton, including matching gifts, counts toward membership.

**GOLD** members are invited to join the 1812 Leadership Circle at special introductory levels: Alumni 1-4 years after graduation qualify for membership with an annual gift of \$1,000 or more; alumni 5-9 years after graduation qualify with a gift of \$1,500 or more.

**CONTINUOUS CONTINENTALS** are alumni, parents and friends who have contributed to Hamilton for 10 or more consecutive years (or every year since graduation for members of GOLD classes). These extended personal legacies of support are distinguished with a

(cc) next to the donor's name in the online Honor Roll of Donors.

**JOEL BRISTOL ASSOCIATES** include deferred gift donors or anyone who has made an estate plan provision in favor of the College. The College has a long-standing tradition of bequest and life-payment contributions. During the past 25 years, donors have completed more than \$65 million of such gifts.



Hamilton