

OBJECTIVES FOR C-400 ANNUAL GIVING REUNION PROGRAM

- Reconnect classmates and encourage a sense of class pride
- Build momentum to the reunion celebration resulting in higher participation in annual gifts and attendance
- Spread the word about the ways in which C-400 Annual Giving has an immediate and important impact for Concordia students today
- Invite classmates to consider a gift of personal significance in honor of the reunion
- Build and sustain a class commitment to annual giving

ROLE OF A REUNION GIVING CHAIR

Personal Commitment:

- Serve through the Homecoming reunion event, October 10-12, 2008
- Set an example by making an annual gift that is personally significant
- Name will appear on committee list in print and online through the reunion event
- Meet regularly, by phone or, when possible, in person, with C-400 Annual Giving staff

Committee Recruitment and Support:

- Identify and recruit a class giving committee of 15-25 classmates who will actively engage in inviting classmates to make a gift to C-400 Annual Giving
- Identify and recruit a select number of committee members who will contact leadership prospects - those classmates who will be invited to give \$1000 per year or more (or assist leadership chair in this capacity)
- Motivate and support committee members to ensure calls are completed
- Edit and approve regular update messages to committee
- Invite a gift from and ensure 100% participation by committee members
- Thank committee members for their gifts

Setting Goals and Strategies:

- Work with staff to develop a reunion giving plan for class which supports and lifts up the importance of annual gifts to Concordia
- Work with staff to set goals for the reunion giving effort

Training:

- Attend reunion leadership weekend on campus, August 17-18, if possible
- Lead telephone conference calls with committee in conjunction with C-400 Annual Giving staff (anticipating 2, first will be in September)

Reunion Giving Appeals and Communications:

- Edit and approve communications to class
- Provide signature for communications to class

Reunion Event Support:

- Serve as a liaison on the reunion planning committee led by the class agent; the class agent will serve as a representative on the reunion giving committee
- Represent the class and announce giving results during reunion festivities