What is Senior Gift?
- Senior Gift begins the annual tradition of alumni supporting students at Harvard College.
- The Harvard experience would not be possible through tuition alone – many crucial programs (such as arts, athletics, and financial aid) rely on gifts from seniors and alumni each year.
- The money raised by Senior Gift does not go into the endowment, but is put to use immediately and benefits current students.

Why does Harvard fundraise?
- Harvard is a large place and has a correspondingly large operating budget. Income from the endowment and tuition do not fully cover our operating expenses.
- Gifts from alumni, raised through the Harvard College Fund, provide critical funds that complete the cost of core programs and activities and provide seed funding for new projects.
- Every gift, regardless of size, contributes to the significant cumulative impact of giving, signals alumni commitment to Harvard, and motivates others to become donors.
- Therefore, participation in giving is a meaningful statistic that is measured and reported widely both among alumni and the broader community.

Why do we have a Senior Gift campaign?
- Senior Gift is a chance to raise awareness among current students about the importance and impact of giving to Harvard. It is a way for seniors to express their feelings about their time at Harvard and enter into a tradition of giving back to future students.
- The campaign ensures that every senior has a conversation about giving back and has an opportunity to make a decision about his or her contribution. The focus is on education and participation rather than on dollars raised.

How are gifts to Senior Gift and the Harvard College Fund used?
- Gifts to Senior Gift and the HCF are not invested in the endowment, but are spent immediately on areas of priority for the College.
- Examples of where gifts have been used in past years: advising, Gen Ed, Office for the Arts, Athletics, Financial Aid, Career Services, Residential Life, Freshman Seminars, Office of International Programs, Lamont Café, Queen’s Head Pub, Wireless Internet.

How can I get involved?
- Every year, more than 150 seniors volunteer on the Senior Gift Committee.
- There are a variety of volunteer opportunities (see below) based on interest, skill set, and level of time commitment.
- Please contact Evan St. George (evan_stgeorge@harvard.edu) for more information about the Senior Gift Committee.
**SENIOR GIFT COMMITTEE STRUCTURE**

**Co-Chairs**
are responsible for leading the campaign - recruiting and managing volunteers, setting and communicating goals, and developing a strategic plan.

- **House Chairs**
  (1-2 per House)
  work closely with Co-Chairs to communicate the campaign mission and goals on the House level. They recruit and manage their House team, assist in the education and training of that team, and ensure that every senior has had a conversation about Senior Gift.

- **Publicity Chairs**
  create and implement a marketing campaign for the Senior Gift effort and work with Publicity Agents to publicize Senior Gift in each House.

- **Associates Vice Chairs**
  recruit Associates Committee members and raise awareness class-wide about leadership giving.

- **House Agents**
  (10-15 per House)
  educate classmates about Senior Gift. Each Agent should have in-person conversations with 10-15 classmates during the campaign.

- **Publicity Agents**
  (1 per House)
  Coordinate Senior Gift publicity in their House - distribute materials, plan study breaks, and oversee stewardship.

- **Associates Committee members**
  (2-3 per House)
  work closely with House teams to raise awareness about leadership giving.