January 19, 2017

CALENDAR YEAR-END BRINGS RECORD BREAKING DONOR COUNT!

The Annual Fund finished calendar year-end with a record-breaking donor count of 5,862 (839 donors more than last year) and 26.8% participation (3.7% higher than last year). This is the greatest number of donors at calendar-year end ever!

Thanks to your efforts as volunteers, nearly every class finished December ahead of last year in participation and numbers of donors. Our millennial classes ('02-'16) saw the biggest jump in donors (+3.7%), which resulted partly from the Biggest Little Challenge against Williams in November and from the success of the fall Phonathon, which focused on new donors in the classes of 1987-2016.

To date, the Annual Fund has raised $4.3 million, which is slightly behind where it was at this time last year. With your help, we hope to close the gap in the coming weeks.

Thank you for your help in making calendar year-end so successful. For the full year-end report, visit the Volunteer Tools page at https://www.amherst.edu/give/volunteer.

HAPPENING THIS MONTH: FINALIZE ASSOCIATE AGENT ASSIGNMENTS

This month, class managers will be working with classes to finalize associate agent assignments. You can edit your assignments at any time by logging into www.amherst.edu/give/classlink and using the "Select Assignments" tab to add or remove classmates. We hope that all lybunts, sybunts, and lapsed 3-5 year donors will be assigned, because focusing on these classmates will lead to increased donors and participation. While you’re making assignment changes, don’t forget that you can send email appeals and thank-you notes right from ClassLink.
UP NEXT: SAVE THE DATE!
#AMHERSTPROUD GIVING DAY

For the third year in a row, alumni, students, parents and friends will celebrate a community-wide day of giving to Amherst. **February 15-16, 2017 is the third annual #AmherstProud Giving Day!** Our goal this year is 1,000 donors during the 36-hour challenge period. When we reach that goal, an alumnus in the Class of ’71 will give an additional $75,000 to Amherst. All gifts count toward the total and will boost participation. Stay tuned for information on how you can help as a volunteer! We hope to reach 100% volunteer participation by the end of this year’s Giving Day, so please plan to make your own gift if you have not already done so.

Thank you for volunteering your time to Amherst. Please contact your **class manager** with questions at https://www.amherst.edu/offices/advancement/staff/annual-fund.

### ADDITIONAL RESOURCES

**ClassLink** — Track your class progress, select assignments, and contact classmates. Visit **ClassLink at** https://www.amherst.edu/give/classlink.

**Volunteer Tools** — Stay up-to-date with current campus news and our latest solicitations. Learn more at http://www.amherst.edu/give/volunteer.

**Contact Us** — Got questions? Find your class manager at https://www.amherst.edu/offices/advancement/staff/annual-fund.