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 very 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.
- Class participation is a meaningful statistic that is measured and reported widely both among alumni and the broader community.
- Did you know: over 75% of the Advising budget, over 60% of the Athletics budget, and nearly 50% of the Financial Aid budget every year is dependent on unrestricted funds such as those raised through the Harvard College Fund and Senior Gift?

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 an informed 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 across campus.

How can I get involved?

- Every year, roughly 150 seniors volunteer in some capacity on the Senior Gift Committee.
- There are a variety of volunteer opportunities (see next page) based on interest, skill set, and level of time commitment.
- Please contact Evan St. George (evan_stgeorge@harvard.edu) or Schuyler Weinberger (schuyler_weinberger@harvard.edu) for more information about the Senior Gift Committee.
# Senior Gift Committee Structure

**Co-Chairs**
- 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 Chairs**
- Recruit Associates Committee members and raise awareness class-wide about the impact of and need for leadership-level gifts.

**House Agents**
- (8-10 per House)
- Educate classmates about Senior Gift. Each Agent should have in-person conversations with 10-15 classmates during the campaign.

**Associates Committee members**
- (2-3 per House)
- Work closely with your House teams to raise awareness about the impact of and need for leadership-level gifts.