Fall greetings to all our new and returning volunteers. Every year, your conversations, emails, and letters to friends and classmates connect them to the College and help us reach our ambitious fundraising goals. Thank you.

**Volunteer Summit Recap** - If you participated in this month’s Volunteer Summit on October 2-3, we trust you left campus feeling energized and inspired. If you missed the weekend, a link to the video recordings (including one of a very good Annual Fund session) can be found below.

**Fall Mailing Schedule** - President Martin kicked off the year with her annual campus update on September 17th. For most classes, an October appeal letter from a current student, Jessica Maposa ’17, will hit mailboxes towards the end of this month, to be followed up by an email appeal. In November, Class Agents will send their first letters of the year.

**ClassLink Webinar, your online volunteer portal** - We will host a ClassLink webinar on November 3rd at 12:00 ET to orient new and returning volunteers to the volunteer portal. Please register for the webinar via the link below.

**Goals and new initiatives** - The Annual Fund goals this year are $10.4 million dollars from 53% of alumni. With the College’s growing commitment to offering financial aid, we are seeking to raise an additional $300,000, and we hope to stem a recent decline in participation by increasing the number of donors to the Fund. Below are a few new initiatives to increase dollars and donors:

- **Ask amounts** - Contributor slips will indicate specific ask amounts (in most cases as a string of five suggested amounts). This is new for us, but it has been long used by many schools and non-profits.
- **Student calling** - We are increasing student calling throughout the year. Students began making calls in early October.
- **Lapsed donor focus** - We are placing greater emphasis on securing gifts from donors whose last gifts were 3-5 years ago. If everyone who gave at least once in the last five years gave this year, we would exceed 75% participation.
- **Monthly giving and sustaining donors** - We are encouraging monthly giving commitments more widely this year. A number of our peer schools have seen great jumps in repeat donors and overall participation.

**October Action Items:**

- Sign up for the ClassLink webinar on November 3.
- Begin thinking about your November class letter (due November 6). Samples will be sent shortly.
Thank you for your service to Amherst. We could not succeed without you. Your Class Liaison will be in touch shortly to assist with class specific strategy and the November Class Agent letter.

Sincerely,

Alumni Fund Chairs - Aimee Carroll Flynn '99, Kathy Chia '88, Tim Armour '70, P’01, '07

The Home Team - Ellie, Ellen, Kristen, Megan, Meri, Nicole, Robin, Sara, Tom

Links:
Volunteer Summit video recordings:
https://www.amherst.edu/give/annual_fund/volunteer/volunteer-summit-videos

President Biddy’s annual campus update:
https://www.amherst.edu/aboutamherst/president/statements/node/614420

October appeal letter:
https://www.amherst.edu/system/files/media/Maposa%2520October%2520General%2520Letter.pdf

ClassLink Webinar registration:
https://advweb2.amherst.edu/event/registrations/index/119