

Philanthropy in Action

YOUR GUIDE TO SERVING AS
A VOLUNTEER FUNDRAISER



HARVARD
College Fund



HARVARD
Graduate School Fund

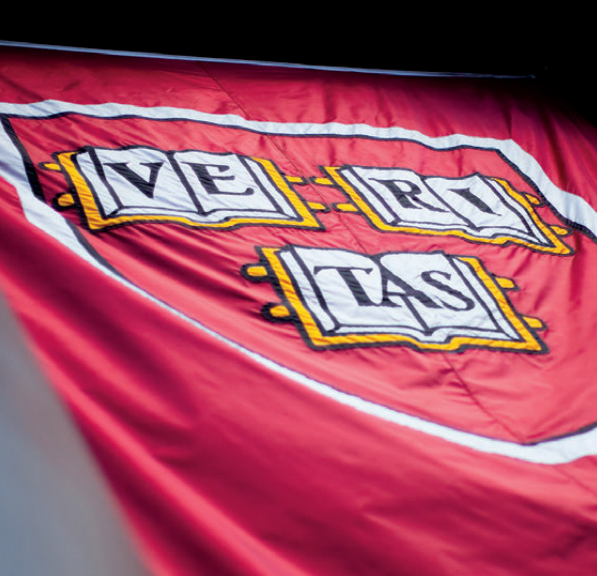


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SUPPORTING HARVARD'S FUTURE

Harvard inspires the risk-taking and exploration that transform the lives of students and faculty. Extraordinary things happen in classrooms and laboratories, on stages and in concert halls, on athletic fields and online. They happen in Harvard's Houses, where living and learning are intertwined like nowhere else. And they happen thanks to Harvard's commitment to expanding access for our extraordinary students, who come from every corner of the world.



HOW DOES YOUR WORK SUPPORT HARVARD?

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.



THE POWER OF IMMEDIATE-IMPACT GIVING THROUGH THE HARVARD COLLEGE FUND

Support innovative ideas, enhance the student experience, shape unparalleled academics

Donors who give flexible, current-use funds have the greatest opportunity to make an impact at Harvard today. These are mission-critical resources that ensure Harvard can address pressing needs, create new opportunities, and sustain core programming.



One donor of **\$1,000** supported a fall apple-picking trip for a House.



Two donors of **\$2,500** gave international students and those far from home a connection to local families through the Host Family Program.



Five donors of **\$5,000** jump-started new faculty research by providing seed funding through the Dean's Competitive Fund for Promising Scholarship for one year.



Two donors of **\$10,000** funded Harvard's Day of Service, giving first-year students the chance to make a difference in surrounding communities.



Four donors of **\$25,000** funded a new grand piano for students in the Department of Music.



One donor of **\$50,000** provided financial aid that made it possible for a talented student to attend Harvard College (the average annual financial aid award is \$53,700).

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 (HCF) AND GRADUATE SCHOOL FUND (GSF)

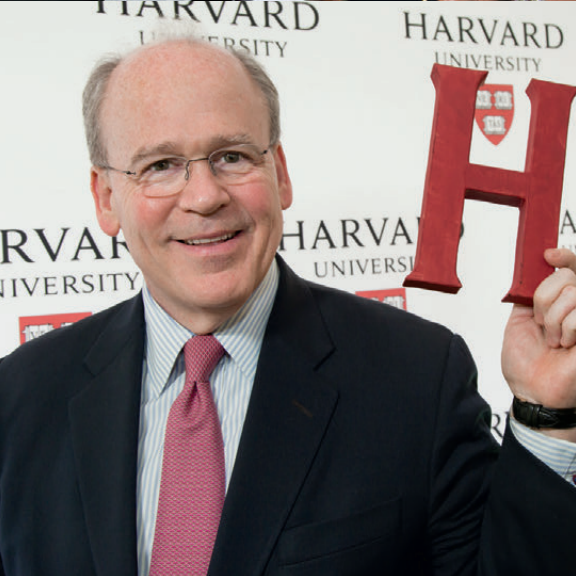
Since 1926, our organization has led all giving to Harvard College, the Graduate School of Arts and Sciences, the Harvard John A. Paulson School of Engineering and Applied Sciences, and more. In partnership with a dedicated volunteer network, our staff is here to give you the tools, guidance, and support 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.





THE GAME-CHANGING IMPACT OF HARVARD VOLUNTEERS

ACTIVITY IN 2018–19

10,396

ALUMNI CONTACTED BY
ALUMNI VOLUNTEERS

\$6M+

GIVEN BY ALUMNI ASSIGNED
TO VOLUNTEERS

863

FAMILIES BROUGHT CLOSER
TO THE HARVARD COMMUNITY
BY PARENT VOLUNTEERS

319

PEERS ENGAGED BY
GRADUATE SCHOOL
VOLUNTEERS

2019–20 HARVARD COLLEGE FUND EXECUTIVE COMMITTEE

CO-CHAIRS

Eryn Ament Bingle '95
Tom Hirschfeld '83

VICE CHAIRS FOR ASSOCIATES GIVING

Ann Akichika '88
Jeffrey D. Lee '97

VICE CHAIRS FOR DIVERSITY, INCLUSION & BELONGING

Angel L. Morales '96, MBA '00
Mari Nakachi '87

VICE CHAIRS FOR INTERNATIONAL ENGAGEMENT

Elizabeth Pierpont Engstrom '81
Susan J. Ko '96, MBA '02

VICE CHAIRS FOR PARTICIPATION

Erica Mitnick Klein '00, JD '07, MBA '07
Diego E. Quintanal '08

VICE CHAIRS FOR PLANNED GIVING

Nicholas J. Sakellariadis '73, JD '77,
MBA '77
Julie W. Sakellariadis '78

VICE CHAIRS FOR RECENT GRADUATES

Peter A. Boyce '13
Alexis M. Durham '05

VICE CHAIRS FOR REUNION GIVING

Alan K. Jones '83, MBA '87
Melissa Ma '92, MBA '96

VICE CHAIRS OF THE WEST COAST COUNCIL

Alastair A. Mactaggart '88, MBA '93
Theodore R. Samuels II '77, MBA '81

MEMBERS-AT-LARGE

Janet Nezhad Band '83, MBA '89, JD '90
Kenneth G. Bartels '73, MBA '76
John W. Boynton IV '88

Sean D. Carney '91, MBA '95

Deborah A. Cincotta '94

William B. Decherd '01

Joseph B. Fuller '79, MBA '81

Elizabeth Berylson Katz '08, MBA '14

Elena Hahn Kiam '85

Jonathan C. Korngold '96, MBA '01

Ashley Leeds '80

Matthew R. Mitchell '01

John J. Moon '89, AM '93 PhD '94

CO-CHAIRS, GRADUATE SCHOOL FUND

Alberto F. Ades AM '92, PhD '94
Jianming Yu PhD '98

CO-CHAIRS, PARENTS COMMITTEE

Doug JD '86 and Sam Braunstein P'20, '18
Sissy '90 and Will '90, MBA '95 Robbins, P'20
Kevin MBA '88 and Patti O'Meara, P'22, '20, '18

FORMER CHAIRS

Geraldine Acuña-Sunshine '92, MPP '96
Samuel C. Butler '51
Sandra M. Edgerley '84, MBA '89
Charlie J. Egan Jr. '54
Catherine A. Gellert '93
John T. Hazel Jr. '51
Michael F. Holland '66
Michael T. Kerr '81, MBA '85
Carl J. Martignetti '81, MBA '85
Ernest E. Monrad '51
Diana L. Nelson '84
Lisa Roumell '81, MBA '85
Thomas F. Stephenson '64
Stephen M. Waters '68
Paul M. Weissman '52
Gwill E. York '79, MBA '84





THE POWER OF IMMEDIATE-IMPACT GIVING THROUGH THE GRADUATE SCHOOL FUND

Support innovative ideas, enhance the student experience, shape unparalleled academics

Donors who give flexible, current-use funds to the Graduate School of Arts and Sciences have the greatest opportunity to make an impact at Harvard today. These are mission-critical resources that ensure Harvard can address pressing needs, create new opportunities, and sustain core programming.



Three donors of **\$1,000** supported a graduate research workshop, which provides graduate students in the humanities and social sciences with guidance for conceiving and writing scholarly articles, thesis prospectuses, and dissertations.



Four donors of **\$2,500** supported a student in the Summer Research Opportunities at Harvard diversity program.



One donor of **\$5,000** funded a student activity led by a Dudley Fellow, such as a food literacy workshop at a local farm.



Five donors of **\$10,000** provided a year of full support for a student to participate in the GSAS Research Scholar Initiative, a postbaccalaureate program that provides mentored research and training for students interested in pursuing doctoral studies.



Two donors of **\$25,000** provided a year of full support for a third- or fourth-year doctoral student.



Four donors of **\$20,000** provided a year of full support for a first- or second-year doctoral student.

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.

1926

The Harvard Fund Council convenes to send **the first appeal to College alumni**. In this first year, 3,261 alumni from over 600 cities in the U.S. and abroad donate nearly \$125,000 to support the College.

1961

The Harvard College Fund's first coordinated **Senior Gift** campaign is a resounding success, as nearly one-third of seniors make three-year pledges to express their gratitude to Harvard.

1979

President Derek Bok announces **The Harvard Campaign**, the largest capital drive in Harvard University history. Among other priorities, it supports Widener Memorial Library.



GIFTS OF ALL SIZES MAKE A BIG DIFFERENCE AT HARVARD

In 2018–19, more than 35,000 individuals contributed immediate-impact gifts through the Harvard College Fund.



**Assumes 5% payout*

2004

Harvard announces the **Harvard Financial Aid Initiative**, a vast expansion of the financial aid program to families who earn less than \$80,000 a year. Today, 90% of American families would pay the same amount (or less) to send their child to Harvard College as they would a state school.

2008

The **1636 Society** is established to recognize loyal donors who give year after year through the Harvard College Fund and Graduate School Fund.

2013–2018

The **Harvard Campaign for Arts and Sciences** bolsters support for financial aid, faculty teaching and research, House Renewal, the School of Engineering and Applied Sciences, and unrestricted annual support.





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.



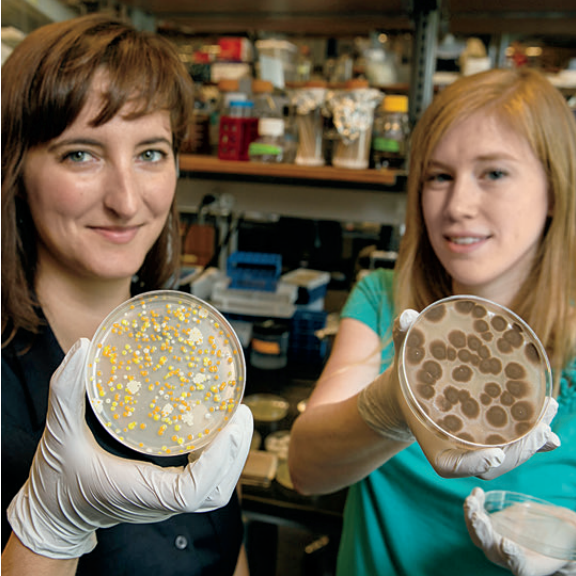
HARVARD FUNDRAISING BASICS

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? 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.



SOME GUIDELINES TO GET YOU STARTED

1. PLAN YOUR APPROACH

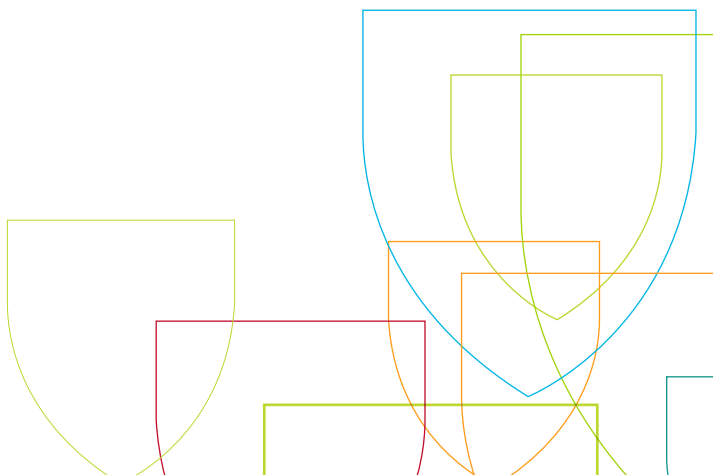
- Think about why Harvard is important to you. Why do you give?
- Brush up on the background and interests of your peers. You will receive biographical information to help prepare for your conversations.
- Be confident. Most alumni and parents are happy to contribute and simply need to be asked. You 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

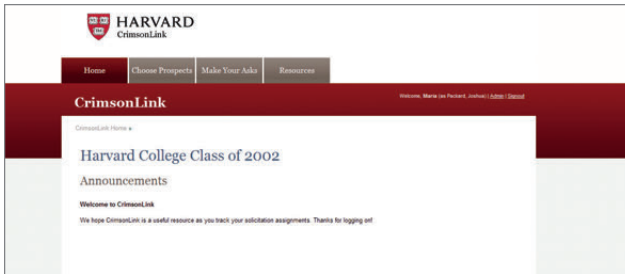
- Agree on next steps and maintain contact.
- Send a thank-you note that includes the specific pledged or proposed gift amount.
- Follow up with your staff contact once you have secured the pledge or gift. Harvard College Fund and Graduate School Fund staff will handle all administrative details and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



CRIMSONLINK

Harvard College Fund and Graduate School Fund staff will help you identify peers who will benefit from your personal contact—your “assignments.” CrimsonLink, a secure online portal for volunteer fundraisers, is designed to help you manage your outreach.

Visit **alumni.harvard.edu/volunteer/crimsonlink**.



If you have questions about this tool, please contact your Harvard College Fund or Graduate School Fund officer or email crimsonlink@harvard.edu.

WAYS TO GIVE

▸ **BY MAIL:**

Alumni and Development Services
124 Mount Auburn Street
Cambridge, MA 02138-5795

ENCLOSE CHECK PAYABLE TO:

“President and Fellows of Harvard College”

In the check’s memo section, please specify the allocation of the gift.

▸ **BY PHONE:**

1-800-VERITAS (837-4827)

▸ **ONLINE:**

alumni.harvard.edu/give

▸ **GIFTS OF STOCK:**

You may make a gift of stock through our online form or by contacting:

Harvard Management Company
Trusts and Gifts Department
600 Atlantic Avenue
Boston, MA 02210-2203

Phone: 866-845-6596

Fax: 866-457-6598

Email: security_gifts@hmc.harvard.edu

▸ **GIFT PLANNING**

617-496-3205

ogp@harvard.edu

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 events
- Memberships in giving societies

LOYALTY: The 1636 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**

GLOSSARY OF FUNDRAISING TERMS

Assigned/cleared for solicitation

Assignment made 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 or multiyear contribution.

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

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

IMMEDIATE-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.

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.

Phone

617-495-1636

CrimsonLink

alumni.harvard.edu/volunteer/crimsonlink

Volunteer Resources

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.





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[ALUMNI.HARVARD.EDU/VOLUNTEER-RESOURCES](https://alumni.harvard.edu/volunteer-resources)