Hello from Amherst
# Table of Contents

Welcome to the Annual Fund Team ................................................................. 2
The Case for Amherst ......................................................................................... 4
Seven Steps to Annual Fund Success ............................................................... 8
Having the Conversation .................................................................................. 12
  Sample Questions and Answers .................................................................. 14
Information about Amherst .............................................................................. 16
  Academic Excellence .................................................................................... 17
  Divestment and Sustainability ...................................................................... 18
  Young Alumni Support .................................................................................. 19
  Intellectual Diversity ..................................................................................... 20
  Science Center and Greenway ..................................................................... 21
  Social Life/Student Life ............................................................................... 22
  Financial Information .................................................................................... 23
Advice from Amherst Volunteers .................................................................... 24
Volunteer Roles and Terms ............................................................................ 28
  Volunteer Roles ........................................................................................... 29
  1821 Society ............................................................................................... 31
Glossary of Terms .......................................................................................... 32

**Confidentiality** The information you receive and have access to while volunteering for Amherst is both privileged and confidential. We expect you to handle it discreetly and with respect for your classmates' right to privacy. We are grateful that you have chosen to volunteer, and we hope that your experience is rewarding, positive, and connects you to your classmates and the College in meaningful ways.
Volunteering for Amherst

Amherst prepares our students to use ideas to make a difference in the world. Since our founding in 1821, the College has demonstrated steadfast confidence in the value of the liberal arts and the importance of critical thinking. Today, Amherst’s financial aid program is among the most substantial in the nation, and the student body is among the most diverse. Small classes, an open curriculum, and a singular focus on undergraduate education ensure that teacher/scholars engage daily with talented, curious students, equipping them for leadership in an increasingly global and complex world.

An education like this is reliant on philanthropy. Together, the endowment (rooted in philanthropy), the Annual Fund, current use gifts, and bequests fund approximately 60 percent of our annual operating budget. Amherst would not be the institution it is without the past, present, and future support of alumni, parents, and friends. We absolutely depend upon the generous support of our alumni, who exemplify the generosity that has helped make American higher education the envy of the world.

Thank you!
Have we told you lately how great you are? Because you are!

We’re truly grateful for your help and your generosity with your time. You are part of a team of over 1,100 alumni volunteers who make the Annual Fund one of the most successful in the country. There are very few schools that reach 50 or greater percent participation, and we are one of them because of you. Thank you for making Amherst—and the Annual Fund—a priority!

Raising money for Amherst is not hard, and it’s a way to be better connected to the College and your class. You get in touch with friends, you raise some dollars for an amazing place that you value to this day, and you’re done for the year.

But there may be some tricky questions along the way. Like someone asking, “But why does Amherst need my money?” Here’s where this guide will come in handy. We’ll give you step-by-step instructions on how to be the most successful Annual Fund volunteer of all time.*

Knowing that we rely on you, we want to make sure you are supported in everything you do for Amherst and the Annual Fund. Besides, we love to talk about raising money from your friends and classmates for the College!

*There is no trophy for this distinction, but we are thinking of making one.
The Case for Amherst
We Are the Giving College

Amherst has a lot of nicknames—we are the Singing College, the College on the Hill, and the Fairest College. But we are also the Giving College—we give light to the world, and we give back to our communities and to Amherst.

We aren’t raising funds just for the fun of it (although we do like to say that we put the “fun” in Fund). We rely on you to support Amherst’s outstanding students, faculty, and programs. Every dollar we raise is leveraged 20 times and provides five percent of Amherst’s annual operating budget every year. That is equivalent to an endowment of $200 million, and that’s a powerful thing by any measure.
Six Reasons for Alumni Support

Some of our most experienced volunteers share the reasons they use to inspire support for the Annual Fund, a long and proud Amherst tradition for almost 200 years now:

1. Pay it Forward
Amherst has influenced our lives with the education we received and the bonds we share with friends and classmates. We want to recognize its gifts to us by being generous in return to ensure that today’s students have similar experiences.

2. Participation Matters
Every Annual Fund gift makes a difference, and they all add up. Corporations, foundations, and families all use Annual Fund participation rates to judge the College’s strength. Although Amherst does not promote rankings, the College has been ranked #1 or #2 among national liberal arts colleges by leading reports since the rankings race began nearly 30 years ago, in no small part because of our participation.
3. Amherst Pride
There are approximately 23,000 people in the entire world who can claim a degree from Amherst. Many of us contribute to a variety of worthy causes every year. This philanthropy is important, and Amherst is ours to champion. We ask that you join us in putting Amherst among your philanthropic priorities this year.

4. A Great Need
Amherst needs your support to continue providing the world-class education you benefitted from. The College charges only about 60 percent of what it costs to educate each student—the rest comes from gifts to the endowment, other funds, and the Annual Fund.

5. Class Pride
Where would we be without each other? Each year, classes compete for trophies for both Annual Fund participation and dollars raised, and who doesn’t like to win a trophy?

6. Expanding Our Circle
By showing through your annual gift that Amherst matters to you, you make Amherst matter to others.

Annual Fund gifts add up to Amherst remaining one of the top liberal arts colleges in the country, with one of the most generous financial aid programs and some of the best opportunities for students in terms of internships, travel abroad, career resources, and on and on.
Seven Steps to Annual Fund Success
Ready to Get Started?

The beginning of anything can be tricky, and we’re here to help. Here are seven quick steps that will make you one of the best Annual Fund volunteers of all time.
Seven Steps to Annual Fund Success

1. Give a Little (A Lot)
By making your own gift right off the bat early in the year, you will set a strong example for your classmates to make their own commitments. Plus, you get to say, “I’ve already given,” or “Please join me.” That’s powerful, trust us.

2. Get Organized
You can find your list of assigned classmates and their contact information on ClassLink (https://engage.amherst.edu/classlink). If you want or need to change any assignments, please let your Class Agent or the Annual Fund Office know.

3. Say Hello and Smile while You Do It
Get in touch with your classmates. Give them a call, or send an email, a Facebook message, or one of those classic thingamajigs—ah yes, a handwritten letter. Let them know you’re volunteering for Amherst. Maybe you’ll catch up in the process! And as silly as it sounds, smile while you talk. It makes a difference.
4. Make the Ask
After you chat about kids or grandkids or the lifespan of the gypsy moth (to each his own), it’s time to get down to business: Will your classmate contribute to the Annual Fund? Feel confident knowing that you’re building a strong network of support for your alma mater.

5. Update the Details
Once your classmates say, “Of course! Here’s one trillion dollars,” you’ll want to make sure we can track them down later to get said trillion. Please confirm their mailing addresses, phone numbers, and email addresses so our records are up to date.

6. Close with Our Website
Before you end your conversation, please send your classmate to our website (https://engage.amherst.edu/give) where they can easily make a gift. Or you can tell the Annual Fund team to follow up, which we are happy to do.

7. Celebrate and Say Thank You
We recommend celebrating each gift you secure for the Annual Fund because we do. It’s a big deal! And please don’t forget to say thank you to each of your friends who makes a gift. We are grateful for every donation, and it’s important that donors know that.
Having the Conversation
It’s helpful to remember that, when differences in viewpoints arise, we sometimes (and naturally) try to correct the other person’s perceptions immediately or to respond with our own opinions. Of course, this approach often doesn’t work, so it’s good to:

- **Start by listening.** Let your classmate speak and feel that he or she has been heard, and try not to interrupt arguments or correct facts immediately. We suggest you prepare for conversations whenever possible (see the Common Objectives and Amherst Information sections for some ideas).

- **Look beneath the surface to identify deeper issues.** Listen closely to your classmates’ grievances. Do they feel they have been overlooked or disrespected? Once you identify the deeper issues, it’s a little easier to address them.

- **Look for an identity or goal you share.** Begin a conversation by highlighting our common goal (love of Amherst or a desire that Amherst remain a leader among liberal arts colleges).

- **Redirect the conversation to your shared goal.** The more points of connection you can identify, the more collaborative and productive the conversation can be.

- **Get more information.** We don’t expect you to know the answer to every question you get asked about Amherst. If you’re not sure of an answer, be honest with your classmate about that and be in touch with the Annual Fund team (contact information is in your packet and online). Better to get back to someone, or have someone from the College do that, than to improvise.
Sample Questions and Answers

“I don’t want to give because I support other causes.”

You: “I understand. Even a small gift helps, and we welcome whatever you can contribute in honor of your time at the College.

Remember, your gift—no matter its size—helps you determine the shape and future of the College’s future.”

“My child wasn’t accepted.”

You: “I’m sorry, and that is certainly disappointing. I know how tough college admission has become. I hope your child has found a good fit elsewhere and that you will remain open to giving back in the future.”
“I’m concerned with recent decisions/direction of the College.”

**You:** “I understand your concern. I’m happy to share your reactions with the College because Amherst values alumni input. I still hope you will continue to give because you value your own experience and all it’s given you in your life.

Making a gift is like casting a vote—you need to stay involved and (one of our favorite expressions) “keep skin in the game.” Amherst is a family, and we don’t walk away from family, especially not when we’re concerned.”

“Does Amherst really need my small gift?”

**You:** “Yes! Last year’s gifts under $100 added up to nearly $350,000 and provided scholarships for seven students to attend Amherst. Every gift helps our participation stay strong.”
There are a lot of questions and opinions about higher education, and Amherst alumni are paying attention to (and are involved in) many of those issues. Here is some information that you might find helpful as you discuss some of these questions with your classmates.

**Academic Excellence**

- Amherst has grown increasingly selective (and is admitting from a stronger applicant pool) while drawing talent from an exceptionally wide—and still-expanding—range of backgrounds and experiences.

- Amherst students’ SAT scores are higher than those of students at many of our peer institutions and have been for the past 15 years. The average SAT composite score is 1441.

- Every marker of student excellence has risen in the past 15 years.

- Of the 456 graduates in the Class of 2016, 36 percent completed a thesis, and 34 percent pursued a double major. Thirty-nine percent reported that they participated in student-faculty research during their time at Amherst.

- Each year roughly 15 to 20 recent Amherst graduates receive a national award or fellowship, and 80 percent of alumni report that they have pursued a professional or advanced degree.
Divestment and Sustainability

In 2015, the Board of Trustees released a far-reaching declaration committing the College to sustainability in its operations, investments, and life as a community. In May 2016, the College released a Sustainability Report on actions taken since the Board’s statement. Significant progress was made in four areas: building projects, the Office of Environmental Sustainability, campus energy use, and investment policies. The full report is available on the College’s website.

Current investment-related actions:

- Investments in Natural Resources: Our entire investment in the natural resources category is only seven percent. Included in this figure are investments in timber, minerals, agriculture, and all energy sectors including renewables, storage, energy, efficiency technology, and energy infrastructure.

- Working with Investment Managers: While the College decided it was not prudent to divest itself of fossil-fuel companies, we have worked with our investment managers, assessing how they incorporate the financial risks and impact of climate change when evaluating investments.

- Participating in the Investor Network on Climate Risk: Amherst’s Office of Investments has partnered with Ceres, a nonprofit organization advocating for sustainability leadership. Through membership in the Ceres Investor Network on Climate Risk, the College advocates and participates in various initiatives that will lead to the reduction of greenhouse gas emissions.
Putting Sustainability Practices in Place: In the past 10 years, the College has reduced its annual carbon footprint by one-third. These reductions were made through facilities improvements and work such as: building a co-generation power plant; switching from oil to natural gas; using high-efficiency building designs; retrofitting campus lighting; emphasizing local food in Valentine; and launching a campus farm on unused College land.

Young Alumni Support

- Annual Fund participation rose on average almost five percent among the youngest 15 classes last year.

- The Advancement Office supports several on-campus programs to raise awareness about alumni generosity and how the College works financially.

- Senior Gift: This is the first chance for the senior class to participate in the Annual Fund as alumni. The program began in the 1930s and is still going strong. The Class of 2017 had an 86.4 percent participation rate.

- Phonathon and student callers: During the academic year, 20 to 30 student workers, who are taught the importance of philanthropy to the College’s finances, make calls to alumni asking them to make Annual Fund gifts.

- Student workers: Alumni and Parent Programs hires more than 100 students each year to work Reunion, Homecoming, Family Weekend, and in the office.
Intellectual Diversity

■ The College is firmly committed to providing opportunities for different viewpoints to be presented and discussed on campus. Freedom of inquiry and freedom of speech remain the fundamental principles on which the best colleges and universities operate, and those principles are not negotiable at Amherst. The right of faculty and students to think independently and to dissent is not only upheld but encouraged.

■ The College continually brings in distinguished visitors with many perspectives from the world of public affairs—judges, diplomats, journalists, and veterans—to give talks on major issues. Recent speakers include U.S. Supreme Court Justice Sonia Sotomayor (September 2015), U.S. Secretary of Defense Robert Gates (April 2015), columnists Charles Krauthammer (March 2016) and Ross Douthat (November 2016), National Book Award winner Ta-Nehisi Coates (September 2016), former Florida governor and 2016 presidential candidate Jeb Bush (February 2017), and editor of the National Review Rich Lowry (March 2017).

■ We believe that a diversity of intellectual traditions, ideas, and perspectives is fundamental to a liberal arts education. That ideal also underlies the faculty’s approach to teaching. Their goal is to prepare students to think critically and independently, not to reproduce in their students other people’s points of view. The aim of instruction at Amherst is to develop students’ capacities for reasoning, identifying problems, asking good questions, thinking “outside the box,” and making cogent and persuasive arguments.
Amherst’s first priority is to hire the best teacher-scholars. Faculty hiring is a highly competitive and intensive process that involves many members of the campus community. Final hiring decisions fall to the faculty and academic departments. There can be no political “litmus test” whatsoever in faculty hiring.

The College’s leadership insists on protecting, in all aspects of Amherst life, the bedrock values of freedom of inquiry and freedom of expression. Open, reasoned, and informed give-and-take, based on a wide variety of faculty viewpoints, is strongly encouraged.

Science Center and Greenway

- The new Science Center is designed for modern science teaching and learning. Science has made great advances since the 1960s, when Merrill was built. The way we teach has also changed. The new Science Center is designed for interdisciplinary research and teaching. Faculty will be able to move from classroom to lab to office with ease, as will students.

- In addition to considerable financial benefit, the Greenway projects help us preserve greater flexibility for future administrations and boards by accommodating significant expansion of the Science Center in the future.

- The Amherst landscape is iconic and beloved by alumni. The Greenway landscaping honors that history by creating beautiful and functional outdoor spaces. The space is designed to meet needs and fix problems without drastic or costly changes. For example, the addition of cherry trees behind the Mead Art Museum prevents water run-off while providing shade and
beauty to campus. The amphitheater is designed to hold nearly 1,600 people, yet, when not in use, it will look like a rolling green lawn—the perfect spot to sit and study alone or with friends.

Social Life/Student Life

- Students today, on average, have greater need for a broader range of support services than in generations past. This is a national phenomenon that affects Amherst as much as its peers. Amherst students report feelings of loneliness, and we believe that the combination of academic demands and students’ high expectations contribute to the problem by leading too often to isolation rather than social interaction and community.

- Long-term initiatives are underway to integrate and strengthen health and wellness services at Amherst. These include taking over the management of Keefe Health Center (formerly managed by UMass) in 2016, leading to extended hours and more accessible services during school breaks. In addition, we’ve expanded the College’s Counseling Center services and personnel.

- Our intention is to bring people together and make resources visible—at a center with an explicit focus on wellness; in student living spaces; and through programming that supports, educates, and creates opportunities for healthier living.

- Students find community everywhere at Amherst—spaces for studying, collaborating, and hanging out. In addition, there are over 100 student-run clubs and organizations. Students perform in at least a dozen musical ensembles, play on 27 Division III teams and a variety of club sports, and jump into everything
from community engagement to student publications to affinity groups (cultural, religious, and more).

Financial Information
Amherst finished the 2017 fiscal year with its endowment valued at $2.25B — up from $2.03B last year. This places Amherst in a very select group of institutions and provides the College with the resources needed to further its educational mission. Generations of support from alumni and other donors have resulted in an endowment that has an impact on the life of every student.

Endowment By the Numbers: Fiscal Year 2017

<table>
<thead>
<tr>
<th>Source of Revenue</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Endowment</td>
<td>$95.7M</td>
</tr>
<tr>
<td>Annual Fund</td>
<td>$9.6M</td>
</tr>
<tr>
<td>Net Student Tuition, Room, and Board</td>
<td>$65.9M</td>
</tr>
</tbody>
</table>

Sources of Revenue in the College’s Operating Budget

<table>
<thead>
<tr>
<th>Revenue Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total college revenues</td>
<td>51%</td>
</tr>
<tr>
<td>Endowment Distribution</td>
<td>23%</td>
</tr>
<tr>
<td>Annual Fund</td>
<td>9%</td>
</tr>
<tr>
<td>Other</td>
<td>9%</td>
</tr>
</tbody>
</table>

The College’s Investment Strategy

<table>
<thead>
<tr>
<th>Investment Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash Equivalents</td>
<td>19%</td>
</tr>
<tr>
<td>Real Estate</td>
<td>37%</td>
</tr>
<tr>
<td>Natural Resources</td>
<td>1%</td>
</tr>
<tr>
<td>Cash Equivalents</td>
<td>6%</td>
</tr>
<tr>
<td>Fixed Income</td>
<td>7%</td>
</tr>
<tr>
<td>Private Equity</td>
<td>23%</td>
</tr>
<tr>
<td>Public Equity</td>
<td>35%</td>
</tr>
<tr>
<td>Absolute Return</td>
<td>9%</td>
</tr>
</tbody>
</table>

Value of the endowment for the fiscal year ending June 30, 2017: $2.25B
Return on the endowment: 15.5%
Endowment distribution (51 percent of total revenue): $95.7M
Endowment per student: $1.25M
Advice from Amherst Volunteers
The Amherst Fund relies on a volunteer team that is second to none. The passion alumni volunteers bring to their work is what makes the difference, and we thought we’d let them tell you what makes them so successful.

Hal Thayer ’74

■ Make a Plan: I put a timeline together for the campaign, identifying some key dates and responsibilities. I find making a plan gets me going.

■ Rely on your Team: I key on rallying the Associate Agents to get started then, reminding them every month (April 1, May 1, June 1, June 15).

■ Be Persistent: I do a direct email campaign to my assignments in May. Those who do not respond get a call in early June. Those still lagging in late June get a Last Chance/Desperate-for-Your-Help call as the Fund closes.

■ Be Prepared: Prepare a script, put a plan together, and then execute. Do some homework on your assignments (LinkedIn, College database), then contact them directly by email and phone. It becomes very manageable and not daunting at all.
Ali Armour ’07

- I firmly believe that maintaining genuine relationships is the key to a smooth Annual Fund drive. I’m honored that many classmates on my assignment list may not give a lot of money but consistently give, even in situations where money can be tight. And I have to guess that relationships—with me, with the College—are a significant factor.

Elena Sparling ’05

- Be yourself and be genuine. If you share your love of the school or why you donate, it’s infectious.

Cristian Navarro ’16

- I usually speak of giving back as a way to join a proud, long-standing legacy of generosity. For some reason that resonates very well with people who feel the College has lost its direction, or identity, and who are potential donors concerned with the idea of tradition.

Michael Mercurio ’92

- Don’t get discouraged; not everyone can (or will) give. Polite persistence tends to tip things in one’s favor. Just because someone won’t give in September does not mean they won’t give in April. But you have to keep in touch between September and April to build some credibility.
John Meegan ’81

- I usually don’t make any calls or send any emails until I make my gift. I always want to make sure my classmates are aware that my gift is in. Not that I am trying to get a pat on the back, but rather that I am not asking them to do something that I have not done.

Anabela Perozek ’90

- Set a Goal and Pace Yourself: I’m pretty methodical about it. Starting in December, I give myself the goal of emailing a certain number of people on my list. At this point, my list is about 60 people, so I can’t hit everyone at once, so I just focus on five emails, once a week. I try to do it in the evening when I’m watching television or just relaxing. I try to do one call a week from December to April, then I pick up the pace.

- It’s Not Personal: I never think of it as anyone who makes a donation is doing me a favor, so I don’t feel awkward/bad if someone doesn’t give.

- But I Make It Personal About My Classmates: I tailor the message to the person as much as possible. I try to remember something personal about the alum (a new job, a relocation, a new baby, a kid going off to college—for former athletes, I know how the team is doing this year). The ask is always tailored to the individual and how much he/she can give.
Volunteer Roles

Class Agent
Class Agents, in partnership with the 1821 Chair, provide leadership for all class fundraising and participation efforts, including goal-setting, communication, Associate Agent management, and individual classmate outreach. In this role, you will work closely with Amherst College and the Advancement Office, speaking regularly with your staff class liaison. This leadership role is typically shared between one and four people and provides the backbone of the class giving structure.

1821 Chair
This class leadership position is focused on increasing participation in the 1821 Society. The 1821 Society includes the 1821 Society at the $1,821 level, the Octagon Society at the $5,000 level, the Noah Webster Circle at the $10,000 level, and the Quadrangle Society with giving opportunities at the $25,000 level (see chart on page 31). The 1821 Chair works closely with Amherst Annual Fund staff and the Class Agents to set the dollar goals for the class and to design giving strategies around achieving these goals, particularly in Reunion years.

Associate Agent
Associate Agents are responsible for contacting a small group of classmates. There is usually a team of 10–20 Associate Agents per class who are called upon at key periods throughout the year—for example, the calendar year-end, giving days and challenges, and the fiscal year-end wrap up in June. Associate Agents are ultimately the champions of the Annual Fund.
Amherst Fund Co-Chair
There are three Amherst Fund Co-Chairs who work with the Annual Fund team to set policies, review materials, and solicit alumni who are being asked to join the 1821 Society.

Amherst Fund Committee (AFC)
This committee is responsible for assisting the Amherst Fund Co-Chairs in leading the Annual Fund. Alumni from across decades serve on the committee for one- to three-year terms, meeting on campus three times a year as part of the Executive Committee of the Society of Alumni (the EC).

Reunion Lead Gifts Committee Member/Lead Gifts Chair
During the 25th and 50th Reunions, this committee raises leadership gifts, pledges, and estate provisions in support of scholarships, endowment, capital, and other purposes, in addition to Annual Fund gifts at the 1821 Society level. The committee is organized by a Lead Gifts Chair who works with the Class Agent and 1821 Chair to solicit increased gifts from a group of classmates in celebration of these milestone years.

Amherst Fund Co-Chairs:
Tim Armour ’70, P’07, ’01 | Pem Brown ’06 | Kathy Chia ’88, P’22
Annual Fund
Leadership Giving

Members of the 1821 Society provide the leadership support that is the foundation of the Amherst experience.

### 1821 Society

<table>
<thead>
<tr>
<th>Membership</th>
<th>Annual Gift</th>
<th>Monthly Gift</th>
</tr>
</thead>
<tbody>
<tr>
<td>Member</td>
<td>$1,821</td>
<td>$152</td>
</tr>
<tr>
<td>Octagon Society</td>
<td>$5,000</td>
<td>$417</td>
</tr>
<tr>
<td>Noah Webster Circle</td>
<td>$10,000</td>
<td>$834</td>
</tr>
<tr>
<td>Quadrangle Society</td>
<td>$25,000</td>
<td>$2,084</td>
</tr>
</tbody>
</table>

### Young Alumni Leadership Giving

<table>
<thead>
<tr>
<th>Membership</th>
<th>Annual Gift</th>
<th>Monthly Gift</th>
</tr>
</thead>
<tbody>
<tr>
<td>1821 Society (alumni 1–5 years out)</td>
<td>$500</td>
<td>$42</td>
</tr>
<tr>
<td>1821 Society (alumni 6–10 years out)</td>
<td>$1,000</td>
<td>$84</td>
</tr>
<tr>
<td>Octagon Society (alumni 1–20 years)</td>
<td>$2,500</td>
<td>$209</td>
</tr>
<tr>
<td>The Noah Webster Circle (alumni 1–20 years out)</td>
<td>$5,000</td>
<td>$417</td>
</tr>
</tbody>
</table>

The Irradient Society honors continuous giving to the Annual Fund.
Glossary of Terms

**Annual Fund/Amherst Fund/Alumni Fund:** We use these terms interchangeably at Amherst. All of them reference unrestricted annual giving that allows the College to apply funds wherever the need is greatest. The Annual Fund represents five percent of the College’s operating budget—roughly what an additional $200 million in endowment would provide in interest each year.

**Annual Fund Scholars:** Donors of $25,000 or more to the Amherst Fund who designate their gifts to Financial Aid can support an Annual Fund Scholar. They are providing a scholarship for a deserving Amherst student, and they will be notified of who that student is in the spring of the year following the gift.

**ClassLink:** This is where you will find your class’s Annual Fund reports, information about the classmates assigned to you, and other helpful resources. In ClassLink, you can email your assignments directly, using sample language provided or writing your own. You will need to log in to the system using your Amherst ID and password. Aren’t sure what those are? Contact the Annual Fund team, and we’ll help. You can find ClassLink at [https://engage.amherst.edu/classlink](https://engage.amherst.edu/classlink).

**Designated Giving/Annual Fund Buckets:** Donors can designate their gifts within the Annual Fund. These buckets include academics, the arts, athletics, scholarships/financial aid, student life, and sustainability. Funds designated to the buckets are spent in those areas.

**Fiscal Year:** Amherst’s fiscal year runs from July 1 until June 30. This can be confusing to donors who give in the spring and then are asked to give in the fall. Think of the fiscal year as the academic year.
**Irradient Society:** Donors that give every year are the backbone and foundation of the Annual Fund and the philanthropy on which the College relies. The Irradient Society honors consecutive giving to the Annual Fund.

**Lybunt:** Donors who made a gift to the College during the last fiscal year but have not yet renewed their support in this fiscal year (Last year but unfortunately not this year)

**Phonathon:** Students make phone calls on behalf of the Annual Fund in the fall, the spring, and the last two weeks of June each year. They serve as ambassadors for the Annual Fund and the College. Please be nice to them when they call.

**Restricted support:** Gifts that are made to a specific purpose and do not count toward the Annual Fund. They do count toward participation totals, but not toward dollar goals. We also refer to these gifts as designated gifts.

**Sybunt:** Donors who made a gift at least once in the past five years but not the last fiscal year or in this current year (Some year but unfortunately not this year)

**Unrestricted support:** Gifts that support the College’s highest priorities, which are vital to Amherst’s financial strength and flexibility.

**1821 Society:** The Annual Fund’s leadership giving society begins at $1,821 ($500 for alumni one to five years out and $1,000 for alumni six to ten years out). These donors give 85 percent of the total Annual Fund dollars raised each year (see page 31 for donor levels).