Alumni Fund Volunteer Update

June 2, 2016

Fund Update - With June 30 only 28 days away, the Alumni Fund is still trailing last year’s dollar and participation totals. We have crossed the important $6.6 million threshold, but participation is 38.7%, down 3.4 percent from this time last year and we’re down 429 donors. With a goal of 2,500 new donors before the end of June, we ask that you contact your classmates now, using ClassLink (https://advweb2.amherst.edu/classlink/) or our assistance, to ask them to make their Alumni Fund gift before Thursday, June 30, at midnight PDT.

June Volunteer Webinar Tuesday, June 7 at 12 noon or 6 p.m. EDT - Please register now at https://advweb2.amherst.edu/event/registrations/index/237 or call Nicole Sibley at 413-542-8237 to join the discussion and learn more about best practices and tips for June outreach.

#AlwaysAmherst June campaign - All month long, we will be celebrating the Amherst places we love, using the hashtag #AlwaysAmherst. Make a gift and tell us in the comments section about a place on campus you especially love. As a thank you, a student photographer will take a photo of your place and email it to you. Help us pre-populate the hashtag by sending a story of your favorite place on campus to Kristen at katwood@amherst.edu.

June Communications and Phonathon - To promote the #AlwaysAmherst campaign, we have a series of email and print communications planned for June. Additionally, beginning June 12, student callers will be contacting non-donors in your class.

Reunion Classes - Remember, if you are in a reunion year, the Reunion Challenge is open until Friday, June 3 at midnight. Please remind classmates that all gifts made by that date will be matched dollar-for-dollar, up to $150,000.

June Actions

- Contact classmates and ask them to give before June 30 - Remember, you can use ClassLink (https://advweb2.amherst.edu/classlink/) to get contact information and send emails to LYBUNTs and SYBUNTs.
- Register (https://advweb2.amherst.edu/event/registrations/index/237 or call Nicole at 413-542-8237) for the June 7 Webinar.
• **Help us spread the word about #AlwaysAmherst!** Email Kristen Atwood at katwood@amherst.edu and share a story about your favorite place on campus, and you might end up on our Facebook, Instagram, or Twitter accounts!

• **Join our Facebook volunteer group** ([https://www.facebook.com/groups/AmherstAlumniFund/](https://www.facebook.com/groups/AmherstAlumniFund/)) to get updates and tips throughout the month of June.

As always, your Class liaison ([https://www.amherst.edu/offices/advancement/staff/annual-fund](https://www.amherst.edu/offices/advancement/staff/annual-fund)) can provide non-donor lists, gift totals, and other Fund progress updates. You can also find that information on the dashboard screen in ClassLink, under reports. Your Class Agent will also be glad to hear from you.

Thank you for helping us reach a successful Fund close on June 30. We can't reach our goals to support the College without you.

Sincerely,

Tim Armour ’70, P’07, ’01, Aimee Carroll Flynn ’99 and Kathy Chia ’88

Alumni Fund Co-Chairs

<table>
<thead>
<tr>
<th>Comparative Statistics</th>
<th>6/2/2016</th>
<th>6/2/2015</th>
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<tbody>
<tr>
<td>Dollars</td>
<td>$6,698,700</td>
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<tr>
<td>Participation</td>
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<tr>
<td>Total Donors</td>
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<td>1821 Donors</td>
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