

CLASS GIFT OFFICERS

CONNECTICUT COLLEGE FUND 2022-2023



CONNECTICUT COLLEGE'S CLASS GIFT OFFICERS BOOST ALUMNI GIVING IN PARTNERSHIP WITH CC FUND STAFF.

Class Gift Officers (CGOs) have a very specific job of reaching out to classmates to help increase alumni giving participation in the CC Fund.

CGOs are passionate about Conn and keep alumni connected by creating a sense of community among classmates.

CLASS GIFT OFFICER IMPACT

In the 2021-22 fiscal year, CGOs were the driving force behind the largest Annual Fund in Conn's history at \$6.8 million. Last year CGOs reached out to more than 750 classmates to boost alumni participation resulting in over 5,100 alumni donors.

- Alumni are 3 times more likely to donate when asked to do so by a CC Fund volunteer.
- Alumni giving participation improves the College's national rankings.
- 1 in 4 peer solicitation emails results in a contribution to the College.
- 100% of Conn students benefit from alumni support.

CGO ROLES & RESPONSIBILITIES

- Give an annual gift to Conn. All CGOs lead by example and give a gift or pledge a gift by December 1 of each fiscal year. Pledges are payable by June 30.
- Solicit classmates: Contact 10-20 classmates via email, phone, text, or in-person about giving a gift to the CC Fund.
- Participate in at least two quarterly CGO Virtual Meetings. These meetings provide you with Conn news and important fundraising initiatives. You'll hear updates from student leaders and campus partners!
- Class communications: Provide feedback on 2-5 class letters and emails annually.
- Thank donors: Steward classmates who have given a gift with a personal thank-you.
- Recruit Class Gift Officers: Help identify and recruit new fundraising volunteers from the Conn alumni community.

INTERESTED IN JOINING THE TEAM AND BECOMING A CGO? EMAIL CONNECTICUTCOLLEGEFUND@CONNCOLL.EDU TO LEARN MORE.

CGO 2022-2023 TIMELINE & IMPORTANT DATES

September

Touch base with your Class Manager
Update about fall general appeal communications
30 Fall Weekend

October

1-3 Fall Weekend
CC Fund Volunteer Recruitment Drive

November

CGO Class Letters for approval
16 CGO Meeting 7-8 pm Eastern Time
29 Giving Tuesday

December

Regional Holiday Parties
End of Calendar Year Communications
31 End of Calendar Year

January

26 CGO Meeting 12-1 pm Eastern Time

February

CC Fund Volunteer Recruitment Drive

March

CGO Class Letters for approval
21 CGO Meeting 7-8 pm Eastern Time

April

5 Founders Day

May

21 Commencement (105th)

June

2-4 Reunion Weekend
30 Last Day of Fiscal Year

CC FUND CLASS MANAGERS & TIME COMMITMENT

All CGOs work with a CC Fund Class Manager who is responsible for setting class goals, providing fundraising updates and class lists for outreach. CGOs should expect to commit 1-2 hours per month to the program (October - July). The majority of the time will be spent on personal outreach to classmates. We aim to make this a fun and rewarding experience!

