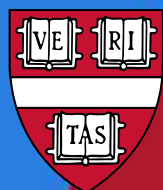


Philanthropy in Action

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

Harvard is readying itself for a thriving future in profoundly changed circumstances. The COVID-19 pandemic has spared no part of the academic enterprise from disruption—from residential living and learning to our libraries, museums, and laboratories.

At this pivotal time for Harvard, your support as a volunteer is more important than ever. The current moment has crystalized the importance of our Harvard College Fund and Graduate School Fund volunteer communities, which have rallied to support our students and faculty when they have needed us most. The dedicated work of our volunteers has enabled us to meet student needs in real time, ensuring our mission endures during a time of profound change.



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 FLEXIBLE, CURRENT-USE GIVING THROUGH THE HARVARD COLLEGE FUND

Help the College respond to student needs, invest in innovative ideas, enhance the student experience, and adapt to new ways of teaching and learning.

Donors who give flexible, current-use funds have the greatest opportunity to make an impact on the lives of Harvard students today. During a time like no other, these mission-critical resources ensure that Harvard can address the most pressing needs of undergraduates, create new opportunities, and sustain core programming virtually.

DONOR SUPPORT HAS ENABLED COLLEGE LEADERSHIP TO:



-
- **Develop pre-semester trainings for more than 1,000 faculty and teaching fellows to ensure the best virtual learning experience possible for undergraduates**



-
- **Launch Harvard College Everywhere, a program that engages students, faculty, staff, and alumni and provides opportunities for students to stay connected with the Harvard College community from anywhere in the world**



-
- Meet the increased financial aid need of our undergraduates whose families have been financially impacted by the pandemic



-
- Take thorough measures to keep students on campus safe, such as providing individual bedrooms, enacting rigorous cleaning protocols, installing HEPA filters in rooms, enhancing spaces to enable social distancing, and implementing regular COVID testing



-
- Send art supplies, science and lab equipment, and technology to students learning at home to enhance and supplement virtual learning



-
- Offer students opportunities for highly individualized virtual mental health and well-being support through the Office of Counseling and Mental Health Services

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 2019–20

9,203

ALUMNI
CONTACTED BY
ALUMNI
VOLUNTEERS

\$4M+

GIVEN BY
ALUMNI ASSIGNED
TO VOLUNTEERS

1,061

FAMILIES BROUGHT
CLOSER TO THE
HARVARD COMMUNITY
BY PARENT
VOLUNTEERS

404

PEERS ENGAGED
BY GRADUATE
SCHOOL VOLUNTEERS



2020–21 HARVARD COLLEGE FUND EXECUTIVE COMMITTEE

CO-CHAIRS

Eryn Ament Bingle '95
Alan K. Jones '83, MBA '87

VICE CHAIRS FOR ASSOCIATES GIVING

Nisha Kumar '91 MBA '95
Jeffrey D. Lee '97

VICE CHAIRS FOR DIVERSITY, INCLUSION & BELONGING

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

VICE CHAIRS INTERNATIONAL ENGAGEMENT

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

VICE CHAIRS PARTICIPATION

Ravin Agrawal '91, MBA '95
Cynthia Austrian Weber '88 MBA '93

VICE CHAIRS FOR PLANNED GIVING

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

VICE CHAIRS FOR RECENT GRADUATES

Peter A. Boyce '13
Majla Custo '10

VICE CHAIRS FOR REUNIONS

Young Lee '94 MBA '98
Melissa Ma '92, MBA '96

MEMBERS AT LARGE

Janet Nezhad Band '83, MBA '89, JD '90
Kenneth G. Bartels '73, MBA '76
John W. Boynton IV '88
Peter Chung '89
Deborah A. Cincotta '94
William B. Decherd '01
Alexis M. Durham '05
Denis Fedin '17
Joseph B. Fuller '79, MBA '81
Elena Hahn Kiam '85

Erica Mitnick Klein '00, JD '08, MBA '08
Jonathan C. Korngold '96, MBA '01
Ashley Leeds '80
Kathryn McKinley '09
Matthew R. Mitchell '01
John J. Moon '89, AM '93 PhD '94
Michael Olshan '04
Will Robbins '90, MBA '95

EX-OFFICIO MEMBERS

Co-Chairs, Graduate School

Mary Sutherland, AM '73, MBA '83
Jianming Yu, PHD '98

Co-chairs, Parents

Guy & Hila Goldstein P'24, '19
Peter '90 and Susannah Kagan P'24
Kevin MBA '88 & Patti O'Meara, P'22, '20, '18

Co-Chairs, West Coast Council

Ann Akichika '88
Alastair A. Mactaggart '88, MBA '93

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
Thomas P. Hirschfeld '83
Michael F. Holland '66
Michael T. Kerr '81, MBA '85
Carl J. Martignetti '81, MBA '85
Diana L. Nelson '84
Lisa Roumell '81, MBA '85
Nicholas J. Sakellariadis '73, JD '77, MBA '77
Thomas F. Stephenson '64
Stephen M. Waters '68
Paul M. Weissman '52
Gwill E. York '79, MBA '84



HARVARD
UNIVERSITY



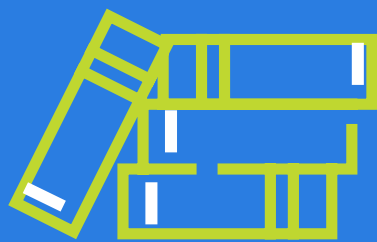
GRADUATE SCHOOL
OF
ARTS AND SCIENCES

THE POWER OF FLEXIBLE, CURRENT-USE GIVING THROUGH THE GRADUATE SCHOOL FUND

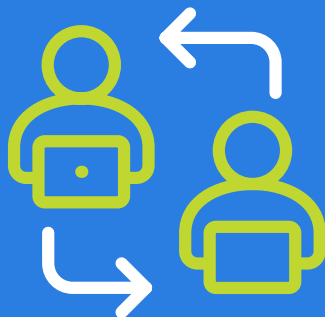
Help GSAS leadership invest in innovative ideas, enhance the student experience, and support PhD candidates as they explore new ways of conducting research, teaching, mentoring, and learning.

Donors who give flexible, current-use funds have the greatest opportunity to make an impact at Harvard today. During a time like no other, these mission-critical resources ensure that GSAS can address the most pressing needs of students and faculty, create new opportunities, and sustain core activities in a virtual environment.

DONOR SUPPORT HAS ENABLED GSAS LEADERSHIP TO:



- Begin to allow graduate students physical access to library collections, with new measures in place to ensure student safety, such as enhanced cleaning protocols and sign-ups to ensure social distancing



- Provide robust resources for remote teaching support through the Derek Bok Center for Teaching and Learning



-
- Provide need-based stipends for students experiencing financial challenges that make it difficult for them to access the resources they need for their studies



-
- Support students who are teaching and learning remotely with virtual resources provided by the Academic Resource Center



-
- Give GSAS students opportunities to connect socially with one another—and the greater Harvard community—outside the virtual classroom



-
- Continue to provide every GSAS student with full financial support—including tuition, health fees, and basic living expenses—for a minimum of five years

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**.

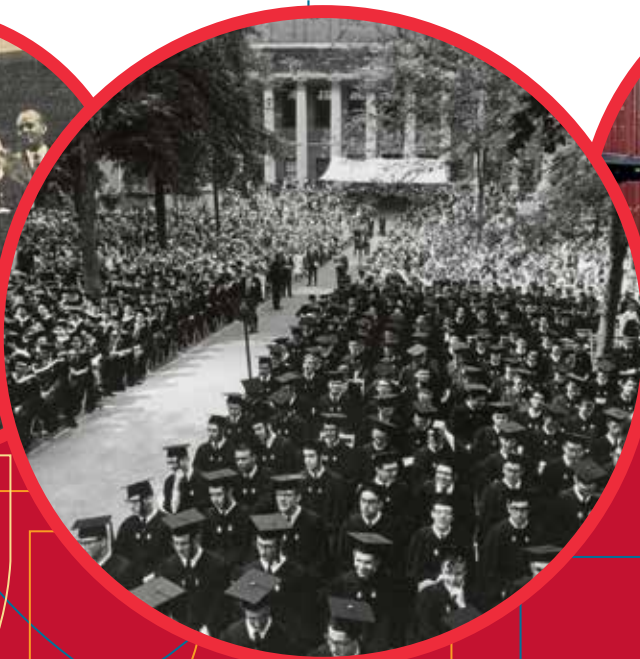
In this first year, 3,261 alumni from over 600 cities in the U.S. and abroad donate nearly \$125,000 to support the College.

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 2019-20, more than 30,657 individuals contributed flexible, current-use gifts through the Harvard College Fund



**Assumes 5% payout*

2004

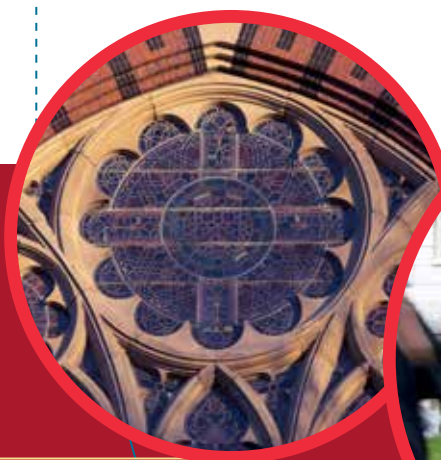
Harvard announces the Harvard Financial Aid Initiative, a vast expansion of the financial aid program to families who earn less than \$80,000 a year. Today, 90% of American families would pay the same amount (or less) to send their child to Harvard College as they would a state school.

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

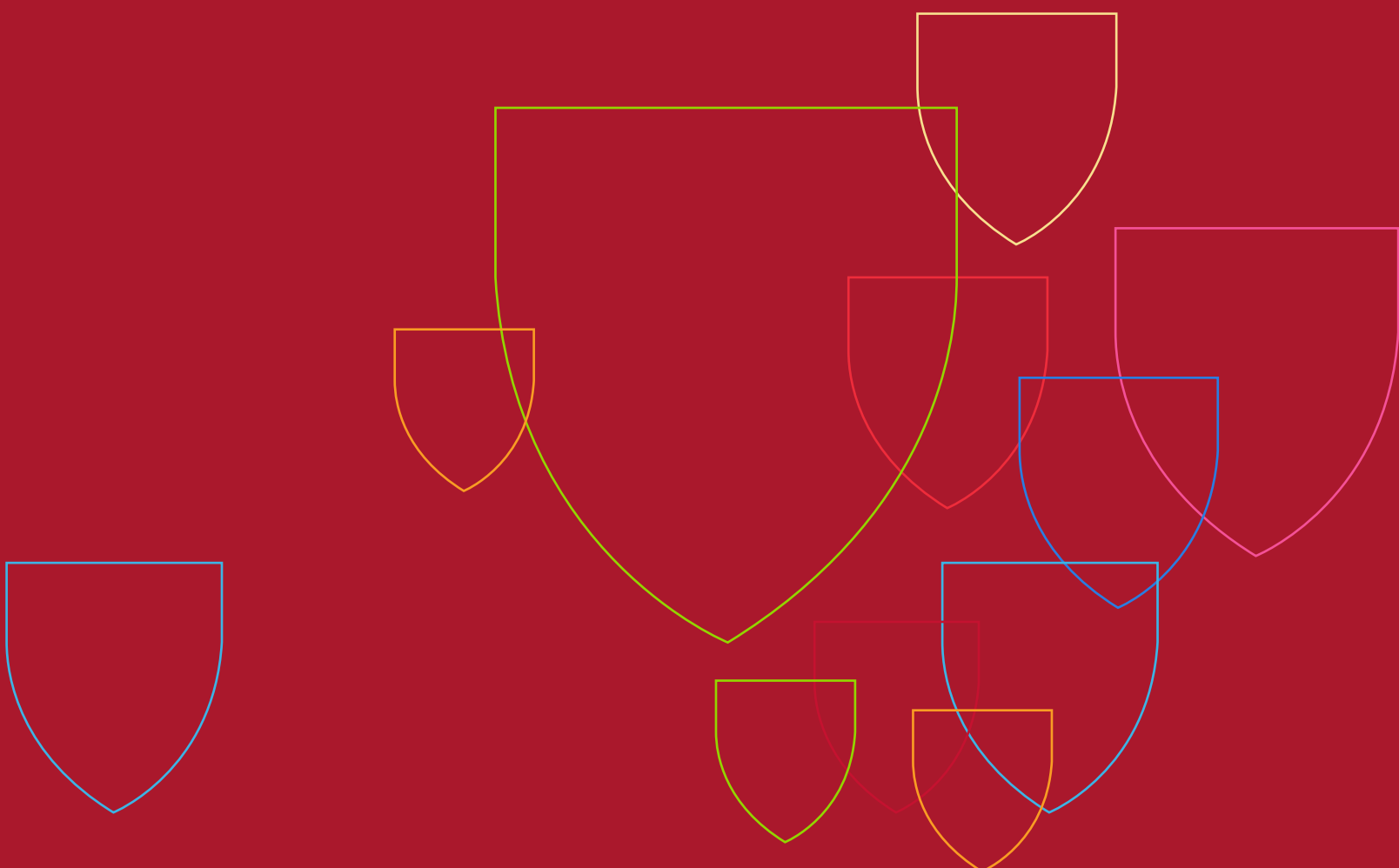
Lead by example and make a gift every year.

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.



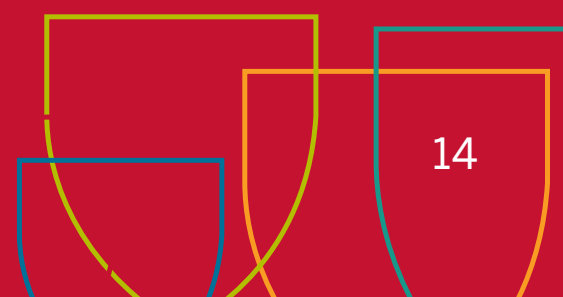
HARVARD FUNDRAISING BASICS

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? 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.



SOME GUIDELINES TO GET YOU STARTED

1. PLAN YOUR APPROACH

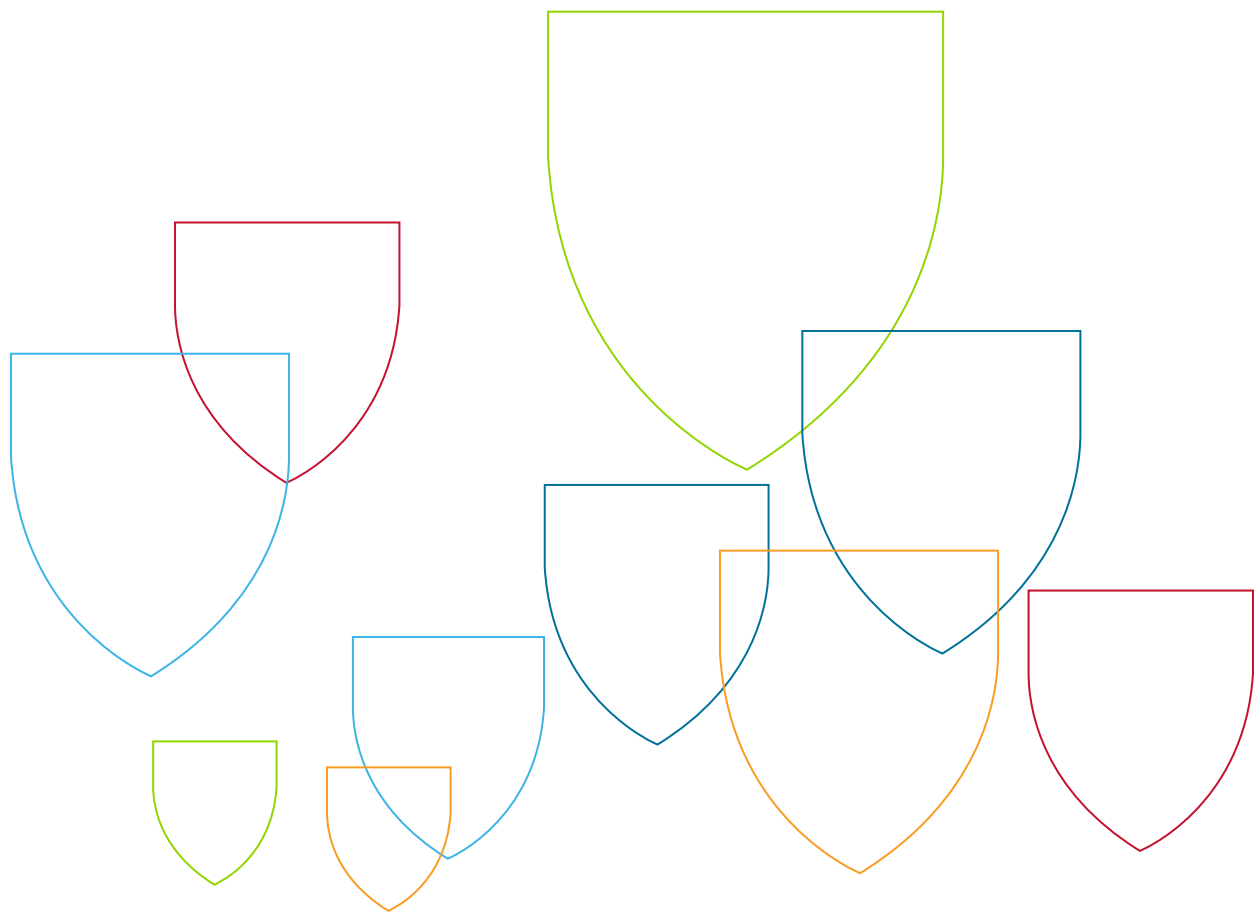
- Think about why Harvard is important to you. Why do you give? Why do you feel it is important to support Harvard at this moment in our history?
- Brush up on the background and interests of your peers. You will receive biographical information to help prepare for your conversations.
- Be confident. 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

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

Visit givecampus.com/schools/harvarduniversity.

The screenshot displays the GiveCampus interface for Katy Corrado. The top left features the Harvard logo and the text 'HARVARD Faculty of Arts and Sciences'. The user's name 'Katy Corrado' is in the top right. A sidebar on the left lists navigation options: 'HCF Class Gift Committee Participation Member Assignments (20)', 'Reporting', 'Search Constituents', 'Notifications', 'Messages', 'Tasks', 'Notes', 'Email', 'My Templates', 'Resources', 'Confidentiality Agreements', and 'Tags'. The main content area shows 'Katy Corrado Assignments Snapshot' with 'Days left this fiscal year 287' (July 1, 2020 - June 30, 2021). Below this is a summary of 'YOUR HCF CLASS GIFT COMMITTEE PARTICIPATION MEMBER ASSIGNMENTS': 20 ASSIGNMENTS, 0 DONORS, 20 NON-DONORS, \$0 \$ PLEDGED, and \$0 \$ RAISED. A filter bar includes 'ALL', 'HAS GIVEN', 'HAS PLEDGED', 'HAS NOT GIVEN', 'NO CONTACT THIS FY', 'ASKED BUT NO GIFT', 'PLEDGED BUT NO GIFT', 'GAVE LESS THAN ASK', 'GAVE BUT NO THANK YOU SENT', 'ROOMMATES', 'OVERDUE PLEDGE', and 'COMPLETE'. A table lists three constituents: Baillie Aaron, Hubert Aaron, and Steven Aaronoff, each with a 'Go to full record' link and a dropdown arrow.

If you have questions about this tool, please contact your Harvard College Fund or Graduate School Fund officer, or e-mail givecampus@harvard.edu.

WAYS TO GIVE

BY MAIL:

Harvard University
PO Box 419209
Boston, MA 02241-9209

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)

9AM-5PM Mon-Fri (Eastern Standard Time)

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 virtual gatherings and events
- Memberships 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



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

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' 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

CONTACT US

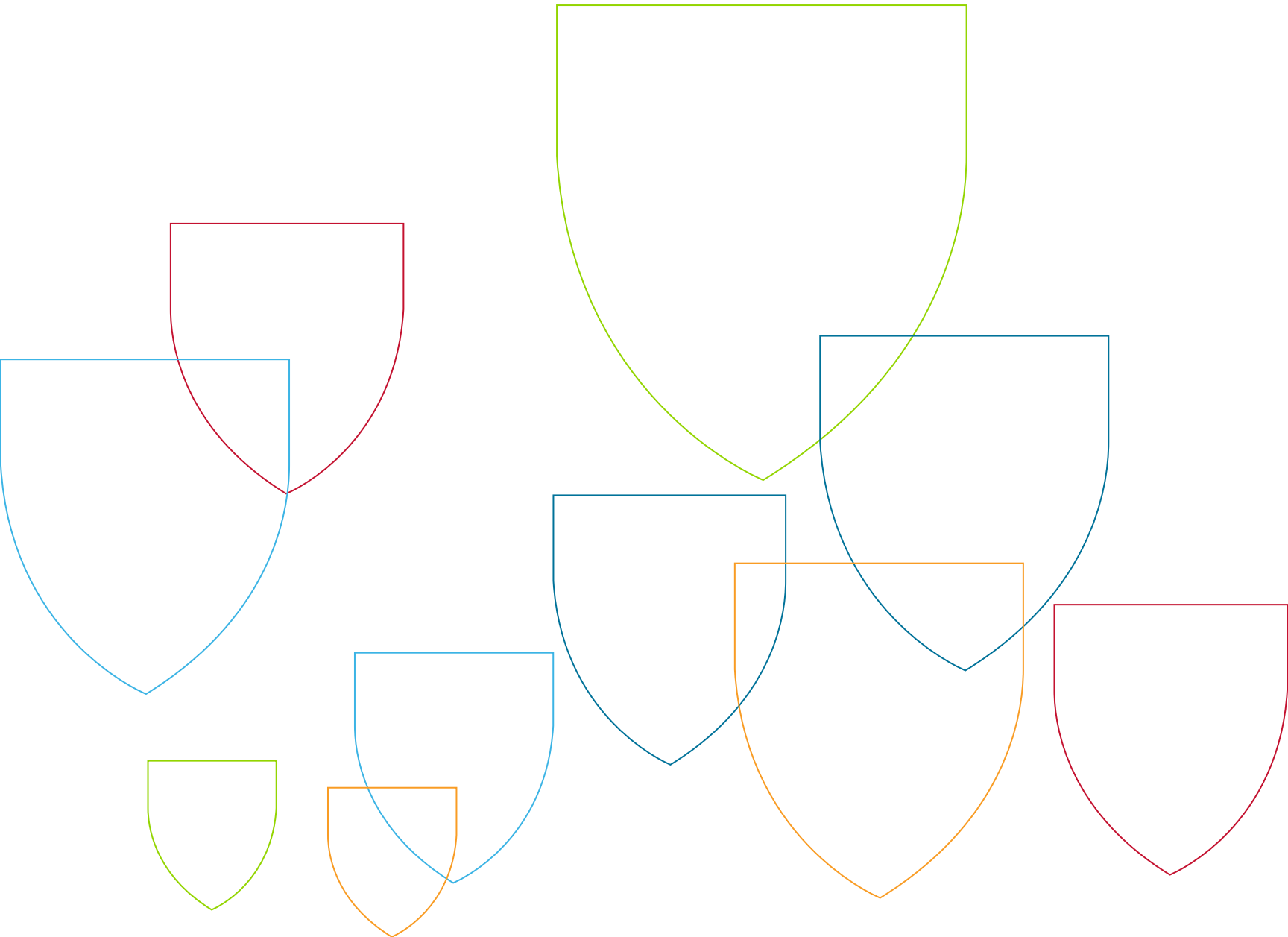
We encourage you to reach out to your Harvard College Fund or Graduate School Fund officer, your co-chairs, and other volunteer leaders.

GiveCampus

givecampus.com/schools/harvarduniversity

Volunteer Resources

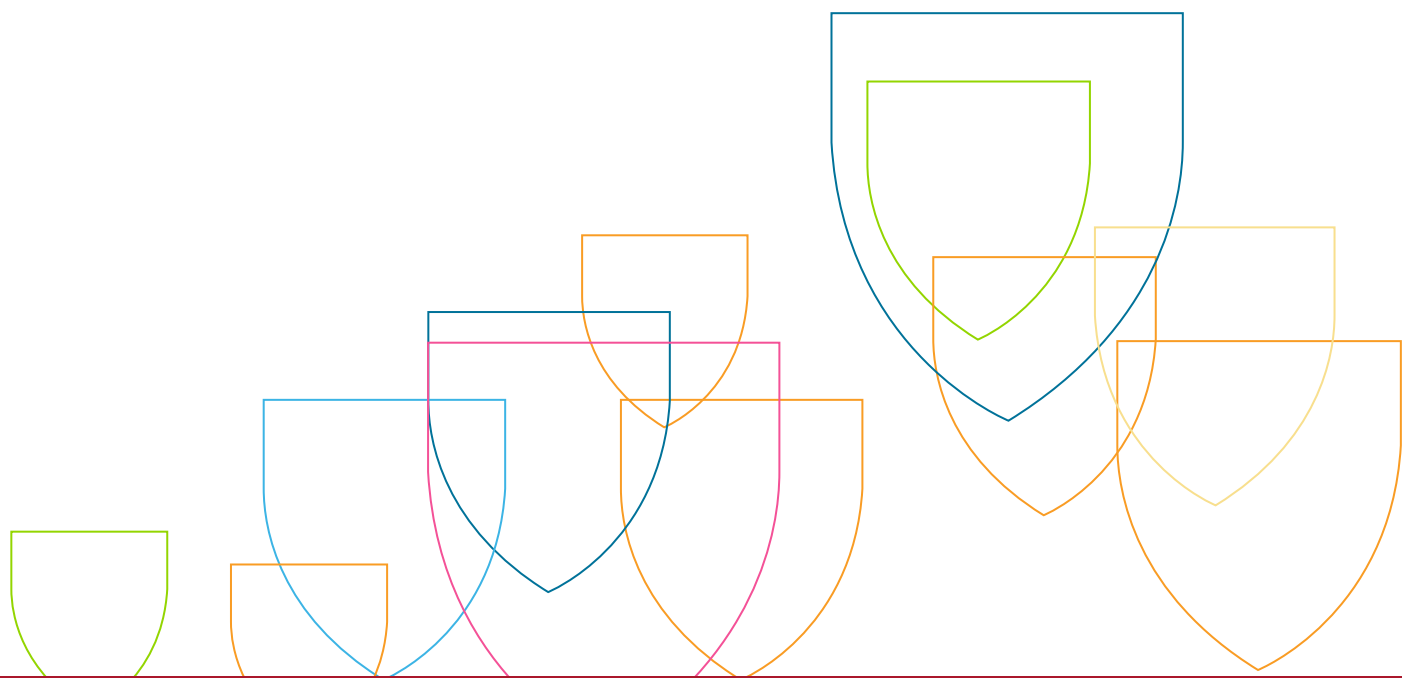
alumni.harvard.edu/volunteer-resources



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.