



**Harvard College Fund**  
**Engagement Talking Points for HCF Volunteers**  
Spring 2014

**Background**

A strong dollar total is one of several metrics we will use to evaluate our success in The Harvard Campaign for Arts and Sciences. Broad alumni engagement, beyond giving, is also critically important. Strengthening the alumni community and alumni connectedness to Harvard will bolster philanthropic participation over time. The Harvard College Fund (HCF) and the Harvard Alumni Association (HAA) will enjoy beneficial results over the short and long term when HCF fundraising volunteers actively champion the broad array of engagement activities beyond making a gift.

**Talking Points for Harvard College Fund Volunteers**

As a Harvard College Fund volunteer, your role is to engage classmates in a conversation about giving. Following up your solicitation with a question about overall engagement is a great way to ensure that your classmate is making the most of his or her alumni experience and is feeling connected to Harvard. Regardless of a classmate's response to a solicitation (yes, no, or maybe), please ask if he/she is interested in learning about additional alumni engagement opportunities and share the following:

Mark your calendar for **Global Month of Service, April 2014**: Last year more than 100 events were held in cities and towns worldwide, connecting alumni with their local communities. We look forward to celebrating all the work you do for the public good again this year. There are many ways to participate: submit a story and photos to the HAA; organize and register a volunteer activity; or host a celebration for your Club or Shared Interest Group's volunteers. We are calling on *you* to support this important worldwide initiative. For information, visit <http://alumni.harvard.edu/events/global-month-service>, email [lisa\\_unangst@harvard.edu](mailto:lisa_unangst@harvard.edu), or call the HAA at 800-654-6494 (617-495-3070).

The HAA and HarvardX are pleased to introduce **HAA1x: HarvardX for Alumni**, a free online experience exclusively for Harvard alumni. Launched in March 2014, the inaugural course surveys the intellectual riches of Harvard's Faculty of Arts and Sciences. Experience innovative approaches to education and explore a wide range of topics with celebrated Harvard faculty. Alumni are encouraged to enroll at <http://alumni.harvard.edu/x>. The course features the following modules:

- Neuroscience, with David Cox
- Poetry in America, with Elisa New
- Einstein Revolution, with Peter Galison
- The Ancient Greek Hero, with Gregory Nagy
- China, with Peter Bol and William Kirby
- Tangible Things, with Laurel Ulrich
- Computer Science, with David Malan

**363rd Harvard Commencement**: All Harvard alumni and members of the Harvard community are invited to attend the Alumni Spread and Luncheon and the Annual Meeting of the Harvard Alumni Association on Thursday, May 29, 2014. Tickets are required for lunch and entry into the Yard, but the meeting is free and open to all alumni and the Harvard community. Michael R. Bloomberg MBA '66, entrepreneur, civic leader, and three-term mayor of New York City, will speak at the Afternoon Program. If you aren't able to make it back to campus, watch Commencement live at [www.harvard.edu](http://www.harvard.edu). For more information, visit <http://alumni.harvard.edu/commencement>. With Commencement-related questions, please call the HAA's College Alumni Programs Office at 617-496-7001.