Reunion Committee Volunteer Handbook
2015-2016

Office of Alumni and Family Relations
Office of the Roanoke Fund
221 College Lane
Salem, Virginia 24153
540-375-2238
Alumni Weekend 2016
Friday, April 8 – Sunday, April 10, 2016

On behalf of Roanoke College, thank you for agreeing to assist with Alumni Weekend 2016. Alumni Weekend is a great opportunity to return to our beautiful campus, to reunite with old friends, to experience our new and long-loved facilities and programs, and to cheer on our Maroons in ODAC games!

As a member of your Class Reunion Committee, you are joining a special group of fundraising volunteers who support Roanoke College’s mission.

As a volunteer, you expand the College’s network of friends beyond what staff can do alone. You can open more doors, you can build more relationships with other Maroons and advise us on how we are doing. Most importantly, your passion for Roanoke will draw others in. Your efforts help to promote class unity and lead to greater participation at your class reunions. This adds another level of celebration to your graduation milestone!

Active volunteers – like you – make the difference. We could not succeed without you!

Please call or email us with any questions. We are here to support you!

Thank you for volunteering your time and enthusiasm for Roanoke!

Reunion Staff

Alumni & Family Relations

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Roanoke Fund

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Reunion Committees

Reunion Committees will be responsible for encouraging classmates to come back to campus to celebrate their class reunion and to support the College by making a gift that is meaningful to them. Reunion Committee volunteers work throughout the year to help their class meet and exceed participation and giving goals.

Volunteer Job Description

- **Show your support**
  - Plan to attend Alumni Weekend 2016
  - Make a personal gift to any area of the College and consider a leadership level gift
  - Lend your name to the general fundraising efforts and class communications including website, emails, and letters

- **Recruit Committee Members**
  - Help organize and inspire a team of volunteers

- **Contact Classmates Assigned to You**
  - We will provide you with a list of your classmates to contact including contact information
  - Encourage attendance at reunion events
  - Get updated classmate contact information and share with Roanoke

- **Ask Classmates to Make a Gift**
  - Solicit classmates for a special reunion gift – we will provide talking points to help make the process effortless.
  - Contact peers 3-4 times throughout the year to inform and remind them of the class goals. If classmates make a gift immediately there is no need to continue contact, simply thank them for their gift.
  - Let us know whether your contacts have said “yes” “no,” or “maybe”

We will provide regular communications about event updates, weekend attendance and progress on the class gift and participation goals.

*Email communications will be used as much as possible. If you have not given us your e-mail address, please share.*
What Counts Toward a Reunion Class Gift

Most class members’ gifts made to the Roanoke Fund and/or to specific College programs, received from July 1, 2011 – June 30, 2016, will count toward your reunion class gift.

Ways to Give

Gifts may be designated to a particular interest or you may give an undesignated gift that will support the College.

- Visit www.roanoke.edu/give to make a gift online
- A check, payable to Roanoke College can be sent to:
  Roanoke College
  Resource Development
  221 College Lane
  Salem, VA 24153-3794
- Call 1-866-724-4831 to charge a gift or to make a gift of stock

Reunions are a perfect time to consider a blended gift: A portion to the Roanoke Fund, as well as a special gift to a part of Roanoke that means the most to you.

*Pledges and gifts received by April 4, 2016 will be in the running for award trophies presented during Alumni Weekend. Only pledge payments completed by June 30, 2016, will count towards class competitions.*

Awards

Classes will be recognized for achievements related to Reunion Class Gifts. Roanoke College believes good-natured competition among classes encourages overall class unity, helps increase reunion attendance, and increases participation in the class gift. All awards will be announced and awarded during Alumni Weekend.

1) **Class Gift Trophy:** awarded to the class with the largest class cumulative gift as of Alumni Weekend.
2) **Clarence Caldwell Bowl:** awarded to the class with the highest giving percentage (class participation).
Timeline

Volunteer Efforts in Bold

- June - July - Recruitment of Reunion Class Volunteers

- **August – September** - Reunion Class Volunteers will begin contacting assigned classmates, share reunion year news, invite them to attend Alumni Weekend and personally solicit them for the class gift.

- **1st Class Letter - September 9** - Coordinated by Roanoke Fund staff and volunteers

- **October – December** - Reunion Class Volunteers will continue contacting assigned classmates and personally solicit them for the class gift. Thank classmates who have made a gift.

- **2nd Class Letter - November 30** - Coordinated by Roanoke Fund staff and volunteers

- Late December - End of calendar year emails to all reunion classes - Coordinated by Roanoke Fund staff and volunteers

- **January – March** - Reunion Class Volunteers will continue contacting assigned classmates to encourage them to attend Alumni Weekend and personally solicit them for the class gift. Thank those who have made a gift.

- **3rd Class Letter - February 2** - Coordinated by Roanoke Fund staff and volunteers

- Email to classes as follow-up to class letter - February 18 - Coordinated by Roanoke Fund staff and volunteers

- Email to classes with Alumni weekend reminder - March 8 - Coordinated by Roanoke Fund staff and volunteers

- Email to classes with reminder to contribute to class gift - March 29 - Coordinated by Roanoke Fund staff and volunteers

- **Monday, April 4** - All gifts/pledges must be received for your class to be considered for any awards/trophies.

- **Alumni Weekend – April 8-10** - Reunion Class Volunteers will ask classmates to join them by making their special reunion class gift. If they provide you with their gift during Alumni Weekend, please give to any Resource Development staff.

- **4th Class Letter – April 14** - Coordinated by Roanoke Fund staff and volunteers

- **Mid-May – June 30** - Reunion Class Volunteers will continue reaching out to classmates for their special Reunion Class Gift. Although trophy awards will be handed out during Alumni Weekend, Roanoke’s fiscal year doesn’t end until June 30!
Confidentiality

The information provided to volunteers and to you is to assist in your efforts to encourage support of Roanoke College. We ask that you use this information with discretion and respect, as the decisions people make about what charities and what amounts they support is personal, and therefore should be handled with sensitivity and regard for privacy.

As a volunteer, you have an obligation to protect the identities of those contributors who wish to remain anonymous, as well as those gifts the donors wish to have been anonymous. *Always notify staff if your classmate wants their gift to be anonymous so we can make note of this in our records.* Please see Authorized Volunteer Confidentiality Agreement (page 7) for details.

Sharing Alumni Information

Roanoke makes every effort to protect the privacy of its alumni and to prevent alumni information from being used in any form outside the College’s express needs. In the course of doing our jobs, we are sometimes asked to share private addresses, phone numbers, and e-mail addresses of alumni. Our current policy is as follows:

1) To provide alumni addresses, phone numbers, and e-mail addresses, or alumni lists only to Roanoke volunteers, students, or faculty who are conducting business with anyone on behalf of the College. Volunteers may not share this contact information with any person or group outside the Reunion Committee.

2) To provide the name and contact information of Roanoke volunteer leaders who have agreed to make this information available to the Roanoke community for the purpose of College-related activities.

In general, Roanoke College will not provide names, addresses, phone numbers, or e-mail addresses of alumni, parents, or friends of the College to any other individual or entity. However, we do offer to forward e-mail messages and letters when we have an up-to-date address of the alumnus or alumna being sought.

*We have included a Volunteer Confidentiality Agreement.*

*Please sign, date and return to Roanoke Fund Staff.*
Authorized Volunteer Confidentiality Agreement
Roanoke College

Resource Development at Roanoke College is committed to the ethical collection and use of information in the pursuit of legitimate institutional goals. All individuals collecting and accessing this information are expected to respect our constituents’ fundamental right to privacy and to follow basic principles regarding ethics and confidentiality.

I understand that, in the course of my authorized volunteer activities for Roanoke College, I may have access to documents, data, or other information that may be confidential, whether or not labeled or identified as such. I agree to keep all such information confidential, including information about my family and friends.

Except as required by my authorized volunteer activities, I will not disclose, or use for non-related purposes, any information acquired in the course of my service.

I agree to destroy, or return to staff members for destruction, any confidential information that is no longer needed for its intended purpose. This includes shredding any hard copies and deleting any electronic files, email, or attachments.

I understand that adherence to this agreement is fundamental to my authorized volunteer service. I also understand that the use of confidential information for any purposes other than as specifically authorized, including but not limited to for any political or commercial purposes, is prohibited.

Respecting the privacy of constituents, as outlined in this agreement, helps ensure that Roanoke College is adhering to the CASE Statement of Ethics and the Donor Bill of Rights endorsed by the Council for the Advancement and Support of Education (copies of which are attached for your information and use).

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Printed Name                               Signature                      Date