



YOUR GUIDE TO THE **EARLHAM COLLEGE CLASS CHAIR PROGRAM**



introduction

The Earlham Class Chair program is a unique way to strengthen your bond to your alma mater and encourage connections among your classmates. Class Chairs serve as goodwill ambassadors and spokespersons for their class by promoting engagement and connection between Earlham and their classmates. The biggest responsibility of Class Chairs is to keep your classmates connected. Life at Earlham doesn't end at graduation!

This guide outlines the expectations of the Class Chair program. We designed this volunteer program to be flexible to fit within your schedule.



EXPECTATIONS

Ways to facilitate communication among class members:

1. Communicate on a regular basis with classmates: via letters, email, and/or social media. A minimum of two personal contacts with classmates should be made twice a year. The Office of Alumni Engagement will provide a suggested script and email template. Topics will include:
 - Reminder to submit class notes for publication in the digital Earhamite magazine.
 - Encouraging making a gift on Earham Day.
 - Encouraging your classmates to stay in touch with one another and the College by sending in news and updating their contact information.
2. Stay in communication with your liaison from the College, and provide feedback of classmate concerns and interests to the Office of Alumni Engagement
3. Activate a class social media page (if not already established), and periodically post or share college and classmate news. The Office of Alumni Engagement will provide help with setting up a Facebook and Instagram account.
 - Uncomfortable with social media? Contact our office to talk about other options.
4. Connect Lost Classmates back to Earham.
5. Join EC Connect: Earham's online community for career, community and connection.

Serve as class reunion convener(s) for your reunion milestone:

Beginning with your fifth reunion, Earlham celebrates reunion classes every five years during Homecoming Weekend. Class Chairs will lead the charge in planning and outreach during a reunion year. Approximately one year prior to your reunion celebration, the Office of Alumni Engagement will contact you to begin the planning process. Understanding and explaining why philanthropy at Earlham matters to your classmates will go a long way! Responsibilities for Class Reunion Conveners include:

- Recruit committee members.
- Work with other reunion chairs on strategies.
- Schedule and run committee conference calls, if needed.
- Touch base with committee members regularly.
- Oversee marketing efforts by working with the Office of Alumni Engagement on text for postcards, letters and emails sent on behalf of the committee.
- Organize informal social time during reunion weekend.
- Provide updates to Alumni Engagement staff.

Assist the College with alumni recognition and involvement opportunities:

- Refer high school students to Earlham.
- Help plan and organize alumni gatherings in your community and/or virtual events and encourage the class to attend college-sponsored events in your community.
- Promote nomination period for the Outstanding Alumni and Athletic Hall of Fame awards
- Encourage your class to volunteer by sharing the [alumni volunteer form](#).
- Make a thoughtful annual contribution to the College.

More than one Class Chair? No problem! Classes with more than one Chair are encouraged to work collaboratively, creating joint letters and social media posts.

Are you an international alum? We are lucky to have Earlhamites all over the world, and our international alum perspective is crucial. The Class Chair program is open to all alumni, and we will never require you to come to in-person events, including homecoming.

YOU'RE NOT ALONE!

The Office of Alumni Engagement is here to help Class Chairs succeed! Have a question? Reach out to: Michelle King, assistant director of alumni engagement at kingmi@earlham.edu.

GIVING TO EARLHAM COLLEGE

WHY PHILANTHROPY MATTERS

More than 95 percent of Earlham students receive some sort of financial aid and the revenue received by the College from tuition only covers 49 percent of the true cost of an Earlham education. The remaining balance is subsidized by the generous philanthropy of donors. Without this incredible kindness, Earlham would not be able to keep its doors open and provide the exceptional education our alumni know and love. Understanding and explaining why philanthropy at Earlham matters to your classmates will go a long way!

Let's explore the variety of ways to give to Earlham.

The Earlham Fund

The Earlham Fund is the unrestricted fund, which supports the College's greatest needs. Frequently, these needs include:

- Scholarships/financial aid
- Student/faculty research
- Budgetary relief

The Earlham Fund raises approximately \$2.3 million annually to support students. These funds are spent in the same fiscal year that they are donated and provide donors with an immediate impact. Additionally, donors who give \$2,500 or more to the Earlham Fund can establish and name an Annual Scholarship to directly impact a current student.

Other Funds

There are a multitude of other funds within the College that support various programs, departments or causes. Some of these funds are endowed, meaning that they exist in perpetuity and the College can spend the annual return. Other funds are considered spend-down funds in which the College has access to the entire amount of the fund at any given time. The Office of Institutional Advancement can typically match a donor's intent with an existing fund.





FUNDRAISING

DEVELOPMENT 101

The Office of Institutional Advancement serves two goals for Earlham: continue the engagement of alums with the College and raise money to support the College. Annually, our office raises between \$8-11 million from approximately 5,000 alums, parents, students, staff and friends. Overseen by a vice president who reports to the president, the Office of Institutional Advancement has a staff of approximately 16 spanning across five primary areas:

- **Alumni Engagement:** works to facilitate meaningful connections between alumni and the College.
- **Annual Giving:** works to improve the lives and experiences of EC students by providing opportunities for donors to give back to the College, regardless of their gift size.
- **Major Gifts:** works one-on-one with donors who have a large capacity to make an impact at the College.
- **Advancement Services:** gathers, organizes, manages and disseminates information to guide the sound and effective advancement and overall business decisions of the Office of Institutional Advancement.
- **Sponsored Programs and Foundation Relations:** works to secure governmental, foundation and corporate funding to support institutional and faculty projects/research via grant and contract-seeking.

The Office of Institutional Advancement serves two goals of the College: continue the engagement of alumni with the College and raise money to support the College. Annually,

FUNDRAISING (CONT.)

Peer-to-Peer Fundraising—Standards and Best Practices

While we don't expect Class Chairs to solicit gifts, we do believe that peer-to-peer fundraising goes a long way. Here's how you can help:

Reunion Giving:

As a Class Chair serving as your reunion committee convener(s), philanthropy will play an important role in your planning. Each reunion committee will be asked to:

- Set giving and participation class goals in conjunction with the Office of Institutional Advancement.
- Guide classmates through the fundraising process.
- Develop a "group ask" plan for reunion weekend.
- Hold all committee members accountable for peer-to-peer contacts.
- Create an agenda and timeline for reunion giving after Homecoming.
- Work with staff members regarding fundraising practices for the class.

Earlham Day Giving:

Earlham Day is the College's annual day of giving, typically held in April. Many donors prefer to hold their gift until Earlham Day because the leadership donors typically offer a match that increases the impact of other donors' gifts.

As a Class Chair, you help the College by sharing information about Earlham Day and encouraging your classmates to make a meaningful gift during this time. Additionally, the most powerful two words in fundraising are "join me;" telling the prospective donor that you have financially committed to the cause and asking them to be a part of it with you can be very compelling and shows them they wouldn't be alone in their support.

Stewardship:

The number one reason that donors do not give second gifts to an organization is that they didn't feel as though their gift was impactful or appreciated. The Office of Institutional Advancement does extensive donor stewardship to ensure that every donor is thanked. However, a phone call, handwritten note or even an email from the Class Chair with whom the donor has built rapport can go a long way in showing appreciation.



REQUESTING A CLASS LIST

When contacting your classmates, you will need to obtain your class list. Our office receives contact information updates on a daily basis, so please be sure to always retrieve a fresh list when reaching out to your peers.

Please follow the instructions below for downloading your class list from the Alumni Directory:

1. Log into **The Heart**
2. Click on the Alumni Directory link in the Alumni tab (for many, this is the only tab that is visible).
3. Fill in the parameters for your search (for instance, put your class year in both boxes to get a list of Earhamites from your year only) and click "Search."
4. Click "Print This Page" or "Export to Excel" at the bottom of the search box if you'd like a copy of the list. Otherwise, your information will display below the search box.

If you have any issues retrieving your class list, please contact our office.

CONNECTING WITH YOUR CLASSMATES

We will ask you to share important information with your classmates throughout the year. Examples of touch points throughout the year:

- Earlham Day promotion (April)
- Class note reminders (May, October)
- Homecoming reminders (September)
- Alumni Award nominations (November)
- General updates and reminders to update their info

EMAIL

Email is a great way to keep in touch with your classmates. Below are some best practices and an example to reference:

- Write a meaningful subject line
- Keep the message focused
- Avoid attachments
- Identify yourself clearly as their Class Chair
- Be kind
- Proofread
- Don't assume privacy
- Distinguish between formal and informal situations
- Respond promptly
- Show respect and restraint
- Special care should be taken with your classmates' information. Please remember to BCC them in all of your email correspondence.

Call for Class Updates to be in the Next Earlhamite

alumnmail@gmail.com

Call for Class Updates to be in the Next Earlhamite

Greetings classmates,
I hope this message finds everyone well. I'm writing you a quick note to let you know Earlham is accepting class notes and news for the next edition of the Earlhamite. It's so much fun to keep up with everyone's latest news, so I hope you will participate. You can submit your class note [here](#). The deadline to share updates is _____.

Also, if you have recently moved, don't forget to update your alumni info for the directory. I have also included that link [here](#).

Best wishes,
Susy Smith '67
Class Chair

AT A LOSS FOR WORDS?

Do you need help drafting your email? [Reach out to our office](#) for further help and suggestions.

Quick links to include:

[Class notes](#)

[Alumni information update](#)

SOCIAL MEDIA

Social media is important because it offers Earlham a way to connect one-on-one with its target audience and nurture those audience members into advocates. You can also be an influencer by helping us spread the word about upcoming volunteer opportunities, events and other ways to connect with fellow alums. Although there are many social media sites, Earlham is most active on Facebook, Instagram and Twitter.



Facebook

Facebook is the biggest and arguably most powerful social network in the world with 1.55 billion active monthly users. Our account is [@EarlhamCollegeAlumni](#) on Facebook.



Twitter

Twitter is known as the “in the moment” platform with 255 million active monthly users. Twitter is a perfect online marketing tool for businesses that want to reach out to people (and are ready for a reply). Our is [@EarlhamAlumniCo](#) on Twitter.



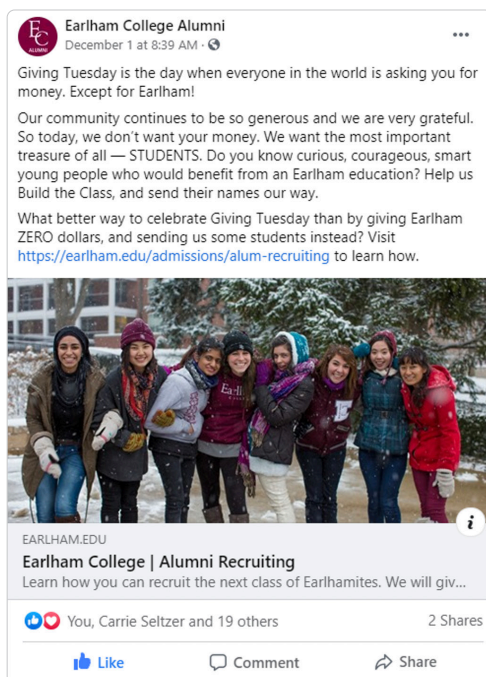
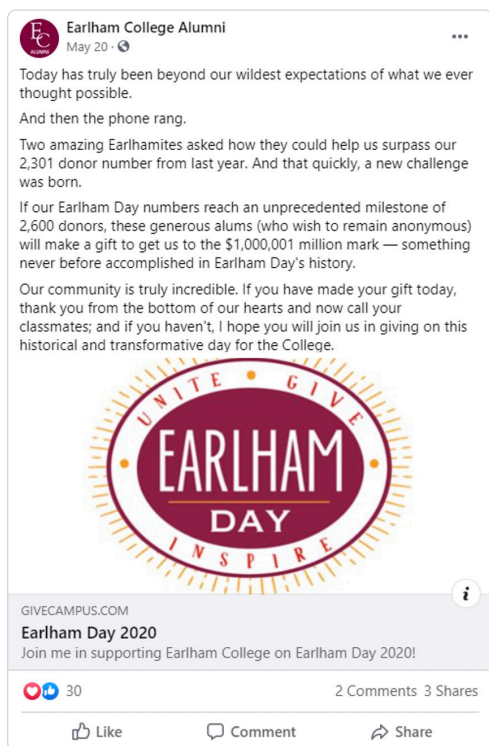
Instagram

Instagram is a visual platform designed for customers to post, share, comment and engage through digital media. As the old saying goes, a picture is worth a thousand words. Our account is [@earlham_alumni](#) on Instagram.



EC Connect

EC Connect (ecconnect.earlham.edu) is Earlham’s online community for career, community and connection.





questions?

Any questions you have about the Class Chairs Program can be directed to:

MICHELLE KING

Assistant Director of Alumni Engagement

kingmi@earlham.edu

Earlham College

ALUMNI ASSOCIATION

...

earlham.edu

Office: 765-983-1313

Fax: 765-983-1300