



2024

**CLASS CAPTAIN
TOOLKIT**

The Servite Alumni Challenge is a friendly competition among the classes designed to increase alumni participation and raise needed funds for Servite High School. **This year, the challenge will run from March 2nd to June 30th.**

As a class leader, we need your help to coach your team! We hope that you will consider doing one or more of the following:

- Make a donation yourself if you haven't already made one this fiscal year (we're happy to accept another one, too!).
- Send an email to your classmates encouraging them to participate (If you need an email list, let us know, and we will provide one).
- Share about the competition on your social media account.
- Change your Facebook cover or profile pic to promote the Alumni Challenge (graphics are available on the Alumni Challenge webpage at servitehs.org/alumnichallenge).
- Send occasional updates to encourage participation.
(The Servite Advancement Office will update stats periodically.)
- Make a few phone calls to classmates to encourage participation.
- Attend Servite alumni events during the competition:
 - **Excellence in Leadership** (March 2nd)
 - **Cornhole Tournament** (April 6th)
 - **Alumni Networking Happy Hour** (April 29th or 30th)
 - **Servite Open Golf Tournament** (June 3rd)
 - **Alumni Networking Event to Close Alumni Challenge** (End of June)

Please feel free to personalize this email or create your own. We will also send updates to you via email, which you can share during the campaign.

Email #1:

Dear Classmates,

The Servite Alumni Challenge is back! Are you ready to prove the Class of XXXX is the best?

In case you've missed it in previous years, the Alumni Challenge is a friendly competition among the classes to see which class achieves the highest percentage of alumni participation. The competition runs from March 2nd to June 30th. If our class wins, not only will we receive the satisfaction of supporting Servite's mission, but we will also receive a FREE tailgate party at a 2024 home football game, our class year added to the Alumni Challenge Plaque, and bragging rights among our fellow alumni!

Go to servitehs.org/alumnichallenge for information on how to score points, FAQs, etc. To qualify for the challenge, all gifts need to be received by June 30, 2024. You can make your gift safely online at servitehs.org/alumnichallenge.

I urge you to show your Class of XX spirit and join me in making a donation during the Challenge. Your gift might just be the one that helps us win!

Sincerely,

Social Media Posts:

Please use the hashtag #ServiteAlumniChallenge24 when posting on Social Media, so your class can be more engaged! You may also consider adding #ServiteClassofXX for your class.

LinkedIn (make sure to tag us, @servitehs):

Join me in supporting the Servite Alumni Challenge! Make a gift to Servite and prove our class is the best! #ServiteAlumniChallenge24

I'm supporting the #ServiteAlumniChallenge24 because the world needs more #faithfilledleaders. [Servitehs.org/alumnichallenge](https://servitehs.org/alumnichallenge)

Give a little or give a lot, but just give! Support the #ServiteAlumniChallenge and help our class win the title! [Servitehs.org/alumnichallenge](https://servitehs.org/alumnichallenge)

Facebook and Instagram (make sure to tag us, @servitehs):

I just donated to the #ServiteAlumniChallenge24! Calling all #ServiteClassofXX alums to join me! Every donation makes a difference. servitehs.org/alumnichallenge

Help the #ServiteClassofXX win a tailgate party! Support the #ServiteAlumniChallenge24. Any gift, any size, makes an impact.

From now until June 30th, support the #ServiteAlumniChallenge24 & make a difference in the lives of students! servitehs.org/alumnichallenge

Frequently Asked Questions:

What is the Servite Alumni Challenge?

The Servite Alumni Challenge is a friendly competition among the classes to see which class achieves the highest number of alumni participation points. The Alumni Challenge begins March 2nd. Each alumni class is challenged to compete during the Alumni Challenge to be this year's champion.

Who is participating in the Servite Alumni Challenge?

The competition includes all Servite alumni from the graduating classes of 1962-2023.

How long will the competition last?

The special Servite Madness promotions run from March 2nd to June 30th. The Alumni Challenge winner will be determined based on points earned through June 30, 2024.

How much am I expected to give?

Servite does not ask for a specific amount, although we hope you will be as generous as you can. Some classes may choose an amount that is meaningful for them, such as a donation of \$30 for a 30-year reunion, or \$42 if that was a jersey number. Gifts in any amount are greatly appreciated, as gifts from alumni boost Servite's alumni participation rate, a key metric in some school rankings and consideration for foundation grants.

What does the winning class receive?

The winning class will receive bragging rights, a class plaque, and a GRAND PRIZE tailgate party at a Fall 2024 Football Game.

Why should I participate?

Your gifts help make a Servite education possible for students with financial need and help to preserve the programs and traditions that make Servite special. More than 60% of Servite students require tuition assistance to attend Servite. The competition is also a fun way to show your class pride and have some friendly competition with your brothers from other classes.

Can I make multiple gifts and earn additional points?

Yes, you may give as many times as you like during the challenge and receive points for each gift. You may also make memorial gifts for deceased classmates, but these points are credited to you and do not change the participation percentage.

How is the winner determined?

Points will be tallied each week, challenges will be issued, and competition can be fierce. The winning class will be determined by the number of points earned by its members. Points may be earned by making a donation, signing up for monthly giving, attending events, and more. Any new gifts or pledges made during the time period will count toward your class challenge. Payments on existing/prior pledges do not apply.

You may also earn points by attending events, updating your contact information, and more. See our How to Score page for more details.