

SIMMONS

MAKING EDUCATION **WORK** CAMPAIGN

Class Officer Toolkit

2013-2014

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Class Officer Roles

Class Officers connect classmates with Simmons and strengthen the Simmons network. Class leadership is elected every five years during Reunion Weekend and helps keep their classes engaged with the College through communications, events, social media, and solicitations.

All Officers serve as class leaders by:

- Supporting Simmons by making an annual gift to The Simmons Fund.
- Liaising between her class and the College, reporting class and School news, and contact information updates.
- Encouraging class attendance at Reunion and, College-wide, and class-specific events.
- Attending Leadership Weekend each fall and other volunteer trainings as provided.

<p>President</p>	<p>The Class President is the lead officer of her Class. She is the main point of contact for class leadership and the liaison between her Class and the College. She oversees class business and ensures that officers are leading their committees. The Class President manages the content for the annual “President’s Letter” to her Class and leads the charge in keeping her Class engaged with Simmons, apprised of College and class activities and events, particularly during milestone reunion years.</p> <p><i>Note: The Alumnae/i office can provide sample letters to use or you can write your own letter.</i></p>
<p>Vice President</p>	<p>The Class Vice President is the chair of Reunion and events. She leads the planning for her Saturday-night event during Reunion Weekend and all class-specific event planning during non-Reunion years including mini-reunions and other Class events as planned. The Vice President supports her president in managing Class activities as needed.</p>
<p>Fundraising Chair</p>	<p>The Class Fundraising Chair is the head fundraiser for her Class. She serves as a champion for The Simmons Fund and works closely with the Office of Annual Giving. She encourages annual Class giving through fundraising letters, emails, and phone calls. The Fundraising Chair leads reunion-giving efforts particularly encouraging stretch gifts from classmates in honor of their reunion year. The Class Fundraiser sends peer thank you messages acknowledging the gifts her classmates give to the College.</p> <p>The Fundraising Chair may also recruit a committee to enhance the peer solicitation process and further increase Class fundraising efforts.</p> <p><i>Note: the Class Fundraising Chair was formerly known as the Class Agent.</i></p>

<p>Correspondent</p>	<p>The Class Correspondent encourages the information-sharing and engagement of classmates through Class Notes submissions and social media outlets. She keeps both her classmates and the College informed of the achievements and milestones of her classmates.</p> <p>The Correspondent moderates her Class Facebook page (and other social media outlets) as appropriate and encourages class engagement, personal news-sharing and event participation.</p> <p>Class Notes Publication</p> <p>Class Notes can be gathered and submitted to the College by the Correspondent or submitted by individual classmates directly to Simmons. Notes will be posted online at alumnet.simmons.edu, and for publication in the <i>SIMMONS</i> alumnae/i magazine (edited for space). Class Notes can be submitted on www.alumnet.simmons.edu/classnotes, emailed to Classnotes@simmons.edu, or mailed to the College.</p> <p>Class Notes may be sent to Simmons at any time, and will appear as they are received online. For inclusion in the magazine, please use these deadlines for upcoming editions:</p> <ul style="list-style-type: none"> ○ August 1 (for winter) ○ November 1 (for spring) ○ April 1 (for summer) <p><i>** PLEASE NOTE: Due to the publication process of the magazine, Class Notes must be submitted months in advance of the publication date. Every effort will be made to include your Notes in the next magazine edition.</i></p> <p><i>Note: The Class Correspondent was formerly known as the Class Secretary.</i></p>
<p>Treasurer</p>	<p><i>Note: Applicable only to classes with treasury accounts.</i></p> <p>For the classes that collect Dues, the class Treasurer maintains the class treasury. The Treasurer works closely with class leadership to determine how to spend class money – traditionally subsidizing the class-specific Saturday evening event during Reunion, mini-reunions during non-milestone years, or other class projects (such as reunion favors or class booklets) as decided by class leadership.</p> <p><i>Note: The Class Treasurers and classes who wish to close their Class Treasury accounts due to inactivity or no use for collected funds may do so. Remaining funds can be used to make a Class Gift to The Simmons Fund. Please contact the College for assistance.</i></p>

The Simmons Fund

While each class officer has roles and responsibilities unique to her position, all class officers are encouraged to support The Simmons Fund. Whether during a Reunion year, or non-reunion year, The Simmons Fund counts on its core of alumnae volunteers to raise unrestricted support for the College every year.

The Case for Support

The gifts with the greatest impact to Simmons College are unrestricted gifts.

Tuition is Simmons's primary source of operating revenue, yet covers only part of the expense it takes the College to operate. Annual gifts provide the critically needed support to help bridge the gap. Stewarding each dollar is a School-wide priority knowing that its funding has come either from a student, a student's family, or alumnae and community philanthropy.

Unrestricted contributions to The Simmons Fund provide the greatest impact and are immediately expendable resources that help meet the College's operational expenses. These gifts go to work immediately to **pay for scholarships, support and enhance core programs, and maintain our campus.** Unrestricted giving is the lifeblood of the School.

Your efforts in making an unrestricted gift to Simmons are vital.

The Case for Participation

Every gift counts. The number of Simmons's alumnae who make gifts each year determines our participation rate. We focus on participation because:

- There is strength in numbers—many gifts add up to a large sum each year.
- A high participation rate signals alumnae satisfaction with the institution and continued support of its mission.
- Foundations and corporations from whom we seek grants view annual alumnae giving as an indicator of a healthy institution worthy of additional support.
- College ranking reports in magazines such as *U.S. News & World Report* and other media examine alumnae participation rates when compiling their lists.

Every gift—no matter the size—makes a difference!

Peer Outreach

As class leaders, you serve as important partners in encouraging support to The Simmons Fund and ensuring the ongoing success for the College. Simmons's Office of Annual Giving has a robust direct marketing program to encourage alumnae support to The Simmons Fund- we take care of the hard part!

Your role as a peer solicitor is the fun part! You love Simmons! Encouraging participation at the peer level provides the opportunity to engage in great conversations, develop ideas for how the College and alumnae can work more closely and effectively together, and stay in touch with classmates and, particularly during a Reunion year, how to celebrate a special milestone!

Tips and Techniques

- Few people give without being asked.
- Success comes from preparation, enthusiasm, patience, persistence, and a positive attitude.
- Asking for a gift is easier than it seems. Relax. A phone call is a chance to share common interests in Simmons with another alumna. You are giving her an opportunity to participate in an investment, an opportunity you can be proud to present to her.
- Make a gift to The Simmons Fund yourself – asking others is much easier if they know you've already supported the College.
- You are asking for money for Simmons, not for yourself. You are inviting a fellow alumna to join you in supporting a cause you know is worthwhile.
- Increased involvement leads to increased giving. Feel free to recruit additional volunteers to join the Reunion Committee. Encourage friends to attend Simmons events. Greater involvement with Simmons often leads to increased financial commitment and overall alumnae satisfaction.
- Recent-Frequent-Generous. The best donors are those who have given recently, consistently, and generously. Continue to cultivate them; they are the easiest to upgrade. They also can be your best assistants for soliciting other donors.
- Aim high. If an ask amount is not suggested by your Annual Giving staff liaison, look at the donor's giving history and ask for an amount that is high enough to challenge your prospect. Most people know how much they can afford to commit and will not be offended when asked for a stretch gift – particularly in a Reunion year.
- *"Thank you"* is a powerful phrase. Regardless of the outcome of the conversation, always thank your classmate for taking time to talk with you. Her experience with the interaction can reflect positively on Simmons and could very well be a deciding factor in a future giving.

How to Make a Gift

Gifts by Check

Checks should be made payable to Simmons College and mailed to the following address:

Simmons College
Attention: Office of Advancement
300 The Fenway
Boston, MA 02115

Gifts by Credit Card

The relative ease of making a credit card gift has made this a popular method of giving.

Donors may use the secure online giving web site <https://alumnet.simmons.edu/giving>.

Donors may send credit card information (name as it appears on the card, credit card number, date of expiration, gift amount) to the College, or give the information to a volunteer who will pass it on to the Office of Advancement. Simmons accepts American Express, Discover, MasterCard, and VISA.

Donors may call the Simmons Office of Advancement directly at 800-831-4284, and give credit card information over the phone.

Gifts of Securities (stocks, bonds, mutual funds)

Gifts of appreciated securities can be a wonderful way to support Simmons, while also providing tax benefits to the donor. Gifts of appreciated securities are tax deductible at full fair-market value if the donor has owned the asset for at least one year. To avoid capital gains taxes, donors must transfer the securities themselves, not the proceeds of their sale. For more information on outright gifts of securities contact the Office of Advancement at 800-831-4284.

Matching Gifts

Gifts from corporations with matching gift programs are a vital addition to annual support. An employee, retired employee, spouse, or partner generates these gifts. Usually the donor must obtain a matching gift form from the company's personnel or employee benefits office and forward it to Simmons along with the gift. Donors receive "soft credit" for matching gifts. Matching gifts can also be counted toward 1899 Leadership Giving Society membership.

When appropriate, urge each prospect to investigate her employer's matching-gift policies and to follow through early in the fiscal year.

Planned Giving

Planned gifts, like gifts to **The Simmons Fund**, are a key part of the life of the College. In fact, the College was founded by a planned gift from the estate of John Simmons. Certain types of planned gifts can help donors with life incomes and provide tax benefits to loved ones during the settling of a donor's estate. Planned Giving options are outlined on Alumnet at www.alumnet.simmons.edu/plannedgiving. Information tailored to a donor's unique needs and goals can be discussed by contacting the Office of Advancement at 800-831-4284.

Helpful Class Officer Tools and Resources

- Simmons Connection – An email newsletter, specially designed for our class officers. This is sent via email every 6-8 weeks and includes important updates from the College to share with your fellow classmates. This also includes a link to view the class giving, participation and obituary reports posted on Alumnet. Please make sure the College has your correct email address!
- Lists and Labels – For an updated class list please fill out the class list request form at <http://alumnet.simmons.edu/volunteers> and send to alumnet@simmons.edu. The office of alumnae/i relations can assist with mailings or provide a set of labels if you'd like to send a class mailing.
- Event Planning Guide – Once you have decided on your Class event, please contact your staff contact in the office of alumnae/i relations to assist with planning.
- Simmons Style Guide – To assist with writing notes or thank you letters please request a copy of the style guide from your staff contact in the office of alumnae/i relations or you can access a copy at <http://alumnet.simmons.edu/volunteers>.

Class Programs

In between your reunion years it is important to stay connected with your classmates. Below we have provided a few ideas and suggestions of events to plan in between your reunion years. These are planned by class volunteers, the alumnae/i office will assist with lists and mailings. Building momentum in non-reunion years will only help increase attendance and participation at your next Reunion. The College will provide a detailed planning timeline for your Reunion. Meet or set up a conference call with fellow class officers to brainstorm ideas. Here are some examples of events: potluck dinner at someone's home, wine tasting, lunch and museum tour, on campus luncheon or dinner, etc.

Stay Connected

- Keep your contact and business information updated so we can stay in touch!
- Share interesting Class Notes about yourself or our classmates—we need to share all of our amazing accomplishments as Simmons alumnae!
- Read Simmons monthly ENews, the SIMMONS alumnae/i magazine, and special information about the College, visit Alumnet to stay up-to-date on Simmons events.
- Watch for events in your area and get together with other alumnae/i—you'll love meeting new people and reconnecting with old friends.

How to Plan a Class Mini-Reunion

To coordinate your mini-reunion, please contact the Office of Alumnae/i Relations six months before your ideal date at alumnet@simmons.edu or by calling 800-831-4284.

For each mini-reunion, we will work with you to:

- Establish a timeline for your event;
- Post event information on Alumnet;
- Help send out your event invitation if needed;
- Arrange for Simmons representatives to attend gatherings, when possible and appropriate.

As we share the common goal of engaging your class, it is our role to provide you with excellent service. In that spirit, it is very helpful on our end when you are able to provide the following information:

- Keep the Office of Alumnae/i Relations (OAR) updated on class activities and upcoming special events
- Provide advance notice when requesting assistance in coordinating a mini-reunion;
- Collect registrations associated with events and send to OAR to track engagement
- Make sure that the OAR receives a copy of the invitation, email, and most importantly, a final list of alumnae who attended

Alumnet

To login to Alumnet, please visit: <https://alumnet.simmons.edu/login>.

If you are not a registered member, click on “New Member Registration” and fill out the form. Your Simmons ID# is no longer required.

This is where you can update your contact information. It may take up to 2 business days to process your registration and contact updates. You will not be able to access Class Notes or the Directory or set up Email Forwarding until your registration is processed. You may contact the Office of Advancement at 800-831-4284 during business hours to expedite the process.

Alumnet Resources

Volunteers: <http://alumnet.simmons.edu/volunteers>

Events: <http://alumnet.simmons.edu/events>

Class Notes: <http://alumnet.simmons.edu/classnotes>

Making Education Work Campaign: <http://alumnet.simmons.edu/makingeducationwork>

Tell Your Story: <http://alumnet.simmons.edu/tellyourstory>

News: <http://alumnet.simmons.edu/news>

Directory: <http://alumnet.simmons.edu/directory>

Email Forwarding: <http://alumnet.simmons.edu/emailforward>

Regional Clubs: <http://alumnet.simmons.edu/regionalclubs>

Class Pages: <http://alumnet.simmons.edu/classpages>

Thank You!

Thank you for your time and work on behalf of the College and your Class. We are so honored to partner with you to support Simmons and create opportunities for transformative learning that links passion with purpose for our students.

We value your time, talent, and appreciate your efforts.