



Committee: Annual Fund

Roles and responsibilities of committee: In coordination with the Director of Alumni Relations, garner support from classmates to reach both the overall participation goal as well as class specific goals. Each committee member will connect with their classmates and friends as a personal plea for support of the Annual Fund (i.e. writing letters, calling classmates, social media posts, etc.). Oversee cluster years and encourage alumni in those years to give.

Role of Chair: Coordinate committee meetings according to calendar and goals set forth by Alumni Office, notate meetings with committee, and communicate with the Council co-chairs and Alumni Director on status of assigned projects.

Calendar

October: AFD appeal mailed to all alumni (CEE responsibility)

November: Committee members contact classmates to garner participation gifts and pledges

December: CEE sends video to entice alumni into giving or thank them for their participation

February: Valentine's Day "Be mine" or "Share the love" campaign

April: Phone-a-thon

May: Olympics centered campaign

May/June: Reunion celebration/award for class with highest participation and dollar amount/reception