WELCOME TO THE AMHERST ALUMNI FUND

Thank you for volunteering for the Amherst Alumni Fund. You are part of a tradition that dates from 1906, and you are a member of a team of 1,300 dedicated alumni who work on behalf of the Alumni Fund each year. We appreciate your efforts, and we are excited to begin another year.

Your outreach to classmates is the key to our efforts. Gifts of every size help us reach our goals. Your calls, emails and notes also provide alumni with a greater sense of connection to the Amherst community.

With thanks,

Leo Arnaboldi III ‘81, Aimee Carroll ’99, and Kathy Chia ’88 Alumni Fund Chairs

WAYS TO MAKE A CONTRIBUTION

Online
Gifts may be made at any time by credit card at amherst.edu/give/annualfund.

Credit Card
Amherst accepts MasterCard, Visa, or American Express. If a classmate wishes to make a credit card contribution over the phone, you can record the information on a contributor slip and return it to us, or have the donor call us to secure a toll-free gift line anytime: 413-542-4380.

Recurring Giving
Credit cards can be charged every month at a designated amount. Signing up is as easy as checking the recurring giving box on our website at amherst.edu/give/annualfund.

Personal Check
If a classmate would like to make a gift by personal check, you may mail it to the classmate with a personal note of thanks.

Appreciated Securities
Donating securities entitles the donor to an income tax deduction. A prospective donor should contact Rose LeVay in the Treasurer’s Office at 413-542-2325 or consult amherst.edu/give/ways_to_give/securities.

Company Matches
The call report will indicate if the classmate is working for a company with a matching gift program. All they need to do is fill out a short form obtained from the personnel or human resources office of the company and send it to Amherst. We take care of the rest.

Matching gifts are a significant source of revenue for the College. Matching gifts are also credited to individuals for membership in the 1821 Society.

Contact Us
Alumni Fund
Alumni House
Amherst College
PO Box 5000
Amherst, MA 01002-5000

Development Office
413-542-5900

Toll-Free Gift Line
413-542-5900

Securities Gifts
413-542-2325

Class Liaisons
amherst.edu/give/annualfund/af_contact

Volunteer Tools
amherst.edu/give/aftools
The Case for Support

Why give to the Alumni Fund?
Each year, Amherst Alumni Fund provides vital support to the College’s annual operating budget. The Alumni Fund strengthens core academic programs, supports co-curricular activities such as summer research, study abroad and internships, and enhances student life. Every gift contributes to an educational enterprise that prepares students to develop knowledge, engage the world around them, and lead productive lives.

Every dollar donated benefits students and faculty.
Alumni Fund gifts allow Amherst to provide an extraordinary learning environment where dedicated professors and talented students have the means to pursue the fullest possible range of intellectual, creative, and personal endeavors. Every student and faculty member benefits from this support.

An Alumni Fund gift reflects your appreciation of your Amherst education. Your annual Alumni Fund gift demonstrates your appreciation of your Amherst education.

It’s an investment in Amherst’s future.
Just as previous generations of alumni supported us when we were students, it is our turn to support students who follow us. Your Alumni Fund gift invests in Amherst, in the liberal arts, and in our future.

Volunteer Tools
We provide a variety of tools to assist you, most of which can be found at amherst.edu/give/tools.

» ClassLink: Provide your Class Agent member Contact information for assigned classmates, going history, and class totals.
» Call Reports and Contribution-Report: Read copy contact information for your assigned classmates.
» Gift Notification: Notification of gifts received from your assigned classmates so you may thank them.
» Sample Emails and Thank-you Notes: Sample language to get you started.

Making the Calls/
Before the Call
» Make your own gift first. Asking others to join you in supporting the Alumni Fund can be very persuasive.
» Establish a case for giving. Use The Case for Support to show the reasons you volunteer for and support Amherst through the Alumni Fund.
» Keep up with what’s new at Amherst. Visit Amherst’s e-News or see the website at amherst.edu.
» Learn about your assigned classmates. Become familiar with the information on your call report. More information can be found at ClassLink (formerly the Online Donor Report) at amherst.edu/give/tools. Look for connections to facilitate your conversation.

The Call
» Contact your classmate, whether by phone, email, or social media. Say you are calling on behalf of Amherst. This call is not just about money, but rather about strengthening alumni relationships, both to one another and to the College.
» Share your reasons for supporting Amherst. Explain why you’ve chosen to make Amherst a priority this year.
» Ask for a gift. Begin by asking classmates whether they have received a solicitation letter from the College, thank them for their past support, and ask them how much they believe they ever received from previous years by a specific amount.
» Be patient and listen. Give your classmate the opportunity to talk about what is on his or her mind.
» If the answer is no, ask your classmate if he would like to make the gift via credit card, personal check, or appreciated securities. Also, please remember to ask whether your classmate’s company matches charitable contributions and, if so, ask them to designate their match to Amherst.

After the Call
» Keep a record of any changes in contact or disposition toward giving to Amherst. Thank classmates for their time and include your personal note.
» Encourage your classmate to support the Alumni Fund with a small gift that helps the class participation drive. Send a follow-up note thanking them for their time and include your personal note. Hope that they will consider a gift honoring their child has found a good fit elsewhere. I hope you will remain open to giving back in the future.

Handling Concerns and Objections
Does Amherst really need my small gift?
Yes. Gifts of $50 or less support more than seven students each year on financial aid packages. All gifts help our participation stay strong. Knowing you give gives giving incentive for many.

I don’t want to give because I support other causes, I lost my job, I have two kids in college.
I understand. Small gifts show much of what we do, and I hope you’ll choose to give what you can.

There are some policies at Amherst with which I don’t agree.
I understand your concerns. I will be happy to share your reactions with the College because Amherst does not change policy, I hope that you will continue to give to Amherst because you value your own experience.

My child was not accepted.
That’s certainly disappointing. I know that tough college admissions have become. I hope that your child finds a good fit elsewhere. I hope you will remain open to giving back in the future.