Dear Class Leader:

Thank you for volunteering for Georgetown.

As a class leader, you play a vital role in strengthening the lifelong connection between your classmates and Georgetown.

Reunions provide an excellent opportunity for alumni to reunite with classmates, make new friends, expand their social and professional networks and rediscover Georgetown. Your work leading up to Reunion is paramount for ensuring your reunion is a success and for building a happy, connected and deeply committed alumni community.

Whether you have volunteered for your class previously or if this is your first reunion cycle, this handbook is a resource for you in your role as a class leader. It presents guidelines and useful information that will help you engage your class in the life of Georgetown year after year.

If you have any questions, please do not hesitate to reach out to your staff liaison (listed in your Class Profile). They will be your partner throughout your tenure as a volunteer and are eager to help.

Thank you again for the time and energy you dedicate to Georgetown.

Sincerely yours,

William G. Reynolds
C’79, Parent’10, ’13
Associate Vice President, Alumni Relations and Annual Fund
Executive Director, Georgetown University Alumni Association
# TABLE OF CONTENTS

## CLASS COMMITTEE

<table>
<thead>
<tr>
<th>Topic</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Big Picture</td>
<td>2</td>
</tr>
<tr>
<td>Structure</td>
<td>2</td>
</tr>
<tr>
<td>Staff Liaison</td>
<td>2</td>
</tr>
<tr>
<td>Volunteer Recruitment</td>
<td>2-3</td>
</tr>
<tr>
<td>Volunteer Organization</td>
<td>4</td>
</tr>
<tr>
<td>Role Descriptions</td>
<td>4-5</td>
</tr>
<tr>
<td>Meetings and Communications</td>
<td>6</td>
</tr>
<tr>
<td>The Five-Year Cycle</td>
<td>6-9</td>
</tr>
</tbody>
</table>

## REUNION PLANNING

<table>
<thead>
<tr>
<th>Topic</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reunion Weekend Overview</td>
<td>12-13</td>
</tr>
<tr>
<td>Class Party Planning</td>
<td>13-14</td>
</tr>
</tbody>
</table>

## COMMUNICATIONS

<table>
<thead>
<tr>
<th>Topic</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print Communications</td>
<td>16</td>
</tr>
<tr>
<td>Class Websites</td>
<td>16</td>
</tr>
<tr>
<td>Broadcast E-mails</td>
<td>16</td>
</tr>
<tr>
<td>Social Networking</td>
<td>16</td>
</tr>
</tbody>
</table>

## CLASS GIVING

<table>
<thead>
<tr>
<th>Topic</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Case for Class Giving</td>
<td>18</td>
</tr>
<tr>
<td>Reunion Campaign Goal Setting</td>
<td>18</td>
</tr>
<tr>
<td>Participation Goal</td>
<td>18-19</td>
</tr>
<tr>
<td>Dollar Goal</td>
<td>20-23</td>
</tr>
<tr>
<td>Assessing Reunion Campaign Potential</td>
<td>24</td>
</tr>
<tr>
<td>Phone Solicitation Script</td>
<td>28-29</td>
</tr>
<tr>
<td>Overcoming Obstacles</td>
<td>30-31</td>
</tr>
<tr>
<td>Gift Acknowledgements</td>
<td>32</td>
</tr>
<tr>
<td>For Generations to Come:</td>
<td></td>
</tr>
<tr>
<td>The Campaign for Georgetown</td>
<td>33</td>
</tr>
<tr>
<td>The Georgetown Fund</td>
<td>33</td>
</tr>
<tr>
<td>Loyalty Society</td>
<td>33-34</td>
</tr>
<tr>
<td>Planned Giving</td>
<td>34-35</td>
</tr>
<tr>
<td>Legacy Society</td>
<td>35</td>
</tr>
<tr>
<td>Reunion Year Solicitation Cycle</td>
<td>26</td>
</tr>
<tr>
<td>Reunion Trophies</td>
<td>36</td>
</tr>
</tbody>
</table>

## APPENDICES

<table>
<thead>
<tr>
<th>Topic</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Confidentiality Agreement</td>
<td>38</td>
</tr>
<tr>
<td>Reunion Trophies Winners</td>
<td>41-42</td>
</tr>
<tr>
<td>Suggested Off-Campus Class Party Venues</td>
<td>39</td>
</tr>
<tr>
<td>Attendance Records</td>
<td>42</td>
</tr>
<tr>
<td>Giving Records</td>
<td>40</td>
</tr>
<tr>
<td>GUAA and Campus Partners</td>
<td>43</td>
</tr>
</tbody>
</table>
THE BIG PICTURE

For generations, Georgetown students have learned, grown, served and formed lifelong relationships on the Hilltop. The Georgetown experience is a unique one, bonding students with each other and their alma mater for life.

Through their work and dedication, class committees play a vital role in maintaining and enhancing these bonds over time. They bring alumni back to campus, reconnect classmates with each other and foster new relationships.

Your classmates rely on leaders like you to keep them connected with each other and with Georgetown, and Georgetown relies on leaders like you to keep connected to its alumni.

STRUCTURE

The ideal class committee is comprised of 30 to 40 volunteers and includes one class chair, three functional chairs and several ambassadors. Your staff liaison will work with your class committee to develop a strategy specific for your class. While each class structure may vary slightly, pages four and five illustrate the class committee structure that tends to be most effective.

STAFF LIAISON

Your staff liaison from Georgetown will be your partner as you organize your class and plan for Reunion Weekend. Their responsibilities include:

- Assist with identifying outreach strategies, planning class events and setting fundraising goals.
- Assist with recruiting and organizing committee members.
- Provide class-specific information to help plan events, fundraise and contact classmates.
- Coordinate Georgetown Fund communications and Reunion Weekend marketing materials.
- Coordinate phone-a-thon calls from students.
- Provide regular updates on reunion campaign participation and dollar goals.
- Work with other Georgetown staff to coordinate solicitation strategies for major gifts from classmates.
- Assist with programming and communication outside of the reunion year.

VOLUNTEER RECRUITMENT

The first responsibility of the class chair is to construct an executive committee including the events, fundraising and communications chairs. The class chair should work with classmates and the staff liaison to identify reliable, experienced volunteers for each of these positions.

For every class leadership position it is important to have people who can deliver results and unify and inspire classmates. On the opposite page are tips for recruiting class committee members.
BUILD A DIVERSE COMMITTEE Encourage committed volunteers to involve their friends and acquaintances, but make sure the committee is representative of different groups and schools. Use affinity groups such as athletics, freshman halls and club activities to broaden your committee’s reach.

ASK OFTEN AND INVITE ALL TO PARTICIPATE Georgetown will ask classmates to self-identify as potential volunteers throughout the reunion cycle. Be sure to ask via your class website, in broadcast e-mails and whenever communicating with classmates.

FOCUS ON QUALITY OVER QUANTITY There is no formula for the right number of volunteers. What is important is getting the right people on the committee. Look for alumni who are enthusiastic about returning for Reunion Weekend and supporting Georgetown.

FOLLOW UP IN A TIMELY MANNER If classmates express interest in getting involved, it is important to engage them quickly.

COMMUNICATE REGULARLY Classmates want to feel confident that their time will be used well and that they will make a difference as a class leader. Remind volunteers about upcoming calls, check-in points and milestones.

RECRUITMENT TALKING POINTS

The most effective way to recruit committee members is through personal outreach, whether over the phone, via e-mail or in person. When talking with classmates, emphasize that the committee is responsible for both programming and fundraising for the class and that committee members will be able to participate in a wide range of activities. Below are some talking points to help recruit classmates to join the committee:

Introduce yourself as a Georgetown classmate and ask if this is a good time to talk.

Ask your classmate what he/she has been up to since leaving Georgetown.

State that the purpose of the outreach is to discuss your upcoming reunion, which you hope he/she will be able to attend.

Mention what role you have accepted on the class committee and discuss the committee’s general responsibilities.

- Attend Reunion Weekend and contribute to the reunion campaign.
- Plan the class party and other class events.
- Reach out to classmates to encourage them to attend Reunion Weekend and give to the reunion campaign.

Ask if he/she will consider joining you as a member of the committee.

Share your own reasons for volunteering and supporting Georgetown—enthusiasm can be contagious.

Once someone agrees to join the committee, ask him/her what aspects of the committee he/she is interested in and notify your class chair and staff liaison.

If he/she declines, let your staff liaison know so he/she is not asked again.
All class committee volunteers should plan to attend their reunion and support their reunion campaign. Position-specific responsibilities are outlined below.

**THE CLASS CHAIR** is the principal class leader and liaison with Georgetown. Class chair responsibilities include:

- Understand the class and its experiences at Georgetown and be able to represent both the class and Georgetown in a variety of settings.
- Recruit and lead other class leaders.
- Develop and execute a five-year engagement plan for the class.
- Represent the class to the Board of Governors' Class Advancement Committee.
- Contribute to the Georgetown Fund each year.
THE FUNDRAISING CHAIR leads the class fundraising efforts, educates classmates about the importance of reunion giving and communicates the goals and accomplishments of the reunion campaign to the class. Classes may choose to have multiple fundraising chairs that specialize in major gifts, annual participation or planned giving. Fundraising chair responsibilities include:

- In consultation with the staff liaison, develop the participation and dollar goals for the reunion campaign.
- In consultation with the class chair and staff liaison, set any class committee minimum gift or target gift amounts.
- Recruit and lead volunteers to raise funds for the reunion campaign, focusing on major gifts, annual participation gifts and, when appropriate, planned gifts.
- Become knowledgeable about and advocate for the reunion giving goals and For Generations to Come: The Campaign for Georgetown.
- Provide electronic signature and approval for Georgetown Fund communications.

THE EVENTS CHAIR oversees the event planning efforts of the committee. Events chair responsibilities include:

- In consultation with the staff liaison, determine the location, cost and feel of your class-specific Reunion Weekend events.
- Recruit classmates to host regional class events between reunions and provide support and guidance in planning these events.
- In coordination with the class chair, set a class attendance goal for your reunion.
- Coordinate additional reunion activities such as a hospitality room, class slideshow or any special interest events.

THE COMMUNICATIONS CHAIR is responsible for all class communications and outreach efforts to bolster class identity and reunion attendance. Communications chair responsibilities include:

- Recruit and organize volunteers to help contact classmates and update the class website.
- In coordination with the staff liaison, craft and send regular broadcast e-mails.
- Lead the effort to find classmates who have lost contact with Georgetown.
- Approve general class communications for your signature.

CLASS AMBASSADOES support the three functional chairs by helping to bolster attendance, achieve fundraising goals and plan successful class events (including your reunion celebrations). Class committees may choose to have sub-committees for each of the functional chairs, in which case class ambassadors would serve on one or more of these committees. Class ambassador responsibilities include:

- Participate in class committee meetings.
- Represent your class, class committee and Georgetown.
- Call, e-mail and send letters to classmates to encourage them to attend class events, attend Reunion Weekend, submit class notes and make a class gift.
- Utilize your skills and knowledge to engage your class and plan for successful reunion celebrations.
- Encourage classmates to update their contact information, including their e-mail address, with Georgetown.
- Support your class reunion campaign.
## MEETINGS AND COMMUNICATIONS

Your class committee will plan regular meetings throughout the reunion cycle, and with greater frequency as you draw nearer to your reunion. Your staff liaison will participate and provide guidance and support, as well as updates on programming and fundraising initiatives. Committee meetings are held by conference call using a toll-free number arranged by your staff liaison.

Regular communications between committee members is essential to your success. Communication can often be enhanced by using listservs, blogs or social networking groups.

## THE FIVE-YEAR CYCLE

Below is a suggested timeline to engage your class between and during reunion years. The five-year cycle begins upon graduation and repeats after each reunion.

<table>
<thead>
<tr>
<th>YEARS 1-3</th>
<th>THE BUILDING CYCLE</th>
</tr>
</thead>
</table>
| **Executive Committee** | Fill open class committee positions.  
Create a class engagement plan for the upcoming five years (review annually).  
Hold committee meetings twice per year.  
Recruit volunteers to help with communications, events and fundraising efforts.  
The class chair, or a delegate, should attend Class Advancement Committee meetings during fall and winter Board of Governors meetings. |
| **Communication** | Reach out to past attendees to thank them for a successful reunion. Send a recap to those who did not attend, sharing the highlights and letting them know the committee hopes to see them next time.  
Develop annual communications plan to request class notes, send event updates and spread any pertinent class news.  
Update the class website quarterly.  
Use the website and your volunteers to locate lost classmates. |
| **Fundraising** | Share the fundraising success of the past reunion and thank all of those who participated.  
Develop a recognition plan for leading class donors to thank, encourage and excite classmates.  
Plan periodic solicitations and encourage classmates to participate in the Georgetown Fund annually. |
| **Events** | Encourage classmates to attend regional or signature Georgetown events (i.e. John Carroll Weekend), hosting your own dinner or cocktail reception or determining a class meeting spot at an event.  
Encourage volunteers to host events in larger cities where there is a strong class presence. |
<table>
<thead>
<tr>
<th>YEAR 4</th>
<th>THE PLANNING CYCLE</th>
</tr>
</thead>
</table>
| **July-October** | - Continue to recruit volunteers and replace any vacancies for leadership positions.  
- Hold executive committee meeting to re-evaluate and update the class plan.  
- Plan any fall or winter class events.  
- The class chair should attend Class Advancement Committee meeting during the fall Board of Governors meeting. |
| **November** | - Continue to recruit class volunteers and encourage them to save the date for volunteer trainings in the winter. |
| **December** | - Hold executive committee meeting.  
- Update the website.  
- Send a holiday e-mail. |
| **January** | - Continue to recruit volunteers and encourage attendance at winter trainings. |
| **February** | - Schedule class pre-reunion events in the late winter and spring. |
| **March** | - Continue to recruit committee members.  
- Update class website |
| **April** | - Hold executive committee meeting.  
- Continue to recruit committee members. |
| **May** | - Continue to recruit committee members. |
| **June/July** | - Hold executive committee meeting.  
- Finalize committee members.  
- Update the class website.  
- Georgetown will organize end-of-fiscal-year e-mail and phone appeals. |

(continued on following pages)
<table>
<thead>
<tr>
<th>YEAR 5</th>
<th>THE IMPLEMENTATION CYCLE</th>
</tr>
</thead>
</table>
| **July** | Georgetown will conduct class survey.  
Draft communications and outreach plan. |
| **August** | Hold executive committee meeting.  
Reunion save the date is mailed.  
Discuss the location, cost, underwriting and ambiance of your Reunion Weekend events.  
Work with staff liaison to set reunion campaign participation and dollar goals.  
Finalize outreach and fundraising timelines for your upcoming reunion. |
| **September** | Hold executive committee meeting.  
Hold monthly committee call.  
Update the class website. |
| **October** | Hold executive committee meeting.  
Hold monthly committee call.  
Send e-mail blast to class emphasizing Reunion Weekend dates, registration and class notes.  
Update class website. |
| **November** | Hold monthly committee call.  
Evaluate and finalize communications and outreach plan.  
Reach out to classmates to update them on Reunion Weekend plans, recruit additional volunteers and educate about the reunion campaign.  
Update the class website. |
| **December** | Hold executive committee meeting.  
Finalize details of location, cost, underwriting and general feel of your Reunion Weekend events.  
Update class website.  
Send a holiday e-mail. |
| **January** | Hold executive committee meeting.  
Hold monthly committee call.  
Finalize underwriting commitments.  
Begin discussing class leadership structure for the next reunion cycle. |
<table>
<thead>
<tr>
<th>Month</th>
<th>Tasks</th>
</tr>
</thead>
</table>
| February | Hold executive committee meeting.  
|         | Hold monthly committee call.  
|         | Continue reaching out to classmates to encourage attendance at reunion  
|         | events and to solicit class gifts.  
|         | Make arrangements for class sponsored party favors.  
|         | Update the class website. |
| March   | Hold executive committee meeting.  
|         | Hold bi-monthly committee call.  
|         | Continue reaching out to classmates to promote attendance and the  
|         | reunion campaign.  
|         | Update the class website. |
| April   | Hold executive committee meeting.  
|         | Hold bi-monthly committee call.  
|         | Reunion brochure is mailed.  
|         | Make final push for attendance and continue promoting the reunion  
|         | campaign.  
|         | Finalize all event details with staff liaison, including menus and A/V.  
|         | Update class website. |
| May     | Hold executive committee meeting.  
|         | Hold bi-monthly committee call.  
|         | Hold weekly fundraising committee calls.  
|         | Confirm class leadership for the next cycle.  
|         | Update the class website. |
| June    | REUNION WEEKEND  
|         | Hold weekly fundraising committee calls.  
|         | Announce the launch of the next reunion cycle.  
|         | Hold executive committee meeting to debrief on Reunion.  
|         | Make final push for the reunion campaign (deadline is June 30).  
|         | Invite classmates to volunteer for your next reunion. |
| July    | Send e-mail to class letting them know the end results of Reunion. |
REUNION WEEKEND OVERVIEW

This section contains general information about Reunion Weekend. You can find more comprehensive and updated information online at [http://reunion.georgetown.edu](http://reunion.georgetown.edu) roughly nine months before your reunion.

### SAMPLE REUNION SCHEDULE

Reunion Weekend boasts nearly 100 events, including receptions, academic seminars and family programming. The following is an outline of a typical Reunion Weekend:

<table>
<thead>
<tr>
<th>Day</th>
<th>Events</th>
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<tbody>
<tr>
<td>Thursday</td>
<td>- Class gatherings (informal, often pay-as-you-go)&lt;br&gt;- Take Back the Tombs 25th Reunion Celebration</td>
</tr>
<tr>
<td>Friday</td>
<td>- Tours of campus, new buildings and Alumni House&lt;br&gt;- Welcome Luncheon&lt;br&gt;- Academic seminars&lt;br&gt;- Affinity-based receptions&lt;br&gt;- Class parties</td>
</tr>
<tr>
<td>Saturday</td>
<td>- Planned Giving Seminar&lt;br&gt;- Tours of campus, new buildings and Alumni House&lt;br&gt;- Tours of Washington, D.C.&lt;br&gt;- Academic seminars&lt;br&gt;- All-Class Procession&lt;br&gt;- University President’s Event&lt;br&gt;- All-Class Family Picnic&lt;br&gt;- Loyalty Society Hospitality Suite&lt;br&gt;- Class Leader Reception&lt;br&gt;- Class reunion celebrations&lt;br&gt;- Evening kids activities and teen event</td>
</tr>
<tr>
<td>Sunday</td>
<td>- All-Class Reunion Mass&lt;br&gt;- All-Class Farewell Breakfast&lt;br&gt;- Magis Brunch</td>
</tr>
</tbody>
</table>
FAMILIES AND CHILDREN AT REUNION

Reunion Weekend provides a wonderful opportunity for alumni to introduce their families to the Georgetown community and their classmates. Children can attend most reunion events and many are designed with families in mind. However, not all reunion events are “kid-friendly,” especially the evening parties.

The Georgetown Employment Referral Service (ERS) offers a babysitting clearinghouse service online at http://seo.georgetown.edu.

HOTELS AND ON-CAMPUS HOUSING

Georgetown negotiates room blocks and special room rates at many area hotels. Some classes encourage their classmates to stay at a particular hotel. Room blocks sell out quickly, so attendees should make their reservations early.

Limited on-campus housing is available during Reunion Weekend. Staying in the dorms can evoke many memories and epitomize a back-to-school experience, but the accommodations lack many amenities you would find in a hotel, including daily housekeeping, linen exchange and complimentary toiletries.

PARKING AND TRANSPORTATION

On-campus parking options change from year to year, particularly during times of on-campus construction. Generally, limited paid parking is available in the Leavey Center garage and in Southwest Quad.

Georgetown University Transportation Management also provides free shuttles during limited hours from the Rosslyn and Dupont Circle Metro stops. A schedule can be found online at http://otm.georgetown.edu/guts. Taxis are also available from the Georgetown University Hotel and Conference Center lobby entrance and at Healy Gates.

CLASS PARTY PLANNING

Your staff liaison is committed to ensuring that your reunion experience is successful and enjoyable. Georgetown handles the bulk of the logistics for the weekend but needs your help ensuring your class celebration reflects the personality of your class. Additionally, volunteers organize extras such as specialty decorations, class slide shows, programs or favors.

In the fall before your reunion your staff liaison will guide you through the class party planning process and provide a class planning worksheet. On the following page is a general outline for the planning process.
PARTY PLANNING PROCESS OUTLINE

**STEP 1: Set Attendance Goals**

- Your staff liaison will help you set realistic goals based on historical attendance data.

**STEP 2: Establish the Tone**

- Friday parties are typically casual, less expensive cocktail receptions on campus.
- Saturday parties are usually longer, more formal events. Classes typically choose to do a dinner with dancing on campus or at an off-campus location in Washington, D.C.

**STEP 3: Select and Confirm Locations**

- Each class is designated space on campus for both nights based upon expected attendance and venue capacities. This information is provided by your staff liaison.
- Classes may choose to host their Friday or Saturday party off-campus. This usually costs the class more money and may require a classmate or classmates to underwrite the cost of renting the space. Please see “Step 5” for information on event pricing.

**STEP 4: Review and Approve Menu**

- Georgetown will provide the caterer and coordinate all logistics.
- The events chair works with the staff liaison to select and approve the menu.

**STEP 5: Suggest Pricing**

- All class parties need to “break even” financially. This can be accomplished through event fees, underwriting or a combination of the two.
- Georgetown relies heavily on volunteer advice, class surveys and past experience to determine appropriate pricing. The cost to attend these events can be a deciding factor for many alumni as they consider whether they will attend Reunion Weekend.
- Party pricing is based on the total estimated cost of the party divided by the expected number of attendees. Event costs include rental fee, equipment rental, food, beverage, service charges, staffing, clean-up, music, A/V equipment, security and decorations.
- Georgetown sets three prices for each party: an early bird discounted price, a pre-weekend price and an at-the-door price. This encourages early registration and aids planning.

**STEP 6: Finalize Details**

- Class parties can include presentations, but we strongly encourage that all speaking be kept to a minimum to maximize classmate interaction.
- Class chairs should welcome the class at the start of the event and announce the success of the reunion campaign.
- Any requests for a Georgetown leader or faculty member should be made through your staff liaison.
PRINT COMMUNICATIONS

Georgetown coordinates print mailings on behalf of, and in conjunction with, reunion classes. These include the save the date postcard in early fall, the reunion brochure or postcard in spring and three fundraising appeals in the fall, winter and spring.

CLASS WEBSITES

Georgetown and the Georgetown University Alumni Association (GUAA) offer your class its own website on Georgetown Alumni Online (http://alumni.georgetown.edu). Each class should designate a volunteer (the Communications Chair or a designated communications volunteer) to regularly update the content.

In order to gain access to the system you must take a training course (online or in person) and complete a certification quiz. Please contact your staff liaison to learn more about gaining access to your website.

BROADCAST E-MAILS

Your class can send its own broadcast e-mails through Georgetown Alumni Online (http://alumni.georgetown.edu). Using this system ensures your e-mails go to the most accurate, updated e-mail list for your class, and allows us to track the success of each e-mail (with open rates, click-through rates and more). Many classes send monthly updates, particularly as they approach their reunion.

In order to gain access to the system you must take a training course (online or in person) and complete a simple certification quiz. Please contact your staff liaison to learn more about gaining access to your website.

PLEASE NOTE: On rare occasions, some classmates may indicate they do not receive class broadcast e-mails. This is often because they have opted out of Georgetown e-mails in the past. If you hear of classmates not receiving these e-mails, please let your staff liaison know so that the situation can be resolved.

SOCIAL NETWORKING

To round out an effective, comprehensive communications strategy for your class, we recommend using various social networking websites. The three most popular sites are Facebook, Twitter and LinkedIn.

Class websites are listed on the Reunion Weekend website (http://reunion.georgetown.edu) and social media accounts are listed on class websites. Speak with your staff liaison to get yours included.
CLASS GIVING

THE CASE FOR CLASS GIVING

Every five years, your class joins together in a reunion campaign, making a collective contribution in celebration of your Georgetown experience. Reunion campaigns have a big impact on both Georgetown and your class. Here are a few benefits of successful reunion campaigns:

- Create excitement and unity for your class.
- Demonstrate a confidence in Georgetown’s educational experience, increasing annual participation numbers and Georgetown’s rankings.
- Support current and incoming Georgetown students through financial aid (most class gifts are designated to the Georgetown Fund in support of the 1789 Scholarship Imperative).

REUNION CAMPAIGN GOAL SETTING

Each class, with the help of your staff liaison, sets two reunion campaign goals: a participation goal and a dollar goal. Previous participation and dollar records are listed in Appendix C.

PARTICIPATION GOAL (CURRENT YEAR)

Participation is calculated annually and is the percentage of your class that makes a cash gift of any amount to any area of Georgetown during your reunion year. While Georgetown is grateful for all support, including pledges, unless a payment is made on a pledge by June 30 of your reunion year the pledge will not count towards your class’s participation.

As you may know, participation is a factor in the U.S. News & World Report rankings. These rankings play a key role in high school students’ decisions of where to apply and are important in foundation and government decisions regarding which institutions to support.

As a general rule, you should strive to exceed the participation rate of your last reunion as well as that of the previous class to celebrate your upcoming reunion.

Your Class Profile will include a class participation history sheet (see sample on next page). This document will help you determine and assess your class’s reunion participation goal.
Sample Class Participation History

Key

77
Given every year of reunion cycle

104
Given at least one year during 50th reunion cycle

17
Last gift was 45th reunion year

199
Last gift was before 45th reunion

267
Never Given

= 4 Alumni
DOLLAR GOAL (FIVE-YEAR TOTAL)

There are many factors to consider when setting the five-year dollar goal for your class. Your staff liaison will compile past reunion giving histories, your class giving history and your class’s current reunion giving status in order to inform and guide the dollar goal setting process.

**Compare Reunion Campaign Histories**

The achievements of earlier classes offer a rough gauge of what your class can accomplish at a comparable point in time. Still, gift totals of adjacent classes can vary widely (see below). One or two exceptional gifts can make a significant difference to the class’s reunion campaign. Your staff liaison will help you assess the fundraising potential of your class. As a general rule, you should try to beat the reunion campaign total of the last class to celebrate your upcoming reunion.

<table>
<thead>
<tr>
<th>Reunion</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>5th</td>
<td>$204,097.00</td>
<td>$357,571.00</td>
<td>$800,306.48</td>
</tr>
<tr>
<td>10th</td>
<td>$358,774.00</td>
<td>$644,011.00</td>
<td>$573,471.63</td>
</tr>
<tr>
<td>15th</td>
<td>$1,072,998.00</td>
<td>$1,814,058.00</td>
<td>$1,250,204.28</td>
</tr>
<tr>
<td>20th</td>
<td>$6,951,347.00</td>
<td>$3,512,923.00</td>
<td>$16,981,807.10</td>
</tr>
<tr>
<td>25th</td>
<td>$2,888,042.00</td>
<td>$6,422,200.00</td>
<td>$6,122,349.80</td>
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<tr>
<td>30th</td>
<td>$4,068,379.00</td>
<td>$3,933,777.00</td>
<td>$14,834,599.10</td>
</tr>
<tr>
<td>35th</td>
<td>$8,218,482.00</td>
<td>$3,329,918.00</td>
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<tr>
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<td>$2,106,076.00</td>
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<tr>
<td>45th</td>
<td>$1,195,283.00</td>
<td>$1,187,231.00</td>
<td>$1,754,537.75</td>
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<tr>
<td>50th</td>
<td>$4,209,614.00</td>
<td>$1,258,007.00</td>
<td>$12,015,461.31</td>
</tr>
</tbody>
</table>
Review Your Class’s Prior Reunion Results

As a class matures, its giving track record helps determine the goal for the next reunion campaign. In reviewing past reunion giving histories, loyal and consistent donors are identified which can help craft baseline estimations. As a general rule, your class should strive to beat your last reunion giving total.

Consider Reunion Records

Would your class like the challenge of breaking a longstanding record? Decide what would be the best, most realistic and most energizing goal. Your staff liaison will help you construct a giving pyramid to analyze how many gifts your class needs at each level in order to determine what goals may be attainable.

Estimate A Goal

Using your class’s reunion cycle giving history, your staff liaison will help you build a giving pyramid that illustrates current gifts received and projects the number and size of gifts needed to meet your reunion campaign goal (see below). Generally, you will need four potential donors for each secured gift at the upper giving levels ($100,000+) and two for each gift at the lower levels (below $100,000).
Sample Class Giving Pyramid

$1,660,889.25  50th Reunion Current Total
$12,015,461.31  50th Reunion Record
$3,022,972.62  Your 45th Reunion Total

Key
Current Gift

Current Reunion Cycle Gifts

<table>
<thead>
<tr>
<th>Range</th>
<th>Donors</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,000,000+</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>$500,001 - $1,000,000</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>$250,001 - $500,000</td>
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<td>$716,788.69</td>
</tr>
<tr>
<td>$100,001 - $250,000</td>
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<td>8</td>
<td>$103,900.00</td>
</tr>
<tr>
<td>$5,001 - $10,000</td>
<td>10</td>
<td>$58,280.00</td>
</tr>
<tr>
<td>$1,001 - $5,000</td>
<td>25</td>
<td>$67,828.40</td>
</tr>
<tr>
<td>$1,000 and less</td>
<td>126</td>
<td>$43,569.67</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>180</strong></td>
<td><strong>1,660,889.25</strong></td>
</tr>
</tbody>
</table>
Sample Class Giving Goal Pyramid

$1,660,889.25  $1,000,000+  50th Reunion Current Total
$3,600,000.00  $500,001 - $1,000,000  Your 50th Reunion Goal
$12,015,461.31  $250,001 - $500,000  50th Reunion Record
$3,022,972.62  $100,001 - $250,000  Your 45th Reunion Total

Key
- Current Gift
- Identified Potential Gift
- Additional Gift Needed For Goal

Additional Gifts Needed for Goal

<table>
<thead>
<tr>
<th>Range</th>
<th>Gifts</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,000,000+</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>$500,001 - $1,000,000</td>
<td>1</td>
<td>$500,001.00</td>
</tr>
<tr>
<td>$250,001 - $500,000</td>
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<td>20</td>
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<tr>
<td>$1,000 and less</td>
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<td>$12,600.00</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>182</strong></td>
<td><strong>2,002,656.00</strong></td>
</tr>
</tbody>
</table>

Gift amount assumes lowest in the range with the exception of $1,000 or less category, which assumes $100 gift.
ASSESSING REUNION CAMPAIGN POTENTIAL

Are your reunion campaign goals realistic? Class committees should review their class list name by name to identify, on a preliminary basis, classmates who may consider making major or mid-level gifts. Peer review and identification of potential donors is an extremely powerful tool in class fundraising.

THINGS TO CONSIDER DURING THIS PROCESS:

- Estimate what you believe an individual has the potential to give, not what you think the classmate is inclined to give.
- Identify only those you know personally.
- Indicate your willingness to solicit individual classmates.
- The information that you share with Georgetown staff is confidential.

METHODS OF GIVING

CHECK

Checks can be mailed to:
Georgetown University
Georgetown Fund
Department Number 0734
Washington, DC 20073-0734

IMPORTANT NOTES ABOUT MAILING YOUR GIFT:

- To receive a year-end tax deduction for your donation, it must be postmarked by December 31.
- To count towards your reunion campaign, all gifts must be postmarked by June 30 of your reunion year.

CREDIT CARD

Visit our online giving website at http://giving.georgetown.edu. For online gifts, Georgetown accepts MasterCard, Visa, and American Express, and can accommodate recurring (i.e. monthly, annual) payments.

APPRECIATED SECURITIES

Classmates wishing to give securities should have their brokers request transfer instructions from The Office of Planned Giving at (202) 967-3697 or (800) 347-8067. Your staff liaison can also help connect you to the appropriate person.

As long as the donor has held a stock for more than 12 months and is donating the stock outright to Georgetown, the donor may claim the full market value of the stock as a gift.

PLEASE NOTE: Georgetown is not a tax advisor and recommends that all alumni consult their tax advisor for exact instructions in deducting gifts, including capital gains.
GIFT CREDITING

Gifts made to any area of Georgetown count towards the reunion campaign goals.

FIVE-YEAR COUNTING CYCLE

The reunion campaign dollar goal is based on a five-year cycle. All gifts and pledges backed by a signed gift agreement made during this reunion cycle will count toward the cumulative giving goal. A reunion cycle starts July 1 immediately following graduation or the end of your last reunion and ends June 30 of your current reunion year. Also, five-year pledges made during this reunion cycle, even if there are no pledge payments yet, will be counted towards the dollar goal.

For the participation goal, only gifts made during the reunion year count.

PLEDGE GUIDELINES

When you get a pledge from your classmate, be sure to contact your staff liaison. He/she will send your classmate a gift agreement. A signed gift agreement will ensure your class is credited with the full amount of the five-year pledge. Please note that Georgetown does not require gift agreements for pledges less than $5,000 over five years. Pledge forms may be used to track and process pledges under $5,000. Your staff liaison can provide you or a classmate with an electronic or paper form.

Pledges will only count for the participation goal if a payment is made during the reunion year.

MATCHING GIFTS

You should always inquire whether your classmate’s company or organization matches charitable contributions. The donor and your class will receive credit for all matching gifts. Generally speaking, the donor should send a matching gift form to your staff liaison and the gift will be recorded as a pledge receivable. If the donor is using a matching gift in conjunction with his/her pledged gift, Georgetown will work to create a Statement of Intent to account for the matching portion of the pledge.

Please get specifics about matched gifts as Georgetown needs to know the terms in order to generate a gift agreement that accurately represents the commitment.

Not sure if a specific employer makes matching gifts? Visit http://giving.georgetown.edu/matching-gift/index.html to find out.

DONOR ADVISED FUNDS (DAF) AND CHARITABLE GIFT TRUSTS

If your classmate makes a pledge of a multi-year gift and mentions that he or she will be using a donor advised fund, foundation or charitable gift trust to pay the commitment, please notify your staff liaison. The donor will need special paperwork to avoid tax liabilities.
# REUNION YEAR SOLICITATION CYCLE

The majority of peer-to-peer reunion campaign solicitations take place during the year leading up to your reunion. The solicitations are generally broken into fall, winter and spring cycles.*

## FALL

<table>
<thead>
<tr>
<th>Month</th>
<th>Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>September</td>
<td>Save the date letter with Georgetown Fund mailing</td>
</tr>
<tr>
<td>October</td>
<td>Fall solicitation letter</td>
</tr>
<tr>
<td>November</td>
<td>Peer-to-peer solicitations</td>
</tr>
<tr>
<td>December</td>
<td>End of tax year Georgetown Fund mailing</td>
</tr>
<tr>
<td></td>
<td>End of tax year e-mail reminder</td>
</tr>
<tr>
<td></td>
<td>Cycle closes December 31</td>
</tr>
</tbody>
</table>

## WINTER

<table>
<thead>
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<td>Georgetown Fund mailing</td>
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<tr>
<td></td>
<td>Peer-to-peer solicitations</td>
</tr>
<tr>
<td>March</td>
<td>Peer-to-peer solicitations</td>
</tr>
<tr>
<td></td>
<td>Cycle closes March 31</td>
</tr>
</tbody>
</table>

## SPRING

<table>
<thead>
<tr>
<th>Month</th>
<th>Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>April</td>
<td>Student phone-a-thon campaign</td>
</tr>
<tr>
<td></td>
<td>Spring solicitation letter</td>
</tr>
<tr>
<td>May</td>
<td>Spring reminder e-mail</td>
</tr>
<tr>
<td></td>
<td>Peer-to-peer solicitations</td>
</tr>
<tr>
<td>June</td>
<td>REUNION WEEKEND</td>
</tr>
<tr>
<td></td>
<td>Post-reunion e-mail and peer-to-peer solicitations—last chance!</td>
</tr>
<tr>
<td></td>
<td>Cycle closes June 30</td>
</tr>
</tbody>
</table>

*Please note: Major gift solicitation is a long-term process that functions outside of this proposed timeline.
BEFORE MAKING THE ASK

QUICK TIPS BEFORE YOU START

GIVE Make your own gift before you start approaching others for gifts. Consider why you made your gift, what you designated it towards and how you feel it will impact Georgetown.

PREPARE Review information about the alumni you will contact. Read e-mail updates from Georgetown. Take trainings offered by Georgetown.

BE YOURSELF The more personal you can make the request, the better.

BE PURPOSEFUL Establish rapport, state the case and then come to the point as quickly as possible.

BE SPECIFIC Ask your classmate to consider a specific gift amount. Tell them how many gifts are needed this year to meet your reunion campaign goals. Use yourself as an example.

REMAIN POSITIVE You will hear “no.” Remember that effective solicitations require a steady pace of activity, not bursts of contact after long lapses in between.

ALWAYS MAKE SURE YOU...

▶ Refer to the most recent reunion campaign letter, class goals and progress to date.
▶ Thank classmate for past support (if previous donor to Georgetown).
▶ State the case for giving to the reunion campaign. Talk about why you give. Be enthusiastic about the importance of the cause.
▶ Ask for the suggested multi-year pledge when applicable, or the suggested gift amount. Let the request sink in and give your classmate space to respond.
▶ Respond to objections knowledgeably. If you can’t respond, refer their concerns to your staff liaison as quickly as possible.
▶ If they say they need time to consider your request, ask them when you can follow up. Make a specific appointment.
▶ Ask if their company will match their gift.
▶ Encourage attendance at Reunion Weekend, regardless of their participation.
PHONe SOLICITATION SCRIPT

Volunteers often ask for guidance in speaking with classmates about their reunion campaign. Consider using the script below as a starting point to help you get organized. Please note that a testimonial about why you give to Georgetown is probably more effective than any script. Also, calls will be much more enjoyable and productive if you allow yourself to be flexible.

“Hello, this is your Georgetown classmate _______. I am calling today as a member of our class of ________ class committee. Is this a good time for you to talk?”

Ask about his/her experience since graduating from Georgetown.

“The purpose of my call this evening is to follow up on the letter you received recently from ________, our class’s fundraising chair. As the letter stated, we will be celebrating our _________th reunion on campus this coming June. Are you planning to attend?”

Another reason for my call this evening is to talk about our class’s reunion campaign. Gifts to the campaign support a number of key Georgetown initiatives. For example, gifts to the Georgetown Fund support the 1789 Scholarship Imperative which provides financial aid to incoming and current Georgetown students. This ensures that the best and brightest students can afford to attend Georgetown.”

“Our class reunion campaign goal is $____. We already have $____ and your gift is vital for getting us one step closer to that goal. We also have a participation goal of ____% of the class. We are currently at ____% and we need your help to reach our goal.”

For a prior donor:
“Last year [or recently] you generously supported Georgetown with a gift. Thank you for your past support. As we strive to make an even larger impact on Georgetown, would you consider providing your support this year with a gift of $____?”

For a first time donor:
“We hope to surpass our class’s previous giving by gaining support from class members. Would you consider a gift of $____ to the Georgetown Fund or another Georgetown area of your choice?”

Positive Response:
“That’s great! Thank you for your support! I will put you down for a gift/pledge of $____ and inform Georgetown of your commitment.”

“Georgetown has many ways for you to make your gift:
Use your credit card online—visit http://giving.georgetown.edu and click on “Make a Gift.”
I can send you a gift/pledge card with a return envelope.
You can make a check payable to “Georgetown Fund” and send it to: Georgetown University
Georgetown Fund
Department Number 0734
Washington, DC 20073-0734”
“Do you wish to have your gift remain anonymous?”

“Can this gift be mentioned (anonymously or not) in other gift conversations with classmates as an example of generosity and support?”

Unspecified Response:
“In order for me to inform Georgetown of your support, it would be very helpful for me to put you down for a specific gift amount. Would you consider a gift of $____? If you pledge now, we can include your gift in our totals, but you won’t have to pay off your pledge until the fiscal year ends on June 30.”

Negative response to gift size:
“I hope that we will be able to count on your support at a level where you feel more comfortable. Would you consider a gift of $____? Participation is an important component of our success and every class member’s gift counts toward our goal.”

Negative response to giving:
“I am sorry that you won’t be able to support Georgetown with a gift this year, but I hope that we will be able to count on your attendance at Reunion.”

Please, no matter the response, thank your classmate for his or her time and consideration.

Voicemail Script:
“Hello, this is your Georgetown classmate ________. I am serving as a member of our class committee and wanted to speak with you about our upcoming reunion. We hope to see you on campus in June. I am also calling about our class’ reunion campaign. [Thank classmate for past support if a previous donor] We hope you will make a gift to Georgetown to help us reach our goal of $__. I would be happy to speak with you about this. I can be reached at ___. Thank you!”
OVERCOMING OBSTACLES

What are some of the things we can do to overcome apprehensions about calling classmates and asking them to support Georgetown? How can we respond to some of the reasons people provide for not making a gift?

STEP 1: REFLECT ON WHY YOU CONTRIBUTE

- In appreciation for your own education (which was supported by alumni giving)?
- To make an important difference in the education of talented students?
- In memory and/or honor of a loved one, professor or mentor?
- To ensure that talented students will have the opportunity to study at Georgetown, regardless of their financial background?
- To provide an example of leadership in supporting Georgetown?

STEP 2: CONFRONT YOUR OWN HESITATIONS IN REACHING OUT TO OTHERS

Below is a list of common “roadblocks” and potential solutions.

“As a volunteer, I feel like I am taking advantage of my relationships with my classmates because the only time I ever call this person is when I am asking for a gift.”

- Tell the donor that you were given a choice of people to call, and you chose him/her so that you would have an opportunity to catch up.
- Get them to discuss Georgetown.
- Combine the ask with other questions, such as updates on a new address, job, children, etc.
- You do not have to ask for the gift right away. If you are more comfortable calling your classmate more than once, then do so.

“I don’t know this person.”

- Try to find a common cause in your current location, occupation, etc.
- Send a letter or e-mail beforehand, explaining the call. Then it feels less like a cold call.
- Handwritten letters or notes go a long way in engendering good feelings.
- Ask questions to find common ground. Suggestions:
  - What dorm did you live in?
  - Who were your favorite professors?
  - What was your concentration?
  - What did you enjoy most about Georgetown?
  - Did you play sports?
- The best way to overcome anxiety of asking for money from someone you do not know is to be completely honest. You have a reason to call this person. If you are sincere in your efforts, your classmates will respond in kind.

“I am invading my classmate’s privacy.”

- Ask your classmate how he/she prefers to be contacted—now you are giving him/her a choice.
- Send a letter or e-mail first, feel free to state that you will be following-up with a phone call, and then, at a time that feels appropriate, call to follow up.
› Don’t call during dinner time.
› Call on a Saturday or Sunday afternoon—a relaxed time, a rainy day. If you feel relaxed, you will have a better phone call.
› There is a connection between classmates; this is not like an unknown telemarketing phone call. Very few alumni are hostile to a call from a class volunteer.

STEP 3: PREPARE TO DEAL WITH COMMON OBJECTIONS

“Georgetown treated me poorly while I was there.”
› Be sympathetic and share your own experiences.
› Ask why—challenge assumptions.
› Allow them to vent and get over it. Sometimes that is what they need most.
› Tell them their gift to the Georgetown Fund supports current students, and that as a donor, they will have the opportunity to change the quality of life and create new opportunities for current students.
› Offer to convey their grievances back to Georgetown staff.

“Georgetown is already wealthy; it doesn’t need my money.”
› Use concrete numbers. Our endowment is smaller than those of our peer institutions.
› If you were supported with financial aid as an undergraduate refer to your own experience and stress that much of that financial support came (and will continue to come) from alumni.
› Georgetown is not amassing wealth. It is investing in its students and faculty. Gifts made to Georgetown support some of the nation’s top academic programs and help educate many of the nation’s brightest students, regardless of their financial background.

“What difference does my little gift make?”
› Every gift makes a difference.
› Alumni giving demonstrates how satisfied graduates are with the education they received. Alumni giving participation rates affect rankings.
› It is the act of giving, not the amount of the gift, that is important.

“I have various financial burdens.”
› This is more of a psychological block than a reality for most people. Talk it through.
› Ask your classmate to consider how much a small gift really cuts into their bottom line.
› Can he/she give the price of a lunch a week? A trip to the coffee shop?
› If you get the sense that a larger gift is not possible, use specific smaller asks.
› Remind your classmate that because many employers match charitable gifts of their employees, smaller gifts often end up being larger than expected.

“My child did not get into Georgetown.”
› Be sympathetic, know they are disappointed.
› Ask them to consider their own time at Georgetown independently of this experience.

REMEMBER: One in every three people will say no, so don’t take it personally. Spirit and enthusiasm translate well over the phone. If you are excited and believe in what you are doing, the person you are talking to is likely to feel the same way.
GIFT ACKNOWLEDGEMENTS

It is important to promptly thank classmates for making gifts and report gifts to your staff liaison. Below are tips about what to do once you have secured a gift from a classmate.

AFTER THE GIFT

- Promptly report outcomes to your staff liaison via e-mail or phone. Be sure to capture gift amounts and terms of payment accurately. If the gift is designated to a specific area, or if it involves a match, report that as well.
- Donors making pledges will receive confirmation of pledge details from Georgetown and annual pledge reminders. It may be helpful to let classmates know this when you thank them.

ACKNOWLEDGMENTS

- Remember to send a personal note of thanks following each completed solicitation.
- Georgetown will acknowledge all written pledges.
- Class committee chairs will be advised of gifts so that they may express thanks on behalf of the class.
- Major gift donors may receive a letter of thanks from a Georgetown administrator.

SAMPLE THANK YOU LETTER OR E-MAIL

Dear ________,

It was wonderful to reconnect with you and talk about Georgetown. Thank you for your very generous response to my call regarding our reunion campaign. We are truly grateful for your pledge of _________. Your gift to the Georgetown Fund will ensure that the very best students continue to attend Georgetown, regardless of their financial capacity or restraints. [or Your gift to ________ will strengthen Georgetown’s resources to support _________.] You will receive confirmation and thanks from Georgetown as well.

I look forward to seeing you at Reunion Weekend in June [or sometime soon].

Hoya Saxa,
FOR GENERATIONS TO COME: THE CAMPAIGN FOR GEORGETOWN

Class giving will be a critical factor in the success of the current capital campaign: For Generations to Come: The Campaign for Georgetown (http://campaign.georgetown.edu). Publicly launched in October of 2011, this campaign will raise $1.5 billion dollars for Georgetown by 2016.

This campaign’s number one priority is to invest in people: Georgetown’s students and faculty. The individual goals of the campaign are:

- To sustain and accelerate the university’s remarkable ascent in national and international standing, which has been among the most dramatic success stories in American higher education in our lifetimes.
- To provide full-need scholarships for the best students regardless of background and socio-economic status.
- To provide graduate student scholarships and fellowships so as to attract the most promising next generation of scholars.
- To bring in more young Jesuits, ensuring a constant presence in our community.
- To invest in faculty and academic excellence by establishing endowed chairs to attract new hires and retain current scholars and to generate more direct support for research, teaching and innovation.
- To innovate in areas such as mind and brain research, transnational law, climate change, experiential learning, engaged ethics and interreligious understanding.
- To enhance student life and the campus environment.

THE GEORGETOWN FUND

The Georgetown Fund serves as a critical source of funding for the university’s highest priorities. Currently, 100% of gifts to the Georgetown Fund are being directed to the 1789 Scholarship Imperative. The goal of the imperative is to fund 1,789 donor-funded scholarships of $25,000 each.

Gifts of any size to the Georgetown Fund count toward the imperative. They will be bundled into $25,000 scholarships that will be awarded to students with demonstrated need.

LOYALTY SOCIETY

The Loyalty Society honors alumni who give to Georgetown consistently for a number of consecutive years. Gifts of any amount to all areas of the university are counted towards Loyalty Society membership. Consecutive years of giving are counted by fiscal year, which runs from July 1 to June 30. Benefits vary as alumni reach new and important levels in their commitment to Georgetown.

<table>
<thead>
<tr>
<th>QUALIFYING LEVELS</th>
<th>Years of Consecutive Giving</th>
</tr>
</thead>
<tbody>
<tr>
<td>Charter</td>
<td>2-4 years</td>
</tr>
<tr>
<td>Milestone</td>
<td>5-19 years</td>
</tr>
<tr>
<td>Lifetime</td>
<td>20 or more</td>
</tr>
</tbody>
</table>
MEMBERSHIP BENEFITS

Members of the Loyalty Society receive benefits such as invitations to special regional events and receptions at signature events like Homecoming and Reunion Weekends, access to investment reports and tokens of appreciation from Georgetown. To become a member, simply make a gift two years in a row. To sustain your membership and reach new recognition milestones, make a gift every year. Alumni may buy back credit for years in which they did not give back to the year of their graduation for $25 per year.

To learn more about the Loyalty Society, visit http://giving.georgetown.edu/loyaltysociety.

PLANNED GIVING

There are many ways to make a gift to Georgetown. In addition to current gifts (check, cash, credit card), donors may also make a gift through a wide array of planned gifts. Planned gifts allow classmates to support Georgetown while receiving financial benefits from their gifts. While many planned gifts are funded by cash or appreciated securities, donors sometimes look to other assets as well, such as real estate or partnership interests.

The most frequently utilized planned gifts include a simple bequest by will or trust, or designating Georgetown as a beneficiary of a retirement plan account or existing life insurance policy. Alumni who indicate that they have made provisions for such a gift to Georgetown, such as naming Georgetown in their will or trust, are counted as planned gift donors.

Below is a list of planned gifts accepted by Georgetown.

BEQUEST BY WILL OR TRUST

- Donors may express their intent to make a gift to Georgetown through a simple bequest by will or trust. This plan allows donors the maximum flexibility for the control and use of the gift funds during their lives.

CHARITABLE GIFT ANNUITY

- A charitable gift annuity supports Georgetown and provides you with steady payments during your retirement years. You make a donation of cash, stocks or other assets to Georgetown and, in return, Georgetown agrees to pay you a fixed amount each year for the rest of your life.

RETIREMENT PLAN ASSETS OR IRAS

- Retirement assets may be a tax efficient source for making an estate commitment gift. Ultimately, retirement plan assets may be subject to both ordinary income tax and estate tax. In contrast, due to Georgetown’s tax-exempt status, the total value of retirement plan assets designated to Georgetown may bypass all income or estate taxes.

LIFE INSURANCE POLICIES

- Donors who own a policy, for which the original purpose no longer applies, can give the policy outright or simply direct the ultimate policy value to Georgetown.
LIFE INCOME GIFTS

- A Georgetown gift annuity or charitable remainder trust can provide the donor with tremendous lifetime income and tax benefits. The donor makes a contribution of cash, stocks or other assets to Georgetown and designates one or more lifetime income beneficiaries, most typically the donor and spouse. The income may be significantly tax-advantaged. The donor also may realize a large immediate charitable gift income tax deduction.

CHARITABLE LEAD TRUST

- With a charitable lead trust, the donor essentially “lends” assets to Georgetown for the chosen term of the trust. During the term, the trust pays its income to the university. At the end of the chosen term, the trust assets are transferred to the donor’s beneficiary(ies). The donor may receive a substantial gift or estate tax deduction thereby passing some or all of the trust assets to heir’s gift or estate tax free.

RETAINED LIFE ESTATES

- With a retained life estate, the donor transfers the deed of a personal residence or farm to Georgetown now, but retains all lifetime rights to the property. This plan allows the donor to enjoy all lifetime benefits of the property and receive a tremendous, immediate charitable gift income tax deduction.

ENDOWMENT FUND

- Many donors look to the various planned gifts to create a lasting legacy through the creation of a named endowed fund, thus forever etching the donor’s family name in the history of Georgetown.

Classmates wishing to make a planned gift should contact The Office of Planned Giving at (202) 967-3697 or (800) 347-8067. Your staff liaison can also help connect you to the appropriate person.

LEGACY SOCIETY

The Legacy Society honors all planned giving donors of Georgetown University. As a member of this distinguished group, you will receive a pin as a memento of your gift and as a symbol of your investment in the future of Georgetown.

The Office of Planned Giving welcomes the opportunity to have a confidential conversation with you or your classmates about the Legacy Society and planned giving. If you have any inquiries or would like further information, please contact your staff liaison.

All members of the Legacy Society are listed by class on Georgetown’s Planned Giving website at http://www.bit.ly/GUGiftPlanning.
REUNION TROPHIES

There are five trophies awarded each Reunion Weekend, most pertaining to reunion giving.

<table>
<thead>
<tr>
<th>Trophy</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PRESIDENT’S CUP</strong></td>
<td>Awarded to the reunion class with the greatest percentage of donors during the reunion year.</td>
</tr>
<tr>
<td><strong>REUNION CUP</strong></td>
<td>Awarded to the reunion class with the greatest percentage of classmates returning for the weekend.</td>
</tr>
<tr>
<td><strong>BLUE &amp; GRAY CUP</strong></td>
<td>Awarded to the reunion class with the largest reunion giving total.</td>
</tr>
<tr>
<td><strong>LOYALTY CUP</strong></td>
<td>Awarded to the reunion class with the greatest percentage of alumni who have given each consecutive year since their last reunion.</td>
</tr>
<tr>
<td><strong>LEGACY SOCIETY CUP</strong></td>
<td>Awarded to the reunion class with the greatest percentage of alumni who have made a planned gift.</td>
</tr>
</tbody>
</table>
APPENDIX A

CONFIDENTIALITY AGREEMENT

I, ___________________________, of ___________________________, have agreed to serve as a volunteer for the Georgetown University Office of Advancement (“GUOA”) and to assist the GUOA in connection with the following activities: Reunion Planning and Fundraising.

I understand and acknowledge that I may receive information from Georgetown University about certain individuals and/or organizations (“Confidential Information”) in order to assist me in carrying out these volunteer activities. The term “Confidential Information” includes, but is not limited to, information about the financial situations, giving potentials, giving interests and/or any other non-public information related to current or prospective donors, including alumni/ae, friends of Georgetown and other individuals or organizations. I further understand that in the course of my volunteer activities, I may be provided with, or may otherwise receive, additional Confidential Information about an alumnus/a, Georgetown friend, donor, giving prospect and/or another individual or organization.

I recognize that this Confidential Information may be provided to me orally, in print, electronically, digitally and/or in other manners or formats.

I hereby agree that I will treat all Confidential Information that I receive in connection with the performance of my volunteer activities as sensitive, non-public and confidential information. I specifically agree not to disclose any Confidential Information to any third party, to the general public, or otherwise, unless I am specifically authorized in advance to do so in writing by the Georgetown University Office of Advancement. If I am uncertain whether particular information constitutes Confidential Information, I will resolve all uncertainties in favor of maintaining the confidentiality of that information, and/or will seek clarification from the GUOA. I will use the Confidential Information only to further the fundraising mission of Georgetown University, and I will not use any such Confidential Information for personal and/or commercial purposes. I also agree that upon completion of my volunteer responsibilities, I will either destroy all such Confidential Information or, at the request of Georgetown University, will send all Confidential Information that I have received during the course of this volunteer activity to the Georgetown University Office of Advancement.

____________________________
Signature

____________________________
Date
Off-campus venues are a great way to show off some of the beautiful spaces in Washington, D.C., and can add a special touch to the weekend. However, before deciding to host an event off-campus, it is important to take into consideration the financial constraints of your classmates. Each venue has a rental charge, and transportation and/or valet parking will likely be an additional fee. These fees can dramatically increase the cost of the class party. It is important to balance price tag and allure.

Below is a list of venues that have been popular in past years or researched by our special events team and determined to fit the needs of most classes. Although there are many event venues in Washington, D.C., many have been left off due to extremely high prices.

- American Institute of Architects
- Anderson House
- Carnegie Institute for Science
- City Tavern
- Cosmos Club
- Daughters of the American Revolution Constitution Hall
- Decatur House
- Elizabeth’s on L
- Farmers & Fishers
- French Embassy
- Galleria at Lafayette
- Hillwood Estate
- House of Sweden
- National Museum of Women in the Arts
- Phillips Collection
- Ronald Reagan Building Pavilion
- Ronald Reagan Building Rotunda
- Shakespeare Theatre Lobby
- Top of the Town
- Tudor Place
- US Chamber of Commerce Hall of Flags
- Willard Crystal Room
- Woodrow Wilson House

Your staff liaison can provide venues that are appropriate for your class party size that are available during your reunion.
## APPENDIX C

### GIVING RECORDS

#### REUNION CAMPAIGN TOTAL RECORDS

<table>
<thead>
<tr>
<th>Records</th>
<th>Class</th>
<th>Fiscal Year</th>
<th>Dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>5th</td>
<td>1993</td>
<td>1998</td>
<td>$931,627.00</td>
</tr>
<tr>
<td>10th</td>
<td>1995</td>
<td>2005</td>
<td>$2,059,294.00</td>
</tr>
<tr>
<td>15th</td>
<td>1993</td>
<td>2003</td>
<td>$2,547,897.00</td>
</tr>
<tr>
<td>20th</td>
<td>1992</td>
<td>2012</td>
<td>$16,981,807.10</td>
</tr>
<tr>
<td>25th</td>
<td>1980</td>
<td>2005</td>
<td>$7,447,693.00</td>
</tr>
<tr>
<td>30th</td>
<td>1982</td>
<td>2012</td>
<td>$14,834,599.10</td>
</tr>
<tr>
<td>35th</td>
<td>1968</td>
<td>2003</td>
<td>$17,577,461.00</td>
</tr>
<tr>
<td>40th</td>
<td>1968</td>
<td>2008</td>
<td>$18,500,000.00</td>
</tr>
<tr>
<td>45th</td>
<td>1962</td>
<td>2007</td>
<td>$10,595,910.00</td>
</tr>
<tr>
<td>50th</td>
<td>1962</td>
<td>2012</td>
<td>$12,015,461.31</td>
</tr>
</tbody>
</table>

#### REUNION CAMPAIGN PARTICIPATION RECORDS

<table>
<thead>
<tr>
<th>Reunion</th>
<th>Class</th>
<th>Fiscal Year</th>
<th>Percentage of Class Participation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Senior Class Gift</td>
<td>2005</td>
<td>2005</td>
<td>81%</td>
</tr>
<tr>
<td>5th</td>
<td>1999</td>
<td>2004</td>
<td>53%</td>
</tr>
<tr>
<td>10th</td>
<td>1993</td>
<td>2003</td>
<td>42%</td>
</tr>
<tr>
<td>15th</td>
<td>1989</td>
<td>2004</td>
<td>35%</td>
</tr>
<tr>
<td>20th</td>
<td>1975</td>
<td>1995</td>
<td>41%</td>
</tr>
<tr>
<td>25th</td>
<td>1970</td>
<td>1995</td>
<td>47%</td>
</tr>
<tr>
<td>30th</td>
<td>1968</td>
<td>1998</td>
<td>66%</td>
</tr>
<tr>
<td>35th</td>
<td>1977</td>
<td>2012</td>
<td>44%</td>
</tr>
<tr>
<td>40th</td>
<td>1956</td>
<td>1996</td>
<td>55%</td>
</tr>
<tr>
<td>45th</td>
<td>1959</td>
<td>2004</td>
<td>43%</td>
</tr>
<tr>
<td>50th</td>
<td>1955</td>
<td>2005</td>
<td>46%</td>
</tr>
</tbody>
</table>
APPENDIX D

REUNION TROPHY WINNERS

|                | 2006 | Class of 2001 | 1996 | Class of 1956 | 1986 | Class of 1941 |
|                | 2004 | Class of 1999 | 1994 | Class of 1969 | 1984 | Class of 1934 |
|                | 2003 | Class of 1998 | 1993 | Class of 1968 |

|             | 2003 | Class of 1953 | 1993 | Class of 1968 |
## BLUE & GRAY CUP

Awarded annually to the reunion class with the largest reunion gift total.

<table>
<thead>
<tr>
<th>Year</th>
<th>Class of 1972</th>
<th>Class of 1976</th>
<th>Class of 1992</th>
<th>Class of 1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>Class of 1990</td>
<td>2000</td>
<td>Class of 1970</td>
<td>Class of 1965</td>
</tr>
<tr>
<td>2009</td>
<td>Class of 1974</td>
<td>1999</td>
<td>Class of 1969</td>
<td>Class of 1964</td>
</tr>
<tr>
<td>2008</td>
<td>Class of 1968</td>
<td>1998</td>
<td>Class of 1968</td>
<td>Class of 1963</td>
</tr>
<tr>
<td>2006</td>
<td>Class of 1971</td>
<td>1996</td>
<td>Class of 1971</td>
<td>Class of 1986</td>
</tr>
<tr>
<td>2003</td>
<td>Class of 1968</td>
<td>1993</td>
<td>Class of 1968</td>
<td></td>
</tr>
</tbody>
</table>

## LOYALTY CUP

Awarded annually to the class with the greatest percentage of alumni who have given each year since their last reunion.

<table>
<thead>
<tr>
<th>Year</th>
<th>Class of 1962</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>Class of 1962</td>
</tr>
<tr>
<td>2011</td>
<td>Class of 1971</td>
</tr>
<tr>
<td>2010</td>
<td>Class of 1970</td>
</tr>
</tbody>
</table>

## LEGACY SOCIETY CUP

Awarded annually to the class with the greatest percentage of alumni who are members of the Legacy Society.

<table>
<thead>
<tr>
<th>Year</th>
<th>Class of 1962</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>Class of 1962</td>
</tr>
<tr>
<td>2011</td>
<td>Class of 1951</td>
</tr>
<tr>
<td>2010</td>
<td>Class of 1955</td>
</tr>
</tbody>
</table>

### APPENDIX E

## ATTENDANCE RECORDS

### REUNION CAMPAIGN ATTENDANCE RECORDS

<table>
<thead>
<tr>
<th>Record</th>
<th>Class Year</th>
<th>Reunion Year</th>
<th>Record</th>
<th>Class Year</th>
<th>Reunion Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>5th</td>
<td>556</td>
<td>2007</td>
<td>30th</td>
<td>234</td>
<td>1982</td>
</tr>
<tr>
<td>10th</td>
<td>436</td>
<td>2002</td>
<td>35th</td>
<td>193</td>
<td>1977</td>
</tr>
<tr>
<td>15th</td>
<td>269</td>
<td>1997</td>
<td>40th</td>
<td>181</td>
<td>1968</td>
</tr>
<tr>
<td>20th</td>
<td>376</td>
<td>1992</td>
<td>45th</td>
<td>98</td>
<td>1967</td>
</tr>
<tr>
<td>25th</td>
<td>322</td>
<td>1982</td>
<td>50th</td>
<td>149</td>
<td>1962</td>
</tr>
</tbody>
</table>
APPENDIX F

GUAA CLASS ADVANCEMENT COMMITTEE

The Class Advancement Committee is a committee of the Board of Governors. The roles of this committee are outlined below. Class leaders are encouraged to participate in the Class Advancement Committee by attending fall and winter Board of Governors meetings and representing their class’s interests at the committee meeting.

The Class Advancement Committee strives to:

- Create a forum for the exchange of information and ideas relative to the interests and welfare of alumni.
- Promote activity in the areas of class fundraising, communications and events.
- Ensure that all classes have capable and engaged leaders.
- Provide training for and recognition of class leaders.
- Provide class communications and class events that are integral elements of class programming.
- Ensure the solicitation of an annual gift from each member of each class for the benefit of Georgetown.
- Offer advice and guidance to the Board of Governors and Georgetown.

CLASS PROGRAMS & REUNION CAMPAIGNS TEAM

The Class Programs & Reunion Campaigns (CPRC) team is eager to help you engage your class and prepare for your upcoming reunion. Your staff liaison contact information can be found in your Class Profile. You can also contact the CPRC team using the information provided below:

Class Programs & Reunion Campaigns
Georgetown University Office of Advancement
2115 Wisconsin Avenue, Suite 500
Washington, DC 20007
alumnirelations@georgetown.edu
(202) 687-3604


Hail oh Georgetown, Alma Mater,
Swift Potomac’s lovely daughter,
Ever watching by the water,
Smiles on us today.

Now her children gather ’round her,
Lo, with garlands they have crowned her,
Reverent hands and fond enwound her,
With the Blue and Gray.

Wave her colors ever,
Furl her standards never,
But raise it high and proudly cry,
May Georgetown live forever.

Where Potomac’s tide is streaming,
From her spires and steeples beaming,
See the grand old banner gleaming,
Georgetown’s Blue and Gray.