VOLUNTEER
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WELCOME

Thank you for volunteering for Tufts! Your work as a Tufts Fund volunteer is truly appreciated; volunteers are the driving force behind our success.

The Tufts Fund supports Tufts’
general operation and areas of greatest need—from financial aid and faculty
to the development of academic and extracurricular programs.

Tuition and fees cover only a portion of the cost of a Tufts education; the remainder is subsidized through annual gifts and earnings on the endowment.

The Tufts Fund is powered (and empowered) by the volunteers (that’s you!), who guide the Fund’s development and engage fellow alumni in supporting the University. The Fund is supported by Tufts staff; however peer solicitation is a main focus and key to the success of the Tufts Fund. You are an integral ambassador, encouraging broad support and engaging the Jumbo community to strengthen Tufts’ teaching and learning experience for current and future generations of students and faculty.

We hope that you will find the enclosed resources helpful as you navigate your important volunteer role. Additional details are available online (https://tuftsvolunteernetwork.org) or by contacting the Tufts Fund (617-627-4930). Thank you again for your generous gift of time and energy. We are truly grateful.

Sean Devendorf, Senior Director, Annual Giving
Tufts Fund for Arts, Sciences & Engineering
STATEMENT OF CONFIDENTIALITY AND RESPONSIBLE USE POLICY FOR VOLUNTEERS

Purpose
To provide Tufts University Advancement volunteers with an understanding of the standards regarding dissemination and disposal of confidential information.

Standards of Conduct
Confidentiality is a paramount consideration in the work done throughout the Advancement division at Tufts University, whether in communications, alumni relations, or fundraising. The Division relies upon all persons with access to Advancement data to maintain strict confidentiality concerning information obtained during the conduct of their work.

By signing the Statement of Confidentiality and Responsible Use Policy, volunteers agree to:

• Respect the confidentiality and privacy of the individuals for whom they have been given access because of their volunteer role with Tufts Advancement. This includes using personal information exclusively for the purposes sanctioned by Advancement staff.
• Keep this information to themselves and, therefore, will not share, distribute or publish this information unless expressly directed to do so by Advancement staff.

• Abide by all mail and/or solicitation controls as identified on the reports provided to them by Advancement staff.

• Store this information, whether in hard copy or electronic form, in an appropriate manner to reasonably prevent loss, unauthorized access or divulgence of confidential information.

• Destruct hard copy or electronic reports either through shredding, file deletion, or other protective disposal technique. Such materials do not go in trash or recycling bins.

• Acknowledge that they are not University employees and as such, are not entitled to any compensation or benefits from Tufts University.
The Tufts Fund for Arts, Sciences & Engineering provides an opportunity for alumni, parents, and friends to actively participate in the daily life of students at Tufts. Annual giving is an investment in people and programs and a commitment to excellence. Through philanthropy, donors support almost every part of each Jumbo’s exceptional daily life, from incredible professors to need based financial aid to service trips around the world.

There are different types of gifts that can be made to Tufts:

**Annual Fund Gifts:** These gifts, made to the Tufts Fund, are yearly unrestricted gifts that support:

- financial aid
- faculty and student research
- academic and athletic programs
- facilities
- technological and media resources
- and much more!

These gifts provide the University with a reliable stream of revenue for annual operating needs, help address the most pressing immediate needs, and offer flexibility to take advantage of special opportunities that arise in the near term. Generally ranging in size from $25 to $100,000,
annual fund gifts are an expression of a donor’s ongoing confidence in Tufts’ leadership and its academic mission, and are used in the year they are received. Tufts’ fiscal year runs from July 1–June 30. All gifts and pledge payments must be paid by June 30.

**Major Gifts:** These gifts are usually restricted for a specific purpose (e.g., an endowed scholarship or a named space in a building) and help realize the vision of the president and academic leaders to advance the institution in significant and highly impactful ways. Major gifts can be used immediately or invested in the university endowment and dispensed over a longer period of time. These gifts may be given just a few times during a donor’s lifetime and are typically paid over a period of years.

**Planned Gifts:** These gifts are made through specific instruments that complement a donor’s retirement and estate planning strategies. They may be unrestricted or provide the means for a donor to support their greatest passion, often supplementing annual fund and major gifts. These gifts are an expression of Tufts being among, if not at the top of, a donor’s philanthropic priorities, and allow a donor to leave a lasting legacy. There are many planned giving options, some of which a donor may choose to create annually, and others that are established once during a donor’s lifetime.

**Why Support the Tufts Fund?**

Giving back is a Tufts tradition. Gifts to the Tufts Fund support every aspect of the student experience—in the classroom, in the labs, on the stage, or on the athletic fields. Annual fund gifts made by alumni, parents, and friends also help to:

- Give the president and the deans the flexibility to address exciting programmatic opportunities and pressing needs as they arise.
• Bridge the gap between the total cost of educating a Tufts student and tuition. The university relies on generous annual fund gifts to cover the remainder.

• Keep the light on the Hill (literally, it supports facilities and maintenance)

• Every student, every day, benefits from gifts made to the Tufts Fund!

**Tufts Fund Volunteer Goal: To help increase Alumni Participation**

The number of alumni who contribute to Tufts is often used as an indicator of alumni satisfaction.

**Every gift made by alumni—no matter the size—demonstrates the commitment of Tufts graduates to preserving the Tufts experience for current students. Our goal is to increase that percentage every year.**

Did you know that:

• Publications like U.S. News & World Report use our alumni participation rate as a factor when determining our institutional ranking. As our ranking increases, so does the value of your Tufts degree.

• Grant-making foundations and corporations look at our alumni participation rate as an indicator of a healthy institution worthy of additional support.
YOUR ROLE AS A TUFTS FUND VOLUNTEER

We count on you! Tufts Fund volunteers are an essential piece of the Tufts Fund puzzle. Without your efforts, Tufts would not be able to reach its participation and dollar goals. Annual giving supports Tufts’ operating budget and helps make up the difference between tuition and the actual cost per student.

Tufts Fund volunteers are vital; you serve as the primary contact between the university and your classmates. The three goals for the year are to increase class participation, increase dollars raised, and encourage as many classmates as possible to attend a Tufts event or volunteer for the university.

Responsibilities:

• Lead by example: make your pledge or gift to Tufts early.

• Attend the biennial Alumni Leadership Summit (LEADIT) on campus in November.

• Contact 10-20 classmates about making their Tufts Fund gift

• Share Tufts news with classmates

• Encourage classmates to register for and attend Tufts events

• Relay feedback from classmates to the Tufts Fund staff.

• Thank classmates! Every gift deserves a personal thank you!
YOUR ROLE AS A REUNION VOLUNTEER

You make reunion fun! We count on you!

Each reunion committee is charged with creating a rewarding and entertaining weekend and facilitating a meaningful class gift. The committees have two staff liaisons who will provide support for the important outreach and planning you do. An energetic and diverse reunion committee will ensure that a large group of your classmates will come together for your reunion. No special experience is needed to participate on your reunion committee - just enthusiasm for Tufts and a desire to network and re-connect with your classmates.

Responsibilities & Expectations:

• Engage in outreach by encouraging your classmates to come back for Alumni Weekend and financially support Tufts. Once registration opens, encourage those on your list to register for reunion. Answer questions, thank classmates for their gifts, and provide updates on Alumni Weekend, your class event, and what’s new at Tufts.

• Attend Alumni Weekend.

• Lead by example: make an early commitment (a gift or a pledge) to Tufts in honor of your reunion.
• Attend the biennial Alumni Leadership Summit (LEADIT) on campus in November

• Be in touch with staff to recruit additional committee members.

• Plan your class social activities.

• Relay feedback from classmates to Tufts staff. Provide updates and feedback about progress of solicitations, news and questions from classmates, and overall needs of the team.

• Join monthly conference calls between September and June.

• Thank classmates! Every gift deserves a personal thank you.

• Share your feedback. Help us improve the reunion volunteer experience by taking a short survey at the end of the year.

**Term of Service:**

Volunteers serve a one year term during their reunion year, which runs on a fiscal calendar – July 1 to June 30. Many volunteers choose to participate on their reunion committees for several reunion cycles (every five years).

**Staff Support:**

Your staff liaison will:

• Provide class lists from which committee members will identify classmates they would like to be assigned to contact.
• Provide individual support, especially as it relates to gift solicitation, and access to the university’s online volunteer portal, the Tufts Volunteer Network (TVN).

• Schedule meetings/conference calls according to the committee’s availability and distribute agendas and minutes in a timely manner.

• Oversee all logistics for mailings, blast emails, event calendar postings, event registration sites, etc. as it relates to your reunion event and activities.

• Provide support to your committee when planning events, including assistance with venue selection, catering, musical entertainment, etc.

• Share, upon request, a complete reunion volunteer guide.

Many studies have shown that loyal donors to the annual fund go on to expand their support through generous commitments in other areas via planned and/or major gifts. This underscores the importance of engaging more young alumni in supporting the mission of the university through annual giving. The annual fund is the key factor in building a large and sustainable base of support for the university. Universities with high participation rates generally have a strong culture of student philanthropy. Our robust and evolving student giving and young alumni programs are laying the groundwork for a more deeply instilled tradition of philanthropy at Tufts.
Ways to Give

Give online
Use our secure online giving form to make a gift to Tufts: giving.tufts.edu/givenow6. A personalized link for your outreach is also provided on the Tufts Volunteer Network (TVN) and can be emailed to contacts.

Give by phone
Call our toll-free number, 866-351-5184, from anywhere in North America, or call 617-627-4705 to make a gift via credit card.

Give by mail
Send a check (payable to Trustees of Tufts College) to:

- The Tufts Fund for Arts, Sciences & Engineering
- Tufts University
- PO Box 3306
- Boston, MA 02241-3306

Give by Stock Transfer
Please contact the Treasury Operations Office at 617-627-3171 or e-mail vicky.wei@tufts.edu for the delivery instructions.

Give by E-Check, Wire, or ACH Transfer
To promptly process your gift, please contact Tufts Support Services at 617-627-7000 for wire instructions.
A note about recognition credit for gifts to Tufts: If a donor and his or her spouse/partner are both Tufts graduates, they will both receive credit for their gift. If they are in different classes, their gift will be counted toward their respective class’s total gift amount and participation rate.

**Increasing the Impact of a Gift**
A few ways your classmates can increase the impact of their gift are listed below. Please contact your staff liaison if you have questions or need more information.

**Matching Gifts**
Many companies offer their employees (and even retirees and/or spouses) a matching gift benefit that increases your gift to Tufts. Your human resources office can supply you with specific instructions about its process for matching gifts. Visit http://www.matchinggifts.com/tufts/ to see if your company matches gifts to Tufts.

**Recurring Giving**
Like Jumbo, a recurring gift never forgets! By setting up a recurring gift online, your contacts can give to the Tufts Fund on a consistent and ongoing basis, and be assured of never missing the end of a fiscal year again. Go to www.ase.edu/givenow or call 866-351-5184 to set up the amount of each payment, the frequency (i.e., monthly, quarterly, or yearly), and the duration of your gift (up to 36 months through our online payment system).

**Gift in Honor/in Memory**
Classmates can make a gift in memory or in honor of special people in their lives. The honored individual(s) do not necessarily need to be affiliated with the University.
Tufts Fund Giving Societies

Your contacts may be interested in giving at levels that afford recognition and membership in one of these societies.

Tufts Loyalty Circle

Recognizes Tufts’ most loyal donors, who have made gifts to the Tufts Fund consistently for at least the last two fiscal years.

Packard Society

Recognizes alumni, parents and friends who support the Tufts Fund at a leadership level. There are several different levels to the Packard Society.

- Trustees’ Circle ($50,000+)
- President’s Circle ($25,000+)
- Society of Tufts Fellows ($10,000+)
- Visionary ($5,000+)
- Benefactor ($2,500+)
- Partner ($1,000+)
- Deans’ Inner Circle
  - Alumni: $100 x yrs since grad
  - Non-alumni: $1,000
  - Students: $25

The Charles Tufts Society

Celebrates individuals and families who have included Tufts in their estate plans or created a charitable gift annuity or trust for Tufts.
GUIDELINES FOR SOLICITING

The Tufts Fund depends on peer-to-peer outreach. Your willingness to share your personal motivation for supporting Tufts can inspire others to step up and do the same. Everyone approaches the solicitation process differently, and new volunteers may welcome advice from veteran volunteers or Tufts staff. A truly effective solicitation is a process, not a single call or email. It means developing a relationship over time and following up as often as necessary. The information below includes suggestions for how to approach your outreach to make it as effective and enjoyable as possible, and also provide answers to some frequently asked questions.

Make Your Own Commitment

Get your outreach off to a great start by making your own pledge or gift first. Early gifts by volunteers and committee members encourage others to give back and get involved. Plus, it’s easier to ask a fellow Jumbo to make a gift and join you in giving back.

Plan Your Approach

- **Have fun!** Remember this is an opportunity for you to reconnect with old friends, new acquaintances, and Tufts.
• Think about why Tufts is important to you and why you give.

• Don’t underestimate your peers’ willingness to be generous. Chances are good that others feel as strongly about Tufts as you do.

• Be confident. Remember, the number one reason people don’t give is they aren’t asked!

• Use Tufts Fund staff to help develop strategy or practice a solicitation conversation.

• Use https://tuftsvolunteernetwork.org/ to access contact information, add notes, send emails, and much more.

Make an Initial Outreach

• You can reach out in any number of ways. If you are going to connect with someone by phone, consider sending a quick email first to arrange a convenient time to talk. By arranging a time for a longer conversation, you will be able to make your case more easily. If you are going to send an email, offer to call as well in case your classmate has any questions that would best be asked over the phone.

• Contact familiar classmates or classmates who gave last year first. This will help you get comfortable with the process and should give you some good positive energy to make the rest of your outreach.
• **Be positive and upbeat.** Don’t apologize or get discouraged. If your classmate says s/he already knows all about Tufts, say that you would still appreciate a chance to explain why you believe his/her participation is important to the class effort.

**Conduct Your Outreach**

**Email**

Email is an efficient way to communicate with your classmates about the Tufts Fund, although it’s not always the most effective way. It can be used as an introduction to a solicitation call, a thank you for a classmate’s time and/or support, a follow-up to a call or letter, or a direct solicitation. Additionally, online giving has skyrocketed over the last few years and email is a great way to steer your classmates to this easy and convenient way to give. Keep in mind that email communication works best when used along with personal contact such as phone calls. The most important thing you can add to this message is why you are fundraising. Let your peers know why supporting Tufts matters to you!

There is no perfect formula for writing an email asking for support, but here are some best practices to guide you. Visit the Tufts Volunteer Network (https://tuftsvolunetnetwork.org) or contact Tufts Fund staff (617-627-4930) for specific sample emails

• It’s always best to **start by emailing your close contacts** because they are the most likely to donate. Try sending some quick personal messages to your inner circle to build up some momentum. Then use the email template you customized to reach all of your other contacts.
• Most emails are read within seconds. State your purpose early in your email and be clear and upfront.

• The subject line should be attention-grabbing, but not misleading.

• Be yourself. Making the case for support in an email is more effective when using your personal style. If something feels forced or inauthentic, scrap it!

• If you don’t know a classmate, try a thank you or invitation first. If your first email is a solicitation, subsequent email may be ignored.

• Always include the link to Tufts’ online giving page: www.ase.tufts.edu/givenow.

• Include links to other pages on the University website. Fresh news is appreciated. now.tufts.edu/ is a good resource.

• Honor a classmate’s request not to be solicited by this method.

• Don’t hesitate to send a few follow up emails. Emails are easy to overlook and people often open them up quickly and then forget to go back to them.

• An excel merge or a Gmail merge can be used for sending customized messages to a larger group of classmates, without having to send each message individually. To get help with this tool, ask your staff liaison.
Phone Calls
Each call is different and there is not a single approach that will work every time. Some volunteers begin calls with the ask and then move on to other topics, while others feel more comfortable breaking the ice and then transitioning to the solicitation. Generally, your calls will include the following aspects:

Connect
Create or re-establish the link you share with your classmate.

• Talk about Tufts today, the Tufts you remember, or other things entirely.

• Be personal. Your willingness to talk about your own gift and your decision to volunteer your time to Tufts’ fundraising efforts will help motivate your classmates to support the university.

Collect
When calling to make a specific ask for a gift to the Tufts Fund:

• Thank your classmate for previous gifts.

• Make the case for giving to Tufts.

• Be specific about the dollar amount for which you are asking. Use the suggested ask amount. For reunion solicitations, offer that pledges may be paid over many months/3 years.

• Listen to your classmate to pick up cues on how invested they are in Tufts and which direction the conversation should go.
• Provide information about the different giving options.

• Inquire about matching gifts. Ask whether a donor qualifies for a corporate matching program. Donors receive credit for their pledge and the corporate match.

**Follow Through**

To ensure the greatest success, keep the following in mind:

• If your contacts have questions or need more information, be sure to ask Tufts Fund staff to follow up with the right information. We are always happy to assist with whatever you may need.

• If you don’t reach your classmate the first time, keep trying! It is up to you whether or not to leave a message, but the ultimate goal is to actually talk to your classmate.

• Maintain contact. Many solicitations will require more than one discussion. Your classmate may need some time to consider a gift to Tufts and may require a follow-up call. Allow a reasonable amount of time to pass before you contact them again, but don’t be afraid to make this important second call. Your follow-through will make a difference.

• End with a thank you. Whether or not your classmates make a gift, thank them. Send notes by mail or email, thanking them for taking the time to speak with you and for their commitment to Tufts. If your classmates make a gift, send a thank you note naming the figure
pledged or proposed. This will help to move the process forward.

- Donors making specific pledges will receive confirmation of pledge details and periodic pledge reminders from Tufts. It may be helpful to let donors know this when you thank them.

**After the Contact**

- Report your progress in TVN (https://tuftsvolunteer network.org/). Be sure to update the “Response” field on TVN after any outreach. If they make a gift or pledge, or prefer not to make a gift, please record all outcomes. This information is important for the Tufts Fund to track and will help guide future outreach efforts. You can use the “Notes” function to provide updates and communicate with Tufts Fund staff. We also welcome emails and phone calls with updates if that is more convenient for you.

- Your classmate may choose to not give to the Tufts Fund this year. However, your positive attitude and endorsement of the University may result in a renewal of their relationship with Tufts in the future.

- Share successes with other volunteers so that everyone can feel good and learn tips from each other.

Fundraising often takes a little creativity and persistence, but it’s vitally important to Tufts and you can do it. Know that your effort will make a big difference! **THANK YOU!**
RESPONDING TO QUESTIONS AND CONCERNS

Below are some common questions and concerns you may hear and some responses that you might find useful when speaking with your contacts. If someone asks a question and you are unsure of the answer, it’s okay to say that you don’t know and that you will get back to him or her with an answer. A member of the Tufts Fund will be happy to help you or speak with your contact. We are always available to provide information or help you respond to a specific concern.

How does the endowment work? If Tufts has a sizable endowment, why does it need my annual gift?

The endowment is a collection of gifts that are permanently invested for Tufts’ long-term financial health. As interest is earned, a portion of the interest is spent on designated projects, such as particular professorships or programs, and the rest is reinvested to keep the base growing. In most cases, the principal is restricted from ever being spent. While the endowment provides important resources for the university, it cannot cover the operating costs of the university, such as financial aid, faculty salaries, athletic and arts programs, and extracurricular activities. That is why annual fund dollars are essential.
Doesn’t tuition cover everything?

Tuition alone does not fully support the cost of a student’s education. Even for those who do not receive financial aid, tuition only covers a portion of the comprehensive cost to educate a Tufts student. The gap between what is paid and the real cost has always been subsidized by annual fund gifts from alumni, parents, and friends, as well as earnings from endowment gifts. Your support will help bridge the gap between what a student can afford to pay and the actual cost of a Tufts education.

I can’t afford it/I’m still paying back loans/I just had a baby/I’m in between jobs/I’m retired or on a fixed income.

Everyone’s circumstances are different. These are all valid reasons for reducing one’s level of giving to nonprofit organizations. I hope you’ll consider making a gift at a level that is comfortable to you because your participation in the Tufts Fund matters. Your support is more than just the amount of your gift. Corporations and foundations view participation as a measure of alumni satisfaction when awarding grants and contracts to the university, and national publications evaluate it when compiling collegiate survey rankings. A gift of any size makes a big difference! Last year, gifts less than $1,000 totaled more than $1.6 million, from more than 12,000 donors. Your individual gift may not seem significant, but it does make a difference.

I only hear from Tufts when they want money.

Tufts definitely needs your support, but Tufts also wants to keep you informed about and engaged with life on the Hill. Tufts has many alumni publications that can keep you up-to-date with what’s new on the Hill. Do you receive Tufts Magazine and does Tufts have your email address? Tufts wants to keep you informed, but we also need your support.
Tufts doesn’t need my money. I’d rather give to my local charitable organization.

Tufts is proud that serving local communities and supporting great causes throughout the world are traditions of its alumni. We encourage every classmate to continue to support these worthy causes, which very often are right in line with innovative work in progress at Tufts. Tufts students are also committed to serving their community and the world around them. Investing in Tufts students is one of the best ways to ensure great returns both on and off the Hill. What causes are you interested in? Maybe there is an area at Tufts that aligns with your priorities.

I don’t agree with a University policy or decision

It seems a shame to cut off your support for one reason, although an important one, when there are so many great reasons to support Tufts! One of the wonderful things about Tufts is the diversity of ideas and students. I hope you will reconsider.

My child/grandchild wasn’t accepted by the University

I am sorry to hear that your son/daughter/grandchild was not accepted to Tufts. Some excellent students are not accepted for various reasons. Tufts has experienced a significant increase in admissions applications during the past decade. By any standard, the application process has grown much more competitive. Where is your son/daughter/grandchild attending college? Is he/she enjoying it? I hope that you will consider giving to Tufts because of YOUR positive experience.

I would prefer to support a restricted fund

Unlike restricted gifts, contributions to the Tufts Fund are used immediately, helping the University to meet its ongoing expenses and
to bridge the gap between what a student can afford to pay and the actual cost of a Tufts education. Your support to this vital fund is greatly appreciated!

I already gave this year

Timing issue: Do you remember when you made that gift? The reason I ask is because it is possible that you gave during the calendar year, but not in the current fiscal year (Tufts’ fiscal year runs from July 1 to June 30). My apologies if we are soliciting you for a second gift. If you wouldn’t mind, I’d be happy to check and get back to you.

Fund issue: Was your gift to the Tufts Fund? The University has several funds and it could be that you gave a gift to a different fund or school. If you wouldn’t mind, I’d be happy to check on your gift and get back to you.

I give later in the year

Yes, I understand. Please consider making a pledge now in support of our class gift, which you can pay at any time before June 30. An early pledge will help our class reach its goal faster without last-minute frenzy.
MAKE THE MOST OF SOCIAL MEDIA

Start fundraising through Facebook, Twitter or your social media platform du jour once you’ve sent your initial batch of emails.

**Get Your Tag On.**
Start on Facebook by tagging those that have already given and thanking them for their support. When you tag someone, your posts get shared in your activity feed and the other person’s activity feed, too.

**Set Personal Goals.**
3 contacts by week one, 8 contacts by week two, etc. (or $200 by week one, $400 by week two, etc.) Use your social media accounts to update friends and followers on your progress toward each goal and ask for people to help you get over the next hurdle.

**Don’t Make Every Post an Ask.**
Share inspiring news stories or other positive anecdotes about Tufts.

**Continue to Use Social Media.**
Social media is a softer medium for communicating with your contacts, and it’s more acceptable to frequently post in these channels.
Connect with Tufts

Facebook
• Friend Tufts Alumni at https://www.facebook.com/tuftsalumni
• Share, comment, and like posts on the Tufts Alumni profile
• Post Tufts-related stories on the Tufts Alumni profile
• Tag "Tufts Alumni" in your Jumbo-related pictures

Twitter
• Follow TuftsAlumni
• Retweet from @TuftsAlumni
• Use Tufts hashtags like:

  #TuftsMoment — When something “so Tufts” happens that you just need to tweet about it.

  #JumboPride — An expression of congratulations or support for Tufts. Especially useful during the live-tweeting of games and competitions.

  #OnlyatTufts — What makes Tufts special? Chime in!

  #IGivetoTuftsBecause — Why do you support Tufts? Share your motivation!

  #TuftsReunion — Reconnecting with classmates or fellow Jumbos? Let us know!

  #TuftsAlumni — Connect with Tufts alumni and celebrate your lifelong connection to the university.

• Pick up more Twitter tips at: http://webcomm.tufts.edu/twitter-tips13/
THE TUFTS VOLUNTEER NETWORK (TVN): OUR VOLUNTEER PORTAL

Find it at: https://tuftsvolunteernetwork.org/

Peer-to-peer fundraising contributes significantly to both the number and size of gifts that Tufts receives each year. To support your peer-to-peer outreach, we encourage you to take advantage of our online volunteer portal: the Tufts Volunteer Network. This portal allows you to track your assignments, obtain up-to-date giving histories and contact information for your assignments, and access helpful information in our resources library. The privacy of personal information is the University’s top priority. TVN is a secure environment and is the primary way University Advancement (UA) staff to share your classmates’ contact information and giving histories. If you have any questions, please contact your staff liaison.

How to login

- Visit https://tuftsvolunteernetwork.org/
- Log in using the credentials provided to you by your staff liaison
- Forgot password link: https://tuftsvolunteernetwork.org/forgotpassword.php
Choose classmates to contact
• Contact your staff liaison for a class list
• Names may be “grayed” out for various reasons: currently assigned to another volunteer, already made a gift this year, or is a volunteer. Those names are not available for selection.

Check status on your assignments and overall progress
• “My Contacts” Header
• Contacts who appear here under the “To be contacted” header are your current outstanding assignments

Contact your classmates about attending reunion and making a gift
• Click on a name to view contact information and giving histories
• Click on the “Response” drop down box to record a gift/pledge
• To edit contact information (address, email, or phone), add a note
• Enter comments to track solicitation progress (e.g., “Left voicemail on 10.22.15” or “Follow up in the spring”)
• Click on the “Plan to attend reunion” drop down box to record intended reunion attendance (This is not a registration.)

Volunteer Resources:
(within the “My Committees” page)
• TVN training video
• Volunteer Handbook
• Calendars
• Sample emails
• Helpful links
The Formula

In general, your outreach can be variations of a simple format, templated below. Visit the Tufts Volunteer Network (https://tuftsvolunteernetwork.org) or contact Tufts Fund staff (617-627-4930) for specific sample emails for various times of the year when outreach seems most relevant. Feel free to make these your own!

A

Hi Name,

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

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Hope to see you in May!

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E
A: Hi NAME,

B: PARAGRAPH 1
Personal sentence or two. Introduce self if not acquainted.

C: PARAGRAPH(S) 2/3
Reunion update. Depending on time of year include: save-the-date, updates on events, registration information, etc.

-AND/OR-
Campus update.

D: PARAGRAPH 4
The ask (if a fundraising email). Use the phrase: “Please join me.” Include information on how gifts make an impact, why you give, class/reunion challenges or award statuses, Tufts Fund progress report, etc. Include online giving link (your personal link is in your TVN account).

-AND/OR-
Thank you. Use the phrase: “As a member of the ________ Committee” Recognize past support, if any. Acknowledge generosity/consideration of gift.

E: CLOSING
“Hope to see you in May!” (if reunion email)

F: YOUR NAME

G: P.S. Add a Tufts update or another angle for giving or attending
HELPFUL LINKS

Alumni Association

Tufts Alumni Association:
http://tuftsalumni.org/

Tufts Online Community - search the alumni directory:
http://www.alumniconnections.com/olc/pub/TUF/homepage

Volunteer Resources

The Tufts Volunteer Network:
https://tuftsvolunteernetwork.org

TVN 3-minute and 47-second training video:
giving.tufts.edu/tvntutorial

Volunteer Handbook:

Reunions

Reunions Homepage:
http://tuftsalumni.org/events-reunions/reunions/

News

Tufts Now: http://now.tufts.edu/
Giving to Tufts

Tufts Fund for Arts, Sciences & Engineering online giving form:
www.ase.tufts.edu/givenow

Ways to Make a Gift:
http://giving.tufts.edu/make_a_gift/

The Packard Society:
http://giving.tufts.edu/ways_to_give/annualgiving/packard.html

Tufts Loyalty Circle:
http://giving.tufts.edu/ways_to_give/annualgiving/loyaldonors.html

Reunion Challenge:

Alumni Weekend Awards:
http://tuftsalumni.org/events-reunions/reunions/alumni-weekend-awards/

Back to the Hill Awards:

March to the Top Young Alumni Challenge:
www.tuftsalumni.org/marchtothetop

Matching Gifts Database:
http://www.alumniconnections.com/olc/pub/TUF/homepage
Many studies have shown that loyal donors to the annual fund go on to expand their support through generous commitments in other areas via planned and/or major gifts. This underscores the importance of engaging more young alumni in supporting the mission of the university through annual giving. The annual fund is the key factor in building a large and sustainable base of support for the university. Universities with high participation rates generally have a strong culture of student philanthropy. Our robust and evolving student giving and young alumni programs are laying the groundwork for a more deeply instilled tradition of philanthropy at Tufts.
Alumni Weekend - Held on the Medford Campus the third weekend of May in conjunction with Commencement, Alumni Weekend offers alumni several major annual events to attend, including:

- Opening Reception
- Tufts Night at Pops
- Super Seminars (featuring top faculty and alumni speakers/lectures)
- Cavalcade of Classes
- Alumni Family Picnic
- Class Reunion Celebrations (quinquennial cycle — 15th through 65th class reunions)
- Candlelight Procession/Illumination Ceremony (for seniors and alumni)
- Over 55 Celebration (for all alumni celebrating 55th reunion or higher)
- Commencement Processional for the Golden Anniversary class (50th)

Annual Fund (also known as the Tufts Fund) - Annual fund gifts are those given by donors to an area of greatest need and expended in the year they are received.

Ask - The dollar amount set by Tufts Fund staff and included in solicitations (ex. “I hope you will consider a gift of $__”).

GLOSSARY OF KEY TERMS
Assignments - The classmates a volunteer has agreed to contact during the year, to gather updates, encourage Alumni Weekend and Back to the Hill attendance, and make solicitations.

Class Gift - Your class gift includes everything—gifts, pledges and bequests—made to anywhere at Tufts during the year of your reunion.

Capital Gifts - Gifts made for a specific purpose, typically $50,000+.

Challenge Grant - A conditional pledge to give a certain amount based on a specified level and/or type of achievement, or a pledge given if the terms of a challenge are met.

Charles Tufts Society (CTS) - An honorary membership that recognizes those who have included Tufts in their estate plans through a bequest or life income gift. Members of this group are invited to an annual event hosted by the President during Alumni Weekend.

Corporate Matching Gifts - Donors can designate the Tufts Fund to be the beneficiary of their company’s matching gift program.

Fiscal Year - Tufts’ official tax year (July 1-June 30).

LYBUNT - Alum who gave Last Year But Unfortunately Not This year.

Major Gifts (also known as capital gifts) - A gift predominantly made for a specific purpose, typically $100,000+.

Packard Society - In recognition of gifts of $1,000+ to the Tufts Fund.

Planned Gift - A gift that generally provides future support for an institution. Planned gifts include those gifts that are made through one’s estate planning documents, such as a will, trust, retirement plan or life insurance plan, as well as charitable gift annuities and charitable remainder trusts, which provide lifetime income in return, prior to distributing to an institution.
Pledge - A verbal or written promise to give a designated amount of money to the University by the end of a fiscal year or over a specified period of years.

Primary Credit - A legal credit amount for a contribution made to Tufts University.

Recognition Credit - A credit given to someone who was not the primary donor of a gift (e.g., a spouse).

Restricted - A gift or pledge payment of any size given to the University that is limited by donor-imposed conditions such as use by a particular school, program, department, etc. (Ex. “Please use this gift for the education department.”)

SYBUNT - Alum who gives Some Years But Unfortunately Not This year.

Telefund - The University’s student call center located in Eaton Hall.

Tufts Fund (also known as annual fund) - Tufts Fund gifts are those given by donors to an area of greatest need and expended in the year they are received.

Tufts Volunteer Network (TVN) - The University’s online volunteer portal, which allows volunteers to track their assignments, obtain up-to-date giving histories and contact information for your assignments, and access helpful information in the resources library.

Unrestricted - A gift made without conditions, which supports Tufts’ general operation and areas of greatest need.

Unassigned - Classmates who are not assigned to a specific TF volunteer.
THANK YOU!