February 3, 2016

Last week, students returned to classes as the spring semester got underway. It may feel like springtime for the students, but the Annual Fund has a long way to go to reach our spring goals. Currently, we are about 150 donors behind last year at this time, and dollars are down more than $200,000. We need you now more than ever to be successful in the run-up to June 30.

Mascot Statement, Livestream recording and Talking Points/FAQs - Last Tuesday, the Board of Trustees released its statement on the college mascot. On Thursday, President Martin and Board Chairman Cullen Murphy '74 participated in a livestreamed conversation, which is available online. Talking points and FAQs are also available to you as you speak with classmates. Please let your class manager know what you are hearing from classmates about the mascot decision. We appreciate and understand that you are on the front lines and we are here to support you.

Giving Day 2016 Challenge, February 23-24 - It’s a good day to be #AmherstProud, and with $75,000 on the line, the Giving Day Challenge will invite the community to rally around and demonstrate support for Amherst. New this year will be the ability to tell your own story through your gift by making a gift in honor of a professor, classmate, or friend who makes you #AmherstProud. We will notify the honoree of your gift, and we may share your story.

Here’s what you need to know about Giving Day Challenge 2016:

- The 36-hour challenge launches at noon EST on Tuesday, February 23rd, and concludes at midnight EST on Wednesday, February 24th
- 750 donors = an additional $75,000 gift for Amherst!
- How can you help? Call and email classmates during the challenge. There will be an email template in ClassLink to help you send emails quickly
- You can also post, share, like, tweet, and spread the word to classmates through social media
- Stay tuned for an email later this month with the communications schedule and additional resources on how you can help ensure this year’s Giving Day Challenge is a success

Volunteer Assignments - Please make changes to this year’s assignments before Giving Day. You can edit your assignments at any time by logging into ClassLink and using the “Select Assignments” tab to add or remove classmates. You can also check a classmate’s giving record and send email appeals and thank-you notes right from that tab.
February Actions:

- Finalize your assignments before Giving Day
- Carve out an hour to contact your classmates on Giving Day on February 23-24th. Encourage classmates to give through ClassLink, post on social media, texts, phone calls, etc
- Make your own gift if you haven't already

Thank you for your gift of time to Amherst. Please contact your class manager at the college or one of us with questions.

With best wishes,

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