



CLASS AGENT OVERVIEW

Class Agents are the cornerstone for inspiring alumni giving to the Academy's annual giving program, [The Governor's Fund](#). Each year, we depend upon Class Agents to engage their classmates through emails, text messages, or phone calls to encourage and inspire support for the Academy. Class Agents play a vital role in the success of The Governor's Fund and the financial strength and well-being of the Academy.

WHY BE A CLASS AGENT?

Peer-to-Peer Impact

As a Class Agent, your outreach inspires alumni giving and strengthens a culture of philanthropy. Your efforts complement the Advancement Office's work, keeping alumni engaged and connected to the Academy's mission.

Make a Difference

Being a Class Agent is a meaningful way to "pay it forward" by encouraging alumni to support the resources that sustain and grow the Govs experience for future generations.

Lead and Inspire

This role highlights your leadership and dedication, motivating classmates from diverse backgrounds to stay connected and contribute to the Academy's success.

EXPECTATIONS AND SUPPORT

Time Commitment

In any given year, you can expect to spend 2-4 hours volunteering, primarily focusing on February for Govs Giving Day. Additional involvement may occur during reunion years to generate support for class gift initiatives.

Role in Outreach

Class Agents play a key role in connecting with classmates, encouraging participation in Giving Day and other initiatives, and advocating for the importance of alumni giving. You can also help us update alumni records with accurate contact information for your classmates.

Support from Govs

Class Agents are supported every step of the way and are provided with clear timelines, email scripts, and outreach templates to ensure engaging classmates is easy and effective. Class Agents fall under the supervision of the Director and Associate Director of Annual Giving and work in partnership with the goals and priorities of the Annual Giving Committee of the Alumni Council.

KEY RESPONSIBILITIES

- Inspire your class to have an impactful reunion gift strategy
 - Be a loyal donor to The Governor's Fund, at any level you feel comfortable
 - Advocate for the importance of giving to Govs in peer circles
 - Encourage participation in the annual Govs Giving Day
 - Attend occasional virtual meetings to learn more about the Academy's fundraising priorities
 - Maintain confidentiality of donor records and giving history
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HOW TO GET INVOLVED

If you're interested in becoming a Class Agent, please contact Director of Annual Giving, Rachael Singmaster, at rsingmaster@govsacademy.org or 978.499.3215.

For more information on alumni opportunities and involvement, please visit the [Alumni page on our website](#).

FREQUENTLY ASKED QUESTIONS

What does a typical outreach look like?

As a Class Agent, you'll receive a list of your classmates with contact information from our records. You will also be provided with email templates, text message scripts, and social media post suggestions to make outreach simple and effective. Your peer-to-peer outreach will complement the digital and print communications, creating a personal and impactful connection.

How does the Advancement Office support Class Agents?

The Advancement Office provides Class Agents with resources you will need for success, including detailed timelines, outreach templates, and guidance throughout the process. Our team is always available to answer questions and offer additional resources to ensure your outreach is effective and meaningful.

What if I have limited time?

Being a Class Agent is designed to fit into busy schedules and typically requires just a few hours of focused effort each year. Sharing why you give can have a powerful impact, and authenticity is the most important part of your outreach. Even a small amount of time will have big results.

Can I collaborate with other Class Agents?

Absolutely! Many classes have multiple Class Agents, and collaboration is encouraged. You can divide tasks, share ideas, and support one another to ensure effective outreach. If you are the sole Class Agent for your class, exchange strategies and learn from other volunteers.

Why is alumni participation important?

Alumni participation is a key indicator of the strength of our community and the pride we share in the Academy's mission. It's not about the size of the gift—it's about the act of giving and the message it sends. Last year, alumni accounted for more than 60% of all donors to The Governor's Fund, demonstrating the vital role alumni play in sustaining the Academy.

What is Reunion Giving all about?

Reunion years provide special milestones when classes are encouraged to make "stretch gifts" or multi-year pledges to reflect their dedication and demonstrate gratitude. These gifts set the tone for future alumni participation and play a crucial role in The Governor's Fund.

Can I direct my gift to a specific purpose?

Yes. While gifts to The Governor's Fund are unrestricted in nature and respond to the community's most pressing needs, you may designate your gift to specific priorities such as Academic Programs, Arts, Athletics, Faculty Support, Financial Aid, Diversity, Equity, Belonging, Community, or GovsPLUS. You can also honor a teacher, coach, dorm parent, advisor, or mentor who has made a lasting impact on your life.