CLASS AGENT OVERVIEW

Class Agents are the cornerstone for inspiring alumni giving to the Academy's annual giving program, The Governor's Fund. These volunteers are an extension of the Advancement Team, helping to engage classmates through emails, text messages, or phone calls to encourage and inspire philanthropic support. Class Agents play a vital role in the financial strength and well-being of the Academy.

The three main responsibilities of a Class Agent are:

- ➔ Make a gift annually to The Governor's Fund (between July 1 - June 30)
- ➔ Reach out to classmates on Govs Giving Day (annually in February)
- ➔ Be an active voice in determining a Reunion Class Gift (every 5 years)

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 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, class contact lists, email scripts, and outreach templates to ensure engaging classmates is easy and effective.

KEY RESPONSIBILITIES

- Make a gift annually to The Governor's Fund, at any level
- Encourage classmates to participate in Govs Giving Day
- Inspire your class to have an impactful reunion gift strategy
- Advocate for the importance of giving back to Govs in peer circles
- Stay informed about your class giving trends in partnership with the Advancement Team
- Maintain confidentiality of donor records and giving history

---

FREQUENTLY ASKED QUESTIONS

What does a typical outreach look like?

As a Class Agent, you'll receive a Class List with contact information along with email templates, text message scripts, and social media posts to make outreach simple and effective. Your peer-to-peer outreach will complement the Academy's strategy, creating a personal connection.

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.

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, nearly 70% of all donors to The Governor's Fund were alumni.

Tell me more about the Reunion Gift?

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 over a 5-year period 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 share a preference to Academic Programs, Arts, Athletics, Faculty Support, Financial Aid, Community and Belonging, or GovsPLUS. You can also honor a teacher, coach, dorm parent, advisor, or mentor who has made a lasting impact on your life.