Dear Sara,

**Successful 36-hour Giving-Day Challenge**
Thanks to volunteers, we had a successful #AmherstProud Giving Day Challenge at the end of February, generating 930 gifts totaling $169,712. The gift total included 146 gifts from current seniors, as the Senior Gift campaign kicked off during the challenge. We reached our goal of 750 new gifts well before the midnight deadline, unlocking an additional $75,000 for Amherst with time to spare. More than 150 donors made tribute gifts in honor of someone. To see those tributes, view the social media feed [here](#).

Thanks in part to the success of the Challenge, and the success of our February Phonathon calling, the Annual Fund is ahead in dollars and participation, which puts us in a great position as we enter into the busy spring giving season.

**New ClassLink Feature: Today's Gifts**
If you used ClassLink during the Challenge, you may have noticed a new tab labeled "Today's Gifts." There, you can see online gifts made during that day. This ability to see gifts as soon as they are entered, a day or two before the transacted gift is shown on other ClassLink lists, will be especially useful at the busier times of the year, such as late June.

**Upcoming Appeals to Non-Donors**
- Late March/early April: letters from Class Agents (due March 18)
- April 18: general appeal letter from Austin Sarat, William Nelson Cromwell Professor of Jurisprudence and Political Science; and Associate Dean of the Faculty
- May: Reunion Challenge

**March Action Items**
- Class Agents - Complete your letter to your class and return it to your Annual Fund staff liaison
- Complete Associate Agent Assignments in ClassLink - Please assign all Lybunts, Sybunts and Lapsed3-5 non-donors to associate agents
- March 31 at 1 p.m. EDT- You are invited to join a livestreamed conversation about the Greenway Projects with...
Jim Brassord, Chief of Campus Operations, and John Middleton '77, Trustee and Chair of the Board's Buildings and Grounds Committee. Register online to receive details for viewing

Thank you for volunteering your time for Amherst. Please contact your Annual Fund staff liaison or one of us with any questions.

With best wishes,

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

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<tr>
<th>Comparative Statistics</th>
<th>3/10/2016</th>
<th>3/10/2015</th>
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<tbody>
<tr>
<td>Dollars</td>
<td>$5,508,226</td>
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<tr>
<td>Participation</td>
<td>30.1%</td>
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<tr>
<td>Total Donors</td>
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<td>1821 Donors</td>
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