Sept./Oct.

*Open the year*
- Commit/Re-commit to role for the new fiscal year.
- Learn from your Class Manager what the overall goals and strategy for the Annual Fund are for the year and together map out a strategy for your class.
- Volunteer confirmation and recruitment. Work with staff to reach out to associate agents to confirm annual commitment and review timeline/expectations.
- Prepare first class specific appeal letter (mailed/ emailed in early November).
- **College Communications**: October general appeal and email.

November

*Fall work*
- **College Communications**: Class Appeal is mailed/sent.

December

*Close the calendar year*
- Holiday notes.
- Outreach to calendar year donors.
- **College Communications**: Hard copy mailer and countdown emails

February

*Amherst Pride Challenge*
- Associate agent prep and reunion planning (if applicable).
- Amherst Pride 36-hour giving day.
- **College Communications**: Amherst Pride Challenge emails

March

*Launch the Spring*
- Prepare Spring Class Agent letter.
- Class agents communicate with your associate agents to ask them to begin their contacts in earnest.
- **College Communications**: Class Agent Letters

April/May

*Reunion*
- Reunion year class agents working to reach goals/records, with advance knowledge about how the reunion challenge will work at reunion.
- **College Communications**: May general appeal and email.
Class Agent Timeline FY2017

June

*End the year*
- Calls and emails to non-donors.
- *College Communications*: June mailer and email countdowns.

July

*Wrap up the year*
- Letters. Thank you emails to associate agents.
- *College Communications*: July thank you email and class letter.