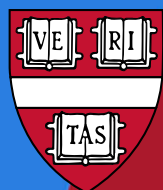


# Philanthropy in Action

YOUR GUIDE TO SERVING AS A  
VOLUNTEER FUNDRAISER



**HARVARD**  
College Fund



**HARVARD**  
Graduate School Fund

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## SUPPORTING HARVARD, TODAY AND IN THE FUTURE

For nearly a century, our Harvard College Fund (HCF) and Graduate School Fund (GSF) volunteer communities have rallied to support students and faculty when they need us most. The dedicated work of our volunteers has enabled us to meet the community's needs in real time, ensuring our mission endures, no matter the circumstances.

Through your own gift commitment and by spreading the word to your network, you invest in Harvard's foundation and in new ideas. You promote innovation. You strengthen the Harvard experience for today's students and for future scholars.

You support these ventures when you partner with the Harvard College Fund or the Graduate School Fund. Through your volunteer efforts, you give the leaders of Harvard College, the Graduate School of Arts and Sciences, and the Harvard John A. Paulson School of Engineering and Applied Sciences the agility to test ideas, push boundaries, and respond to opportunities.





## OUR GUIDING PRINCIPLE: **WE ALL HAVE SOMETHING TO GIVE**

Alumni, parents, and friends who give back to Harvard continue a time-honored partnership across generations. A gift is an investment in Harvard's mission and aspirations, an endorsement of its leaders, and a meaningful way to demonstrate appreciation for your experiences, opportunities, and friendships.

Every gift made through the Harvard College Fund and Graduate School Fund has an impact on life at Harvard today. To sustain our excellence, we must work together to increase the number of donors who contribute to Harvard every year. We encourage every member of the Harvard community to join us in our efforts.



## YOUR PARTNERS

When you volunteer for Harvard, you work with [Harvard College Fund and Graduate School Fund staff](#), alumni and parent leaders, and fellow committee members who are here to guide and support your efforts. This network can offer advice, answer questions, and help you achieve your goals. We encourage you to participate in regularly scheduled training opportunities and events throughout the year.

### [\*\*THE HARVARD COLLEGE FUND AND GRADUATE SCHOOL FUND\*\*](#)

Since 1926, our organization has led all giving to Harvard College, the Graduate School of Arts and Sciences, the Harvard School of Engineering, and more. In partnership with a dedicated volunteer network, our staff is here to give you the tools, guidance, and support to ensure the success of your Reunion and annual volunteer efforts.

### [\*\*HCF EXECUTIVE COMMITTEE\*\*](#)

These volunteer leaders serve as the most visible ambassadors for the Harvard College Fund and Graduate School Fund, working closely with HCF and GSF staff, Edgerley Family Dean of the Faculty of Arts and Sciences Claudine Gay, and class and program committee chairs to advise on strategies and goals.

### [\*\*HARVARD ALUMNI ASSOCIATION \(HAA\)\*\*](#)

A vibrant and deeply engaged community, lifelong academic exploration, and a commitment to service—this is what the Harvard Alumni Association is all about. The HAA connects alumni and friends worldwide to each other and to Harvard through a variety of social, professional, and intellectual programming; shared interest groups and clubs; events; and services.

## YOU'VE RAISED YOUR HAND TO HELP... WHAT'S NEXT?

### GIVE

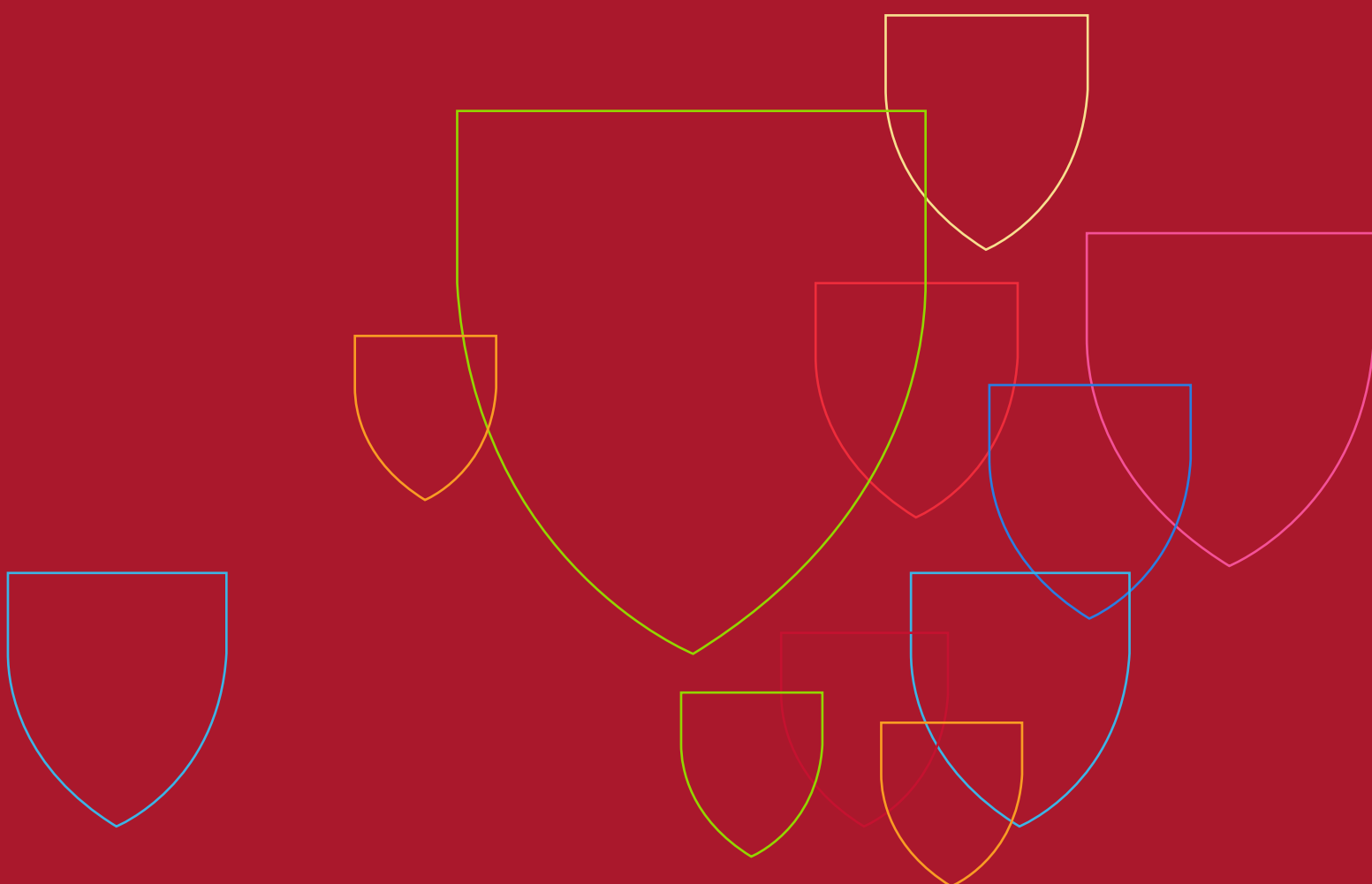
Lead by example and make a gift every year.

### ASK

Encourage others to volunteer and support Harvard. Determine who you will contact, make a plan, and reach out to those on your list.

### PARTICIPATE

Join us for volunteer events as often as you can and stay in regular touch with Harvard College Fund and Graduate School Fund staff and volunteer leaders.



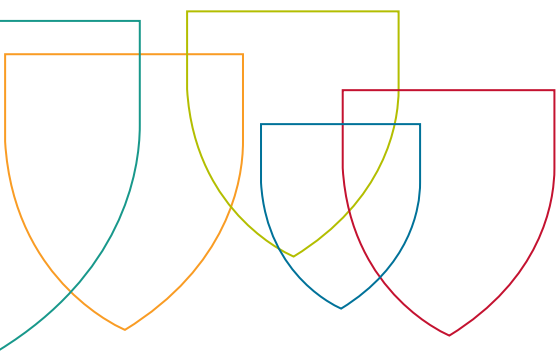
For more information, visit  
[\*\*alumni.harvard.edu/volunteer-resources\*\*](https://alumni.harvard.edu/volunteer-resources).



## HARVARD FUNDRAISING BASICS

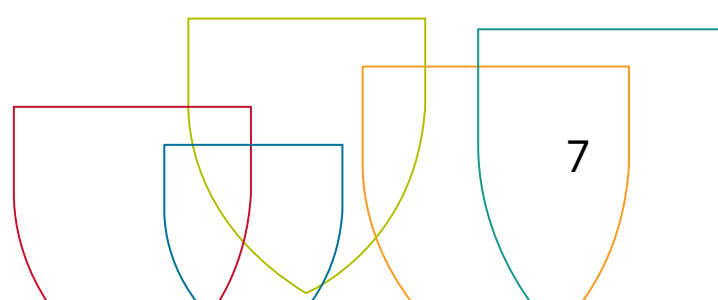
Successful fundraising starts with making a connection. Time and time again, we have found that sharing why you support Harvard inspires others to do the same. We encourage you to think about what Harvard means to you and why you have chosen to dedicate your time and resources. Is it because you received financial aid? Is it the friendships you made with your Housemates and teammates? Is it that seminal class in computer science that changed your life? If you're a parent, how has Harvard supported your child or children in their academic and personal journey? Perhaps knowing that you are supporting new research and promising scholars inspires you.

Whatever your reasons, please share them with your peers. Ask how Harvard impacts their lives or about a favorite memory. These recollections can prompt conversations that lead to meaningful support. Your personal outreach is what helps us attain our shared goals and increases the number and size of gifts each year.



Many alumni and parents make donations at the end of the calendar year in December or at the end of Harvard's fiscal year on June 30. Keep these dates in mind as you plan your approach and use them to encourage your peers.

We ask that you complete your assignments within an agreed-upon time frame. If you can't complete an assignment, please let your Harvard College Fund or Graduate School Fund officer know.



# GLOSSARY OF FUNDRAISING TERMS

**Assigned**

Assignment has been made and cleared for solicitation but contact not yet initiated.

**Complete**

Volunteer outreach efforts completed.

**Declined**

Individual refused volunteer solicitation.

**Fiscal Year**

Runs from July 1 to June 30.

**LYBUNT**

Donor gave Last Year, But Unfortunately Not This Year.

**Never Giver**

Donor has never contributed to the Harvard College Fund or the Graduate School Fund.

**Pledge**

A commitment to make a future contribution, either within the current fiscal year or over multiple years.

**Reunion Campaigns**

During five-year milestones, classmates work together to inspire peers to give back in support of the Harvard experience and our future.

**SYBUNT**

Donor gave Some Year, But Unfortunately Not This Year.

## TWO TYPES OF PHILANTHROPIC FUNDING RESOURCES

**FLEXIBLE, CURRENT-USE FUNDS:** Flexible funds that are used to supplement areas not fully covered by the endowment and to seed new opportunities. These funds must be replenished every year.

In addition to making a purely flexible gift, donors making gifts of any amount can also designate their current-use gift to one of the FAS’s enduring priorities, including financial aid, the student experience, faculty support, graduate fellowships, and the libraries.

**ENDOWED FUNDS:** Dedicated and permanent sources of philanthropy. Funds are invested by Harvard Management Company and a responsible percentage is distributed annually for specific programs, departments, or purposes.

For more information, see [harvard.edu/endowment](https://www.harvard.edu/endowment).



# **SOME GUIDELINES TO GET YOU STARTED**

## **1. PLAN YOUR APPROACH**

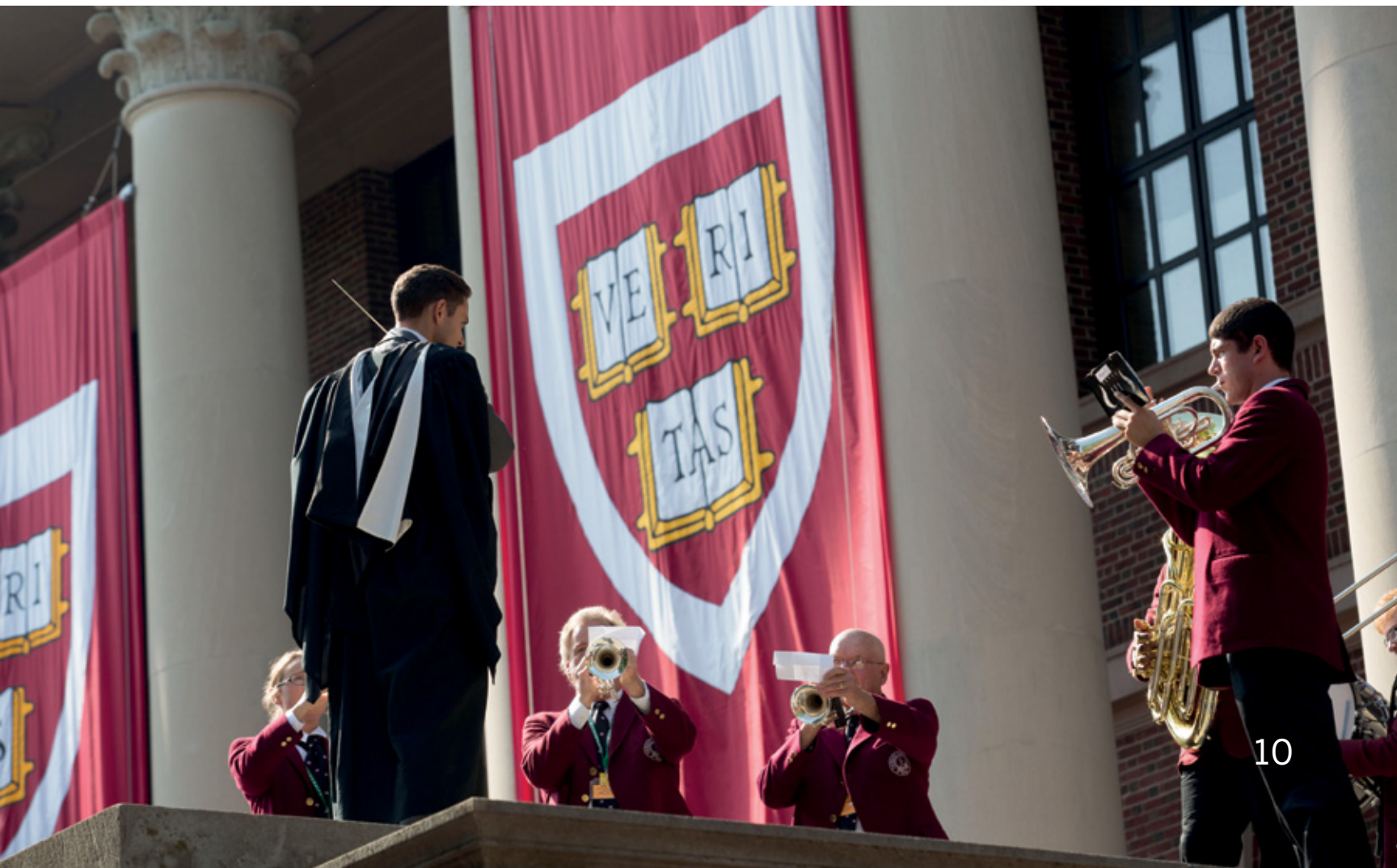
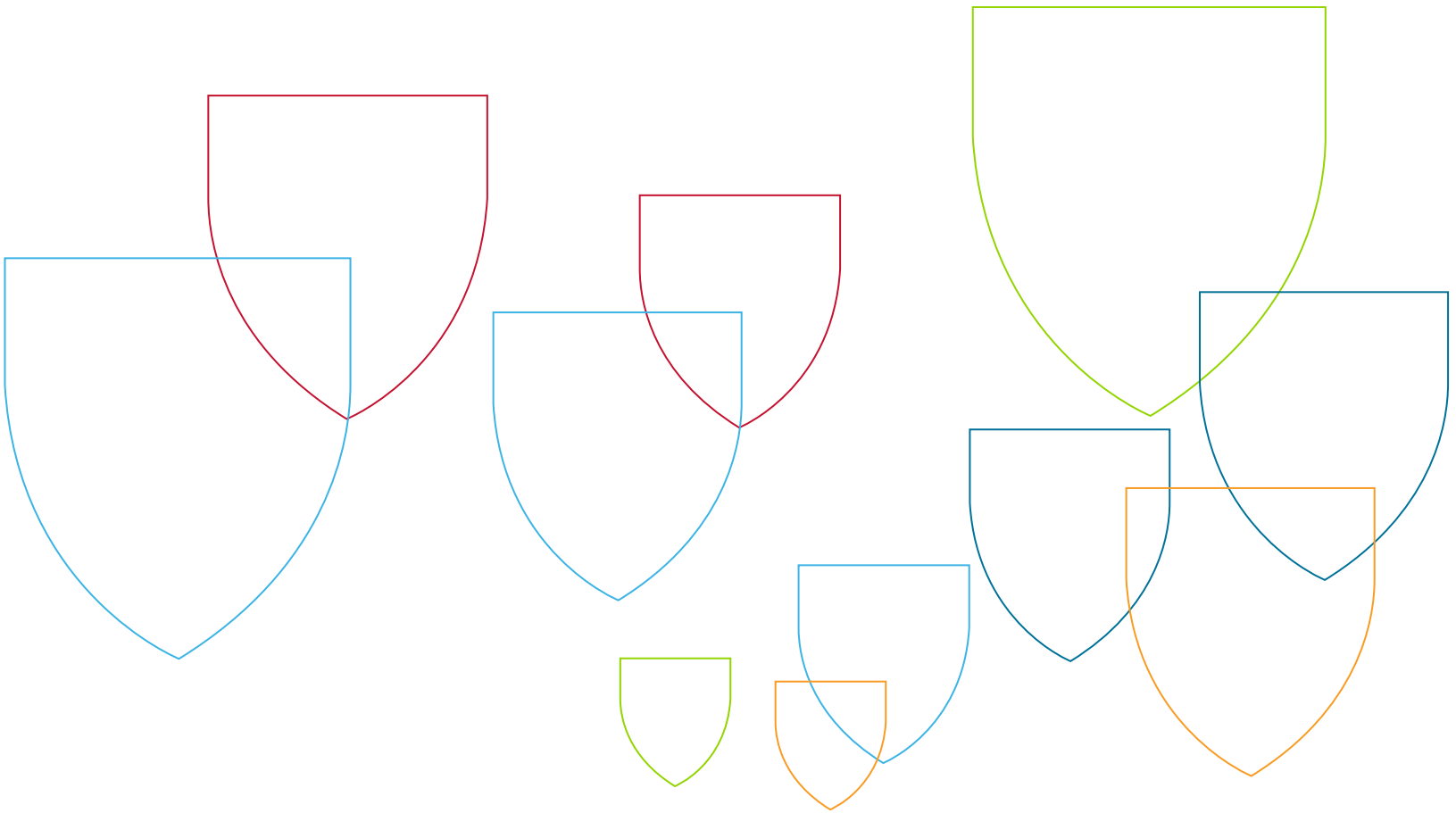
- Think about why Harvard is important to you. Why do you give? Why do you feel it is important to support Harvard at this moment in our history?
- Brush up on the background and interests of your peers. You will receive biographical information to help prepare for your conversations.
- Be confident. Most alumni and parents are happy to contribute and simply need to be asked. You don't need an answer for everything—questions can help you understand an individual's philanthropic interests and motivations.

## **2. HAVE A CONVERSATION**

- Share your story. Explain why you give to Harvard and why you believe a gift can make an impact.
- Be direct. "Will you join me?" is often the most powerful question you can ask.
- Discuss gifts already committed by peers and ask for a specific amount. (Example: "Can we count on your help? Would you consider a gift of \$\_\_\_\_\_?") Harvard College Fund and Graduate School Fund officers will provide you with contextual materials such as a gift scale or box chart, which are especially helpful when discussing larger gifts.
- Listen carefully and don't expect an immediate commitment, especially for larger gifts.
- Inquire about matching gifts. Ask whether a donor qualifies for a corporate matching program.

### 3. FOLLOW THROUGH

- Agree on next steps and maintain contact.
- Send a thank-you note that includes the specific pledged or proposed gift amount.
- Follow up with your staff contact once you have secured the pledge or gift. Harvard College Fund and Graduate School Fund staff will handle all administrative details and ensure a smooth experience.



## GIVECAMPUS

To better support you in your work on behalf of the Harvard College Fund and Graduate School Fund, we are thrilled to provide you access to the [Harvard Volunteer Portal powered by GiveCampus](#). This secure online tool, commonly referred to as GiveCampus, helps you to be more effective in raising support for our students and faculty.

### THROUGH GIVECAMPUS, YOU WILL BE ABLE TO:

- Identify peers who will benefit from your personal contact and select them for outreach (in some cases, approval of your selection may be required)
- View giving histories and contact information
- View recommended ask amounts
- Send emails to your assigned peers
- Enter pledges and notes on gifts
- Be notified when an assigned peer makes a gift

To access GiveCampus, you must have a HarvardKey and be registered as an active HCF or GSF volunteer. Alumni volunteers may claim your HarvardKey online at [key.harvard.edu](https://key.harvard.edu). If you are a Parents Committee volunteer, please work with your HCF staff liaison to claim your HarvardKey.

If you have questions about HarvardKey, please contact [ithelp@harvard.edu](mailto:ithelp@harvard.edu).

## WAYS TO GIVE

### BY MAIL

Please complete [our check donation form](#), print it, and enclose with a check payable to: “President and Fellows of Harvard College.” In the check’s memo section, please designate the allocation of the gift.

#### Checks should be mailed to:

Harvard University  
PO Box 419209  
Boston, MA 02241-9209

#### For donors choosing FedEx or UPS:

Bank of America Lockbox Services  
President & Fellows of Harvard College  
Box 419209  
2 Morrissey Boulevard  
MA5-527-02-07  
Dorchester, MA 02125

### BY PHONE

1-800-VERITAS (837-4827)  
Mon–Fri, 9 AM–5 PM (ET)

### ONLINE

[alumni.harvard.edu/give](https://alumni.harvard.edu/give)

### GIFTS OF STOCK

You may make a gift of stock through [our online form](#) or by contacting:

Phone: 866-845-6596  
Email: [donorsecuritygifts@harvard.edu](mailto:donorsecuritygifts@harvard.edu)

### GIFT PLANNING

617-496-3205  
[ogp@harvard.edu](mailto:ogp@harvard.edu)  
[alumni.harvard.edu/ogp](https://alumni.harvard.edu/ogp)



## DONOR RECOGNITION

We appreciate every gift and have many ways to demonstrate gratitude for donor generosity. It may be helpful to share how commitments are recognized during your conversations with peers.

- Communications from Harvard leadership
- Inclusion in print and online publications
- Invitations to special gatherings and events
- Membership in giving societies

**Loyalty:** The [1636 Loyalty Society](#) welcomes donors who make consecutive annual gifts of any amount.

**Leadership:** [Associates Giving](#) and the [Harvard Yard Society](#) recognize donors who give at leadership levels.

**Legacy:** The [John Harvard Society](#) celebrates individuals who make a life income gift or bequest.

To learn more, please visit:

[alumni.harvard.edu/volunteer-resources](https://alumni.harvard.edu/volunteer-resources).



## CONTACT US

We encourage you to reach out to [your Harvard College Fund or Graduate School Fund officer](#), your co-chairs, and other volunteer leaders.

### **GiveCampus**

[givecampus.com/schools/harvarduniversity](https://givecampus.com/schools/harvarduniversity)

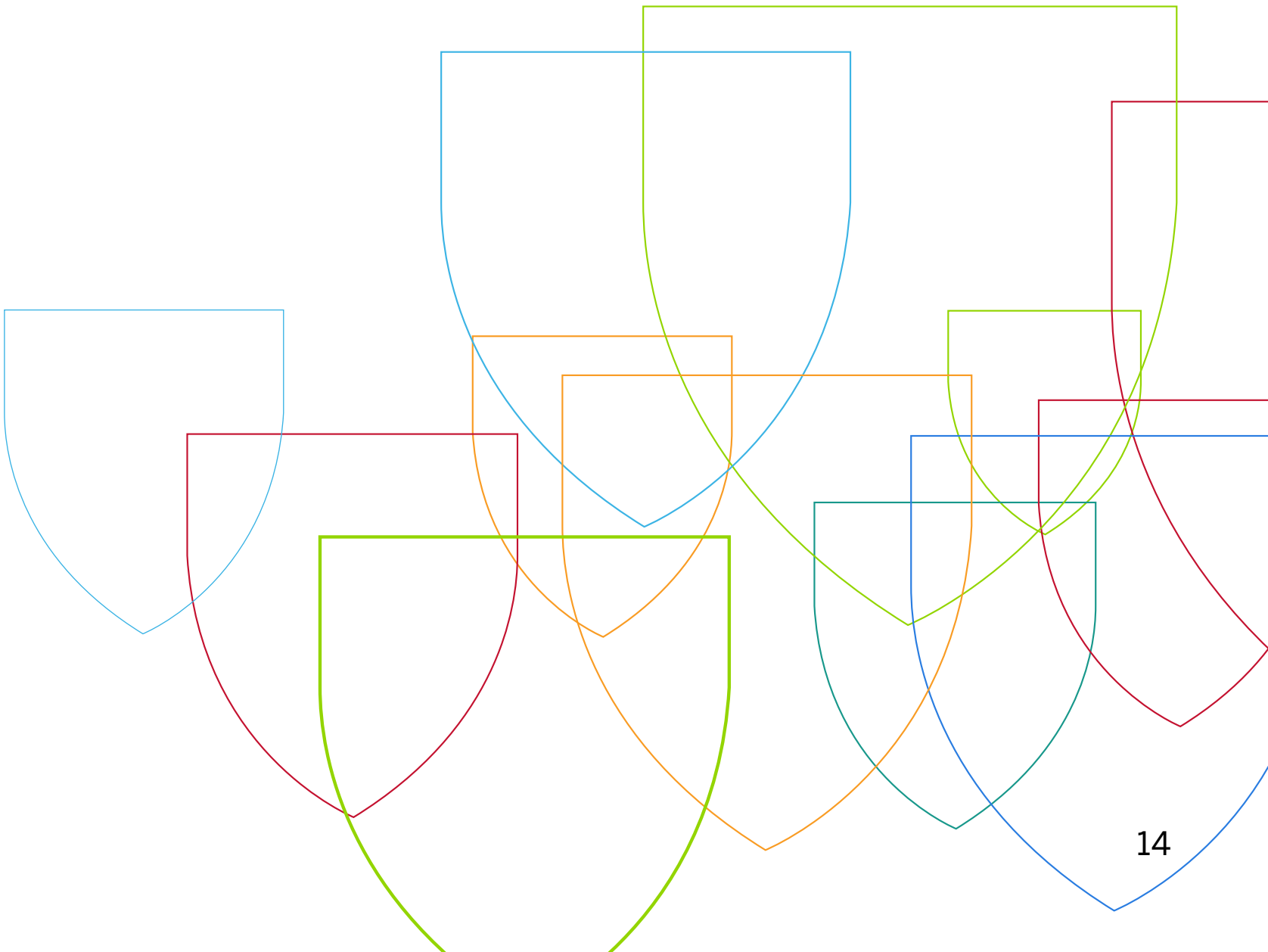
### **Volunteer Resources**

[alumni.harvard.edu/volunteer-resources](https://alumni.harvard.edu/volunteer-resources)

## WE ARE GRATEFUL

By raising your hand to volunteer with the Harvard College Fund or Graduate School Fund, you have committed to being a leader for Harvard and making a difference in the lives of our students, our faculty, our community, and our future.

## THANK YOU!







## **ALUMNI AFFAIRS AND DEVELOPMENT COMMUNITY EXPECTATIONS**

Harvard University Alumni Affairs & Development (AA&D) programs and volunteer opportunities respect the rights, differences, and dignity of others. Those taking part in AA&D activities are expected to demonstrate honesty, integrity, and civility in those activities, and are accountable for their conduct with University alumni, students, parents, volunteers, employees, and invitees.

Harvard University Alumni Affairs & Development reserves the right to suspend services and exclude from participation in AA&D programs any person whose inappropriate behavior adversely affects the safety, well-being, and inclusion of community members.