

A LEADER FOR YOUR CLASS



Thank you for serving as co-chair for your class fundraising committee. During these unprecedented times, your role as a volunteer for Harvard is more important than ever. As Harvard's most dedicated ambassadors, class co-chairs play a critical role in driving strategy, creating camaraderie, and motivating peers. Your leadership helps to galvanize and inspire fellow alumni in ways that will have an impact on Harvard today and for years to come.

How You Can Lead Your Reunion Campaign Committee

Co-chairs are conveners, advisors, and role models. We hope you will find this process invigorating and enjoyable. As a volunteer leader, we will ask you to:

Set an Example

Make your leadership gift commitment early. Co-chairs set the bar, which helps determine the success of the overall class campaign. Remember, 90 percent of class fundraising totals typically come from just 10 percent of donors.

Making a flexible, current-use gift sets an powerful example for members of your class to follow.



HARVARD
College Fund

Build a Committee

Recruit others to join you. Create a team that represents a variety of industries, affiliations, Houses, concentrations, specialties, student activities, regions, personal backgrounds, and giving levels. It is important to set clear expectations when you enlist committee members. Keep in mind that committee members seldom raise more from a peer than they themselves have given.

Partner with the Harvard College Fund

Personal networks drive class fundraising success. In confidential consultation with your Harvard College Fund officer, you will review a list of classmates to help illuminate connections. Identifying important relationships will facilitate easier, more effective outreach.

Advise your Harvard College Fund officer on the philanthropic capacity of your classmates, guided by an individual's potential to be generous rather than what you think he or she is inclined to give. Your reunion campaign is a time to ask classmates to stretch to help reach class goals.

Brainstorm ways to identify new donors and engage those who haven't been involved. You can often provide the best guidance on what will motivate classmates to give back.

Participate in Virtual Events and Committee Activities

Participating in virtual committee meetings, events, conference calls, and Harvard College Fund events is a simple way to demonstrate your commitment and rally the support of your classmates and peers. We also offer webinars and other training opportunities throughout the year to help you stay informed and on track.

Lead Virtual Committee Meetings and Calls

Co-chairs communicate goals, updates on progress, and strategies with the broader committee at meetings, over email, and on team conference calls. Harvard College Fund staff members will help you plan and manage a meeting or call, gather the necessary materials, and coordinate responses to questions, so you can focus on your most important role: galvanizing your volunteer team and serving as an ambassador for Harvard.

Celebrate Successes

Be sure to recognize progress and achievements at all levels. It is extremely important to thank your classmates regularly for their contributions and efforts.

Set Goals

One of the most powerful ways to motivate your classmates is to set clear goals. While all volunteers work together to support the Harvard College Fund, we encourage you to be creative in thinking about specific targets that will inspire your committee and be meaningful to your class.

Your Harvard College Fund officer can help you analyze how many gifts you will need at each level to ensure that your goals are both aspirational and achievable. Tools such as goal-setting charts can help you clearly understand the number and size of gifts you will need and assess progress along the way.

COMPARE GIFT HISTORIES

Start by looking at the past achievements of your class and peer classes. Gift totals can vary widely, and the difference typically comes from commitments at the top of the giving scale. Early pledges from class leaders are an important indication of what the group can achieve. One or two gifts can make a significant difference in your fundraising totals.

CONSIDER PREVIOUS RECORDS

Would your class enjoy the challenge of breaking a long-standing record? Reflect on past results and current fundraising priorities. Each class is different, and you can help us identify the most energizing goals.

OFFER ADDITIONAL INCENTIVES

Deadline-driven incentives are powerful motivators. Take advantage of moments throughout the year when the Harvard College Fund is working in concert to galvanize the community--such as calendar- and fiscal-year end and around Harvard-Yale in November.

The Harvard College Fund community of class co-chairs is second to none. We are the leader in higher education philanthropy because of your hard work, dedication, and ingenuity. Thank you for your indispensable partnership.