

Kenyon Fund Volunteer Handbook

Fiscal Year 2019-2020

Message from the Director of Annual Giving

Thank you for your service to Kenyon as a Class Agent or Reunion Committee Member! Your work to motivate and engage with your classmates is critical to continuing and building upon their strong relationships with Kenyon, which strengthens our community of annual donors each year.

The information in this handbook serves as a foundation for your involvement with the Kenyon Fund. We hope you find it useful! If you have suggestions for additional items you would like to have included, please do not hesitate to share your ideas.

I look forward to seeing you on campus soon. Thank you for all you do for Kenyon!

Sincerely,

Molly Gutridge '99
Director of Annual Giving, Kenyon Fund



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I. Introduction

Overview of the Kenyon Fund

The Kenyon Fund is the name of the College's annual fund, which supports the \$150 million operating budget. Gifts to this fund are critical to providing the college with unrestricted and immediately expendable core support for basic operations and new programs. In the fiscal year ending June 30, 2019, approximately 8,000 donors made gifts via the Kenyon Fund and the Kenyon Parents Fund. Ranging in size from under \$25 to more than \$50,000, these contributions provided over \$5.4 million to support the experiences of Kenyon faculty and students.

The Office of Annual Giving, which was recently combined with the Office of Alumni and Parent Engagement to better synthesize our shared objectives, manages the Kenyon Fund and relies on more than 500 class agents and reunion committee members like you who volunteer for Kenyon College and the Kenyon Fund.

Unrestricted Giving

Though gifts to the Kenyon Fund are technically unrestricted, Kenyon College enables its donors to select from five broad categories:

- Area of Greatest Need
- Academic Support
- Athletics and Physical Fitness
- Campus Preservation and Green Initiatives
- Scholarships and Financial Aid/Hannah More Scholarship

Your Kenyon Fund Class Manager

As a volunteer, you have Kenyon's entire Office of Annual Giving team in Gambier ready to offer the support you need. You are encouraged to work closely with your Kenyon Fund Class Manager throughout the fiscal year. When you are in need of information, support or guidance, the following staff person, your assigned Kenyon Fund Class Manager, will be here to help with any questions or concerns that arise.

- **Shawn Dailey**, 740-427-5151, daileys@kenyon.edu: 50th, 55th, 60th reunions, KFEC, Alumni Council
- **Terry Dunnivant**, 740-427-5579, dunnivantt@kenyon.edu: 1971 and earlier non-reunion classes, 2002-2011; 10th and 15th Reunion
- **Tracey Wilson**, 740-427-5568, wilson1@kenyon.edu: 1972-1986; 35th, 40th, 45th reunions
- **Shayna Daubert**, 740-427-5916, dauberts@kenyon.edu: 1987-2001; 20th, 25th, 30th reunions
- **Parker Subia**, 740-427-5499, subiap@kenyon.edu: 2012-senior class; 5th reunion

Volunteer Responsibilities

Most Kenyon College alumni classes have a chair or co-chairs who lead a cadre of class agents from their graduation year. The number of class agents and breakdown of representation varies from class to class. A select group of chairs and class agents also serve on the Kenyon Fund Executive Committee, also known as KFEC.

Class Agent Chairs and Co-chairs

Chairs and co-chairs are responsible for leading their classes' annual efforts to raise unrestricted support for Kenyon by recruiting, supporting and leading a roster of class agents.

The following are the duties of the chair/co-chairs, which are in addition to those listed under class agent responsibilities:

- 1. Manage Class Agents:** Monitor your class volunteers and their progress to ensure they are following up with assigned classmates throughout the year. In coordination with your volunteers and Kenyon Fund Class Manager, determine the appropriate adjustments to existing volunteer groups to maximize results.
- 2. Recruit New Volunteers:** Work with your Kenyon Fund Class Manager to identify viable candidates to join the volunteer team and plan a recruitment strategy (email, phone, etc.).
- 3. Aim to Achieve Dollar and Participation Goals:** Your Kenyon Fund Class Manager from our staff will consult with you to set annual dollar and donor goals for your class and you will jointly monitor progress throughout the fundraising year.
- 4. Personalize Solicitation Materials:** Customization of solicitation templates provided by our staff is needed to maximize the effectiveness for each class and constituent group. You know best what resonates with your classmates! The chair's feedback and ideas for solicitations are encouraged and welcomed throughout the year.
- 5. Solicit Each Agent for a Kenyon Fund Gift:** Encourage your volunteers to make their own gifts. Remind them that they are able to make a stronger case to potential donors when they have already given.
- 6. Make a Kenyon Fund Gift:** Chairs should also lead by example and make their gift early in the fiscal year. 100 percent participation from volunteers is expected each year. (Thank you!)

Class Agents

Class Agents are responsible for soliciting a group of classmates to make their Kenyon Fund gifts each fiscal year (July 1- June 30). The following are the duties of the class agents:

- 1. Make a Kenyon Fund Gift:** Like chairs, class agents should lead by example and make their gifts in the fall. You are in a stronger position to ask for gifts from your classmates throughout the year if you have already shown your support.

2. Solicit Your Classmate Group: Class agents work with their Kenyon Fund Class Manager to select 10-20 classmates to be part of the classmate group they plan to engage and ask for a Kenyon Fund gift. This can be done by email, text, phone or handwritten notes with all the needed information found at our [volunteer website](http://volunteer.evertrue.com), and our new volunteer platform, volunteer.evertrue.com.

3. Sign and Personalize Solicitation Letters: You will be asked to sign and personalize class letters and solicitation messages to your classmate group at least once each year. Your customized note is the key to a successful solicitation. It has been shown that a personal solicitation from a classmate is the most effective way to secure gifts for the Kenyon Fund.

4. Follow up: After solicitation letters are mailed, class agents are asked to follow up with those classmates who haven't given to the Kenyon Fund. Reach out via phone, email, text, or in person, if possible. The earlier in the fiscal year that you can secure donors, the better!

5. Utilize your Class Tracking Reports: Reunion and alumni tracking reports are distributed on a regular basis. Please be in contact with your Kenyon Fund Class Manager if you have a need that comes up outside of the regular reporting schedule.

6. Thank Donors: Expressing your appreciation on behalf of Kenyon is an essential volunteer responsibility. Handwritten notes, phone calls or emails are effective and meaningful ways to thank the classmates in your group. You can also thank donors through our volunteer website volunteer.evertrue.com. Don't forget to say a special thanks to first-time donors and those giving at the Peirce Society level and higher, big moments in giving for both of these donors — and Kenyon!

7. Responsibilities During a Reunion Year: During a reunion year, you may be asked to serve on your reunion committee. (See Reunion Roles and Responsibilities)

Engagement Opportunities

There will be times periodically throughout the year that you may be asked to share engagement opportunities with your assigned classmate group. This could include an event in your area that classmates might enjoy, a call for nominations for alumni awards or encouragement to submit a class note for the fall or spring class letter, to name just a few.

If you are interested in other ways to volunteer at Kenyon College, [follow this link to learn more](#). Here are a few examples:

- Kenyon Alumni Admissions Network
- Alumni Council
- Alumni of Color Mentoring Initiative
- Kenyon Career Network
- Regional steering committees
- Social Events for alumni and parents

Reunion Committee Member Responsibilities

Reunion Gift Chair

The Reunion Gift Chair works with committee members and Kenyon Fund Class Managers to set a stretch goal for the class' Kenyon Fund gift. The Reunion Gift Chair is the primary liaison to leadership giving prospects in the class, the reunion committee, and the College. In addition to the Class Agent Chair responsibilities, Reunion Gift Chairs are also expected to:

- 1. Manage the Reunion Team:** Work with your Kenyon Fund Class Manager to lead the reunion class giving campaign and oversee the fundraising efforts. Monitor and encourage your Reunion Committee Members and their group's progress to ensure they are following up with their classmates throughout the year.
- 2. Personalize Solicitation Materials:** Write or delegate to another committee member the writing or editing of two reunion class gift letters.
- 3. Solicit Each Reunion Committee Member for a Kenyon Fund Gift:** Encourage your volunteers to make their gifts or stretch gifts. Remind them that they are able to make a stronger case to potential donors when they have already given themselves.

Reunion Social Chair

You will work with members of the Alumni and Parent Engagement Office during the year to plan Reunion Weekend.

Reunion Committee Members

Behind any reunion is a group of volunteers working together to make it a success. The work done by this group is vital to making reunion a special celebration for the class. As well as the duties of a Class Agent, Reunion Committee Members are expected to:

- 1. Make a Stretch Gift to the Kenyon Fund:** Like Class Agents, Reunion Committee Members should lead by example and make their stretch gifts in the fall. You are in a stronger position to ask for gifts from your classmates throughout the year if you have already shown your support.
- 2. Select your Classmates:** You will work with the rest of your committee to select the classmates that will be in your assigned group. Each Reunion Committee Member will choose between 10 and 20 classmates that they will be asked to communicate with to engage and encourage to make a gift to the Kenyon Fund. This can be done during Reunion Planning Weekend and throughout the academic year by utilizing volunteer.evertrue.com.
- 3. Attend Reunion Planning Weekend:** Reunion Planning Weekend happens every fall on the Hill (more details below). You will help with gift and social planning during the weekend. If you are unable to attend, you will be asked to participate in a follow-up teleconference with the rest of your team after the weekend has concluded.

4. Help Organize Your Reunion Weekend: Following the lead of the reunion social chair, your committee will have the opportunity to organize your weekend activities and share communications before reunion.

5. Be a Reunion “Cheerleader:” Encourage your classmates to attend Reunion Weekend as well as attend yourself and assist with your class activities.

6. Have Fun! Most of all, have fun and stay connected with your classmates and the College.

Reunion Planning Weekend

In early fall, Reunion Committee Members are invited to Gambier for Reunion Planning Weekend. As a guest of the College during these fun-filled days, Kenyon will provide volunteers with lodging and meals.

The focus of the weekend is to create a plan for the class gift to the Kenyon Fund and organize social activities. During this time, volunteers from the 5th through 50th reunion classes will receive the appropriate tools and training needed to be successful. There are breakout sessions designed for committees to make their individualized class plans for Reunion Weekend. There is also a training session available to learn how to use the volunteer platform, volunteer.evertrue.com.

In addition to planning a successful reunion, you will have the opportunity to spend time with friends, tour new spaces, cheer on the Lords and Ladies, hear a College update from the president and more.

Volunteer Recognition

We hope that all Class Agents and Reunion Committee Members will feel appreciated, connected and valued. Throughout the year, engaged volunteers are recognized for their efforts in several ways. Whether it’s a “shout out” from the staff or receiving a free gift for meeting a specified challenge, we strive to keep our program energized and rewarding for our volunteers.

The **D. Morgan Smith Award** is an annual award recognizing outstanding service as a Class Agent. The award is named for D. Morgan Smith '28, whose service on Alumni Council, efforts as a class agent and work with students inspired the creation of the Student-Alumni Association.

Reunion Awards

Reunion Weekend is a time to celebrate the accomplishments of our classes that are back on campus each May. The following awards can be earned by classes that put in an extra effort for the Kenyon Fund during their reunion year. The trophies are awarded during Reunion Weekend.

Class of '21 Plate: For the 5th to 45th reunion class with the highest participation in the Kenyon Fund.

Thomas Cup: Named for William H. Thomas Jr. '36, alumni director and vice president for development from 1958 until 1978. For the reunion class with the largest amount given/pledged to the Kenyon Fund.

Class of 1987 Award: For the 5th to 20th reunion class with the highest cumulative Kenyon Fund totals.

Class of '62 Award: For the 5th to the 20th reunion class with the greatest percentage of members contributing to the current Kenyon Fund.

Peirce Cup: Named for William Foster Peirce, president from 1896-1937. For the reunion class with the greatest percentage of its members in attendance at Reunion Weekend.

Bishop's Cup: Named for Bishop Philander Chase, founder and first president of Kenyon. For the reunion class with the largest amount given/pledged to the College.

KFEC Award: For the reunion class with the highest number of new Kenyon Fund leadership donors.

Class of '63 Award: For the reunion class with the greatest increase over the year prior to reunion giving, in dollars, donated to the Kenyon Fund.

II. Making the Ask

Fundraising Tips

When approaching classmates for a gift, it is sometimes difficult to know where to start. It's important to connect their gift to your shared love of Kenyon; your classmates want the best for Kenyon but simply might not understand that their gift of any size makes a difference. The following are some helpful hints on how to begin the process and ensure successful results.

1. Have Fun, Be Positive, Let Your Enthusiasm Show!

Fundraising is hard work, but fun. Volunteering as a class agent is a unique way to reconnect with classmates, broaden friendships and meet interesting new people -- all while staying connected to Kenyon! Remember that when people are asked why they give, the most common response is, "Because someone asked me." If you don't ask, your classmates may not give!

2. Personalize Your Communication

Get to know your assigned classmates by using volunteer.evertrue.com, social media or keeping your own notes about life events, and incorporate that information into handwritten notes, texts, emails and phone calls.

3. Acknowledge Prior Giving and Involvement and Say "Thank You"

No two words are more important to fundraising than “thank you.” Begin by thanking your classmates for all of the ways they support Kenyon through volunteering or donations.

4. Make the Connection

Nostalgia is often a powerful motivating force. Memories of experiences at Kenyon foster warm feelings toward the College and remind classmates why giving back is so important.

5. Consider Asking for an Increase

Think about asking consistent donors to increase their gift, especially if they are approaching another leadership giving level or are celebrating a reunion. Talk to your Kenyon Fund Class Manager about appropriate strategies.

6. Follow up

Follow up with a phone call to speak with a non-donor. As one seasoned class agent says, “A phone call is the surest way to change a ‘no’ to a ‘yes.’”

What Counts

What types of gifts count within the Kenyon Fund and toward my class goal?

Gifts to the Kenyon Fund are unrestricted and provide the College with immediately expendable core support for basic operations and new programs. To receive credit in the Kenyon Fund, gifts must be designated to one of five categories: unrestricted purposes, academic support, scholarships and financial aid/Hannah More Scholarship, campus preservation and green initiative and athletics and physical fitness.

Gifts to other campus partners will also count in our participation and annual fund totals. These gifts are also unrestricted and provide specific areas of the College with immediate core support. These allocations include Gund Gallery, Kenyon Review, Brown Family Environmental Center, and Philander Chase Conservancy.

Currently, gifts to other purposes outside of the annual fund designations, such as endowment support, **do not** count toward the Kenyon Fund or your class reunion goal, but all gifts are recognized in the class listings included in the fall class letter and are considered for the Bishops Cup Award for reunion years.

All Kenyon Fund gifts and pledges made starting **July 1** of the fiscal year in which the reunion will be celebrated count toward the class reunion goal. Gifts to all areas are celebrated through the awarding of the Bishop’s Cup Award.

Solicitation Schedule

Please use this timeline as a guide for the year’s outreach. Kenyon’s fiscal year runs July 1-June 30.

July

New fiscal year begins July 1

September

President's appeal (opening solicitation in mailboxes)
Reunion Planning Weekend, Sept. 27 - 28, 2019
Class Agents and Reunion Committee Members request class notes

October

Targeted volunteer outreach to assigned classmates

November

Targeted volunteer outreach to assigned classmates
Fall class letters personalized by Class Agents/Reunion Committee Members

December

Targeted volunteer outreach to assigned classmates
Winter/holiday direct mail appeal
Electronic class letters sent
Year-end giving reminder from volunteer email

January

Happy New Year!

February

Designated class agents and reunion committee members request class notes
Reunion social letter from social chair

March

Targeted volunteer outreach to assigned classmates
Kenyon Bell-A-Thon

April

Targeted volunteer outreach to assigned classmates

May

Spring class letters from designated class agents/reunion committee members
Targeted volunteer outreach to assigned classmates
Spring direct mail appeal
Reunion Weekend

June

Targeted volunteer outreach to assigned classmates
Fiscal year-end weekly email campaign
Class Agent/Reunion Committee Member reminder email to all non-donors

Ongoing

Monthly Class Agent/Reunion Committee Member newsletter
Monthly or bi-weekly tracking report

Giving Societies

The Kenyon College Leadership Giving Program encourages and recognizes leadership contributions to the Kenyon Fund, Kenyon Parents Fund, the Brown Family Environmental Center, Philander Chase Conservancy, Gund Gallery and the Kenyon Review.

Kenyon alumni couples who make joint gifts will be recognized based on their combined gift amount.

Leadership Giving Recognition Levels

- President's Society: \$50,000 and above
- Kokosing Society: \$25,000 - \$49,999
- Philander Chase Society: \$10,000 - \$24,999
- Bexley Society: \$2,500 - \$9,999

Gambier Society for Young Alumni

The Gambier Society for Young Alumni enables 2006-2019 alumni to become leaders in philanthropy through this tiered giving structure:

- Classes 2016 – 2019: \$120 or **\$10 per month**
- Classes 2011-2015: \$600 or **\$50 per month**
- Classes 2006 – 2010: \$1,200 or **\$100 per month**
- Classes 2005 and earlier: \$2,500 or **\$208.34 per month**

Please note: the monthly gift amounts above reflect 12 payments (July 2019-June 2020); recognition as a Gambier Society for Young Alumni member will be based on total giving for the 2019-2020 fiscal year.

Henry J. Abraham Society

The Henry J. Abraham Society honors loyal and consecutive donors to the Kenyon Fund. To qualify, alumni must make a contribution for three successive years. Members will enjoy society-specific benefits, Reunion Weekend perks and camaraderie with Kenyon's most loyal alumni.

George Wharton Marriott Society

Members of the George Wharton Marriott Society have expressed their commitment to Kenyon College through a very special and important form of financial support. These donors have named Kenyon as the beneficiary of a planned gift in their estate planning. More information can be found at kenyon.myplannedgift.org.

Increasing a Gift's Impact

In Memoriam/In Honor of Gifts

Kenyon Fund gifts can be made in memory or in honor of someone special. Donors can honor a favorite professor or memorialize a deceased friend. Gifts of this type can be made by simply stating this intention when the gift is made. The person or family being honored or memorialized will be notified.

Corporate Matching Gifts

Many corporations have a matching gift program that can double or even triple an individual's contributions to Kenyon College. Ask your classmates to check if their (or their spouse's) current employer has a matching gift program. Matching gifts are included when calculating a donor's eligibility for leadership giving recognition. To find out if a company is a matching gift participant, ask them to check with their Human Resources department.

III. Communication Tips and Q&A

Communication Tips

Some of your classmates may have questions or concerns about the Kenyon Fund or Kenyon in general. The following tips can help you handle these types of conversations and leave your classmate with positive feelings toward the College.

- Listen carefully
- Validate their feelings
- "Thank you for bringing up this concern, and I'm happy to talk with you about it..."
- Understand the root of the problem: "Tell me more about..."

If a classmate expresses concern about College policies and decisions, remind them of the excellent education Kenyon provides students and the positive, exciting things that are happening around campus, or reminisce about events that took place when they were in college. Try to encourage them not to let one controversial issue influence their giving to Kenyon.

Emphasize the importance of Kenyon's commitment to students and their education.

If you feel unable to address their concerns, refer your classmates to your Kenyon Fund Class Manager in the Annual Giving Office.

Frequently Asked Questions

There are certain questions that are asked frequently. Many of these questions are listed below and many volunteers have used the responses provided to turn objections into a gift or pledge.

Financial

Does my small gift really make a difference?

Yes! Every donation, no matter what size, makes a difference — and establishes a pattern of giving that is priceless. It also helps us reach our participation goal. If everyone contributes according to their ability, a \$10, \$50, or \$100 gift from someone of modest means is as meaningful as a multi-million dollar gift from a wealthier graduate.

Outside organizations such as U.S. News & World Report factor in alumni giving participation rates when calculating college rankings. High levels of alumni participation also help Kenyon secure competitive research grants.

A gift symbolizes your attachment to, and appreciation of, your Kenyon experience.

Consistent annual giving provides Kenyon with regular, dependable revenue, just like our endowment.

Why should I give to Kenyon when I give to other charities that I feel are more in need of my financial support?

Giving to Kenyon makes a difference to current students and your former professors. Through your gifts, you are providing opportunities to Kenyon students that were provided to you during your undergraduate days. You are also helping to keep class sizes small and teaching resources and labs up-to-date. If there is a specific cause you feel passionate about, you can designate your gift to a purpose of your choosing.

Why should I give back when I am still paying my student loans?

Tuition does not represent the true cost of a Kenyon education; it covers a portion of the cost of educating a Kenyon student. Even a small gift will provide support to current students, just as you were supported when you were on campus.

Personal Circumstances

The only time I hear from Kenyon is when they are asking me for money. I no longer feel connected to the College.

I would be happy to share news of what's happening at Kenyon today, and I invite you to participate in the College's regional association programs. They are a great way to stay connected and involved with Kenyon! There are also ways to help Kenyon students just by volunteering your time. Check out the variety of alumni programs, associations, and volunteering opportunities available on the Alumni Office website. Don't forget, reunions are a great way to get back to campus and get reacquainted with Kenyon. We hope you will join us in Gambier for our next reunion!

I don't have a lot of money/I am unable to make a gift at the present time due to personal circumstances/I am still in debt from student loans.

Participation at any level is greatly appreciated; a gift of any size makes an impact on the daily lives of Kenyon students. High participation levels also help Kenyon maintain high college rankings. Outside organizations such as U.S. News & World Report factor in alumni giving participation when calculating college rankings.

I'm upset that my child was not accepted to Kenyon.

Allow the classmate to express their feelings and acknowledge their feelings of disappointment, frustration or confusion.

When the time is right, share with them that legacy applicants get a thorough review by admissions.

Shift the conversation back to the classmate; remind them of their own experience at Kenyon and how that helped shape who they are today.

Other Kenyon Contributions

Why am I being asked for a Kenyon Fund gift in addition to a capital gift?

Kenyon alumni may be solicited for a number of gifts. If a prospect says, "I have already given," they may be referring to something other than the Kenyon Fund, including a capital (restricted) gift, social fees for a class reunion or a gift to a sports association or club. The Kenyon Fund is the simplest and most direct way to participate in class fundraising and support the Kenyon experience. Kenyon Fund gifts count in the reunion class gift total. They are distinct from social fees, which support class activities during reunion weekend.

Why am I being asked to make a "stretch" gift to the Kenyon Fund for my reunion?

A special, larger-than-usual annual gift is an excellent way to celebrate one's reunion — a significant milestone in one's life.

I would like to make a special gift for my reunion, but I can't afford it at this time.

Encourage the donor to make a multi-year annual pledge. Alumni often find this a convenient way to make a larger gift while spreading out the payments. The entire amount of the pledge will count toward the reunion class gift total.

IV. Confidentiality Agreement for EverTrue

Every time you log in to EverTrue, you are agreeing to the following standards of confidentiality with respect to the information contained therein:

You are expected to adhere to certain norms in Your interaction with alumni and your treatment of the information that the software provides. Use of the information available in the software for any commercial or political solicitations is strictly prohibited. Such unauthorized use may result in termination of this license and denial of access to the software.

This software is for official institution and alumni personal use only. Use of this directory or the information available for any other purpose, including, but not limited to, reproducing, and storing in a retrieval system by any means, electronic or mechanical, photocopying or using the addresses (electronic or otherwise) or other information contained in this directory for any commercial or political purpose or mailing is strictly prohibited and is in direct violation of copyright and constitutes misappropriation of corporate property. Such unauthorized use may also violate the rights of privacy and/or publicity of individuals.