Reunion Volunteer Handbook

May 14-16, 2015
Table of Contents

Message from Fletcher ................................................................. 2

Overview

  Program & Job Description ......................................................... 4-5
  Goals / Calendar of Activity ...................................................... 6

Materials for Calling

  Top 6 Things to Know ............................................................... 8
  Ways to Give ............................................................................ 9
  Fletcher Fast Facts ................................................................. 10-11
  Reunion Calling – Steps in the Process ..................................... 12
  Sample Calling Script ............................................................... 13-14
  No Answer – Follow up Email/Note and Voicemail Messages ... 15-16
  Questions & Concerns ............................................................. 17-18
  Call Notes ................................................................................. 19

University Resources

  Useful links / Resources ........................................................... 21
  Fletcher Fund at a Glance ......................................................... 22
Introduction

On behalf of The Fletcher School’s students, alumni, faculty and staff, thank you for volunteering your time and support for your Fletcher Reunion. This handbook will serve as your reference guide to the people, plans, programs and policies involved in reunion weekend.

Reunion is an important tradition at Tufts because it strengthens school spirit for alumni and students while also bolstering annual giving efforts. Each class celebrating a reunion is led by a committee of volunteers who help to raise the enthusiasm among classmates while playing an important role in the success of class fund raising efforts.

At this crucial point in the history of The Fletcher School, your involvement is much appreciated. The role you play this year means a great deal to the engagement of your class and the continued success of The Fletcher Fund.

As the primary source for important support that is available immediately, The Fletcher Fund helps make the school’s most important programs available.

The weekend of May 14-16, 2015 has already been set for your reunion. I look forward to working with you to build strong attendance and support for Fletcher. You are already so much a part of Fletcher’s proud tradition. It is a tradition well served through your dedication in this milestone reunion year.

Sincerely,

Caroline Caldwell
Assistant Director, Reunion Programs
The Office of Development and Alumni Relations
The Fletcher School at Tufts University
Overview
Reunion Committee Description

Responsibilities of Reunion Committee Members

Reunion Committee Members work together with the Reunion Coordinator (RC) in the following ways:

- **Reunion Committee Recruitment**
  - Work with RC to help identify/recruit 8-10 classmates to join committee (depending on class size and needs)
  - Strive for a diverse committee (geographically, professionally, socially, etc…)

- **Classmate Contacts**
  - Assist ODAR in updating classmates’ contact information
  - Use of the Tufts Volunteer Network, an online tool that simplifies tracking outreach to classmates and communication with ODAR
  - Help to locate “lost” classmates for whom we do not have contact information

  *Note: Reunion is geared towards ten classes each year, however, all Fletcher alumni, regardless of class year are welcome to attend Reunion! If you have friends from other classes, please feel free to reach out to them*

- **Reunion Weekend Logistics**
  - As a committee, choose a location to hold Class Dinner on Saturday of Reunion Weekend

- **Reunion Attendance**
  - Contact classmates personally (via phone, email, etc…) and encourage them to join in the celebration
  - Have your name and email address printed on two letters from the Reunion Committee to class to encourage participation (please see “Reunion Committee Timeline” for more information on letters)
  - Goal is to exceed the attendance record set by preceding Reunion classes
  - Registration by 01 March is critical to encourage classmates to register as well
  - ATTEND REUNION CELEBRATION!

- **Reunion Giving**
  - Support the Reunion Giving goals which are larger than during non-reunion years as the class is encouraged to go above and beyond what they might typically give
  - Leadership by example – each Reunion Committee member is asked to make a gift to The Fletcher Fund in fiscal year 2015 (1 July 2014–30 June 2015). Ideally, Reunion Committee members make their Fletcher Fund gift before 01 April.
  - Encourage classmates through direct interaction and/or example to support The Fletcher Fund
Support Class Fund Agent(s) in their Reunion Giving appeals
100% participation in The Fletcher Fund by Reunion Committee members

**Time Commitment**
Overall time commitment for a Reunion Committee member is approximately 1 hour per week (primarily reading & responding to emails and reaching out to classmates individually). This will increase slightly in March-May, as committee members will be making more personal contacts with classmates (individual emails and phone calls) to encourage them to reunite on 14-16 May 2015 at The Fletcher School!

**Role of the Office of Development and Alumni Relations (“ODAR”)**
The Assistant Director of Reunion Programs (“RC” or Reunion Coordinator) and ODAR are responsible for organizing and executing two-day event, Reunion Weekend. ODAR provides the logistical support for all mailings and communications. RC supports the Reunion Committees in their contacts with classmates and assists with coordination of class activities and dinners.

While ODAR provides support, Reunion Committee members are the main drive for encouraging classmates to join in the celebration!

**Fletcher Reunion Team**

*Caroline Caldwell, Assistant Director of Reunion Programs*

[caroline.caldwell@tufts.edu; +1-617-627-2372](mailto:caroline.caldwell@tufts.edu;+1-617-627-2372)

*Bronwyn McCarty, Director of The Fletcher Fund*

[bronwyn.mccarty@tufts.edu; +1-617-627-5441](mailto:bronwyn.mccarty@tufts.edu;+1-617-627-5441)
Goals & Calendar

Three Goals of Reunion Committee

(1) 10% class attendance at Reunion

(2) Participation and (3) gift (see below) to The Fletcher Fund

**Volunteer Responsibility**

<table>
<thead>
<tr>
<th>Task</th>
<th>Time of Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Finalize committee selection</td>
<td>Early Fall</td>
</tr>
<tr>
<td>Assist in reunion planning</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Calls/Emails to classmates</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Personalize, approve, sign letters (electronic) for appeals</td>
<td>October 15-30 and Feb 15-30</td>
</tr>
<tr>
<td>Make a personal gift commitment</td>
<td>by April 1, 2015</td>
</tr>
<tr>
<td>Attend Reunion Weekend</td>
<td>May 14-16, 2015</td>
</tr>
</tbody>
</table>
Materials for Calling
Top 6 Things Fundraisers Should Know

1. The Fletcher Fund (annual fund):
   Unrestricted gifts made on an annual basis for current use (financial aid, faculty salaries, equipment purchases, technology upgrades, etc.).

2. Pledge now, pay any time until June 30, 2015:
   Pledges may be fulfilled anytime during this fiscal year (July 1, 2014 – June 30, 2015). Reminders will be sent through the mail and timing for these can be customized. Credit card installment plans are easy to set up – ask a staff member to follow up. Married alumni couples both get credit for one gift – a two for one deal!

3. Dollar Goal for FY15:
   $1,475,000

4. Leadership Giving:
   Trustees’ Circle: $50,000 or more
   President’s Circle: $25,000-$49,000
   Society of Fletcher Fellows: $10,000-$24,999
   Dean’s Council: $5,000-$9,999
   1933 Founders Club: $2,500-$4,999
   Global Leaders: $1,000-$2,499
   Dean’s Inner Circle: $100x yrs since graduation
   Fletcher Loyalty Society: Fletcher Fund supporter for two or more consecutive fiscal years

6. The Difference between Annual and Capital Gifts:
   Annual: unrestricted gifts spent in the year they are made by providing budget flexibility to school leaders and supporting the areas of greatest need.

   Capital: restricted gifts made to support specific long-term, large scale projects such as buildings, endowed scholarships or professorships. They can be used immediately or invested in the endowment and dispensed over time.

7. Why do donors give? To…
   • contribute to the education of future colleagues
   • advance their profession
   • ensure Fletcher stays competitive and upholds its strong reputation
   • thank the school for the experience and education they received
   • send a message to the internal & external community that alumni & friends support the school
   • compete in class giving competition (reunion)
   • make them feel good
Ways to Give

• Go online or call Fletcher with a credit card:
  https://fletcher.tufts.edu/givenow

  Bronwyn McCarty, Director, The Fletcher Fund
  Bronwyn.mccarty@tufts.edu, +1.617.627.5441

  University Gift Services (toll-free): +1.866.351.5184

• Mail a check (payable to “The Fletcher School, Tufts University”):
  Tufts University
  P.O. Box 3306
  Boston, MA 02241-3306

• Through a volunteer:
  Make a verbal pledge or an outright gift over the phone when contacted by a volunteer caller.
  If a verbal pledge, a follow-up pledge card and return envelope will be mailed the following day. If an outright credit card gift, a tax receipt and gift acknowledgement letter will be mailed shortly.

• Send appreciated securities
  Please contact this office for instructions:
  Treasury Operations
  Tufts Administration Building
  269 Holland Street
  Somerville, MA 02144
  617-627-3171

• Payroll Deduction (faculty and staff):
  Request a form from University Gift Services. For a 12-month deduction plan, please submit the form in June so that deductions may begin in July at the start of the fiscal year. Deductions will be reflected on each pay stub and receipts will be mailed to you monthly.

Questions?

Fletcher:
  Bronwyn McCarty, Director, The Fletcher Fund
  Bronwyn.mccarty@tufts.edu, +1.617.627.5441

University Wide:
  University Gift Services
  Phone (toll-free): +1.866.351.5184
  Email: giving@tufts.edu
Fletcher Fast Facts

The Fletcher School of Law and Diplomacy:
Established: 1933
Dean: James Stavridis
Dean and Charles Francis Adams / Raytheon Dean’s Chair Admiral, U.S. Navy (Retired)

2013 Entering Class Statistics:
# Students: 258
Average Age: 28
Average Class Size: 24 / 50% of classes are under 20 students
Full-Time Faculty to Student Ratio: 1:9
Non-U.S. Students: 40% (104 students) / Citizenships: 45
Male/Female: 51%/49%

Faculty and Classroom Statistics:
Number of Full-Time Faculty: 56
Number of Adjunct Faculty: 18
Full-Time Faculty to Student Ratio: 1:8.6
Classes Offered: over 172
Average Class Size: 24
Percentage of Classes under 20 Students: 50%

Degree Programs:
- Master of Arts in Law and Diplomacy (MALD): A two-year, highly flexible, interdisciplinary, professional degree in international affairs.
- Master of International Business (MIB): A two-year, hybrid international business and international affairs master’s degree program.
- Master of Arts (MA): A one-year degree program designed for mid-career or senior level professionals with eight or more years of professional experience.
- Master of Laws (LLM): A one-year program in international law for professionals practicing law or for those eligible to practice law.
- Global Master of Arts Program (GMAP): A 12-month program designed for mid-career or senior level professionals with eight or more years of professional experience. Courses are conducted through a combination of Internet-mediated instruction and three two-week residencies.
- Doctor of Philosophy (PhD): An interdisciplinary, advanced study of international affairs.
Fields of Study:
- Development Economic
- Human Security
- Humanitarian Studies
- International Business & Economic Law
- International Business Relations
- International Environment & Resource Policy
- International Information & Communications
- International Monetary Theory & Policy
- International Negotiation & Conflict Resolution
- International Organizations
- International Political Economy
- International Security Studies
- International Trade & Commercial Policies
- Law & Development
- Pacific Asia
- Political Systems & Theories
- Public International Law
- Southwest Asia & Islamic Civilization
- United States

Tuition (2013-14):
MALD, MA, LLM & PhD: $40,806
MIB: $47,762
GMAP: $70,800

Scholarship Awards (2012):
Number of Award Recipients: 446
Total Awards Granted: $6,265,198
Average Award Grant: $14,048
Reunion Calling – Steps in the Process
(attendance & giving)

This is the fun part—connecting with friends and fellow classmates!

Please remember that you are a volunteer and are not expected to know all the answers. First, tell them the dates of Reunion Weekend, how they can register, and encourage them to come.

**Don’t be embarrassed to ask for a gift. You are not asking for yourself, but for Fletcher.** Through your service as a volunteer, you are assisting the school in opening communication with its alumni and seeking very important support to help Fletcher sustain its excellence and grow toward even better success.

The alumni you contact will appreciate your effort.

**Steps of the process:**

1. Make your own reunion gift.

2. Select the classmates you would like to call, with guidance provided by ODAR staff.

3. Prepare for the call by thinking about why you are a volunteer, why you participate in Reunions, and why you made a gift this year.

4. Log into the TVN if you are a user. Review the volunteer materials, especially the calling script, Reunion Weekend event schedule, and the information provided about your classmate.

5. Decide on the gift amount you will ask for. Start at a level higher than their last gift, or at a specific amount you have discussed with your class’ staff liaison or TVN ask amount.

6. Pick up the phone & enjoy the conversation! Explain that you are serving on the class reunion committee and encourage them to attend Reunion Weekend. Tell them about the events, who you expect will come, and invite them to join you in participating in the class gift.

7. Thank them for their time, participation, and support.

8. Write notes about the conversation to relay to staff (if applicable)
Sample Script

Opening: Hello, may I speak with ______?

If contact is not available: Is there a better time to reach him/her?

If contact is available: Hello, my name is ______
I am an alum from Fletcher, Class of ______
I want to tell you about upcoming reunion and ask for your support.

Thank Past Donors
I’d like to thank you for your generous gift(s) to The Fletcher Fund in the past. It is supportive alumni like you that allow the Fletcher School to continually improve the great education that you received for current students. We know that Fletcher provided us with a superior education and continues to educate leaders for local, national and global communities. Your ongoing generosity to the Fletcher Fund has helped the school continue to provide superb education and increasing scholarship aid.

Explain the Fletcher Fund
As you know, The Fletcher Fund is the school’s annual fund, which provides money for current use to enhance the overall operating budget of the school. Gifts made through the Fletcher Fund support financial aid, faculty development, special lectures and programs, lab renovations and much more—all components of a first-rate education. Dean Stavridis relies on the generosity of alumni each year.

Primary Ask:
(“The Fletcher Fund Impact” reference sheet is a helpful tool for highlighting items that receive support)
To continue to develop programs and curriculum changes of this caliber, we need your support. Will you help us provide for students who are following in your footsteps with a gift at the “______” level?

(Explain benefits of recognition, event invitations, etc).

If Yes: Move to complete the pledge.
If No: I understand, not everyone chooses to give at that level, but we never know until we ask.
Sample Script continued

Second Ask:
(Give examples of student work in the community, new technology at the school, etc). Will you help the school to continue these programs with a gift at the “_____” level?

If Yes: Move to complete the pledge.
If No: I understand, and any gift you make will positively impact Fletcher. Alumni participation is extremely important at any level. By giving to our alma mater, we enhance the current and future students’ experiences - we enable the university to improve technology and retain highly qualified instructors.

Third Ask:
We hope you will consider a gift this year. Can we count on you to help us out with a generous gift of $_____?...(which would qualify you for membership at the _____ level)?

If Yes: Move to complete the pledge.
If No: I appreciate your time. While I have you on the line, could I verify your home and business information?

Complete the Pledge
Thank you very much for your gift of ____. If you would like to pay by credit card (Mastercard, Visa, Discover or American Express) I can take down the information now. You can also pay by check, made payable to The Fletcher School, Tufts University. I will send your pledge confirmation right away.

You are welcome to fulfill your pledge in increments throughout the fiscal year, which ends on June 30. A pledge reminder will be sent periodically with the balance.

On behalf of Fletcher, thank you very much for your gift.
“No Answer” Follow Up Email or Note Sample

If you do not reach someone on the phone during the course of the evening (or they do not have a listed home phone number), you may wish to send a follow-up message to them from your personal email account if we have their email address on file. Below is a sample email message.

Dear ____________:

Hello from Fletcher! As a volunteer for the Class of XXXX Reunion, I tried to reach you tonight by phone and am sorry to have missed you.

(If inconsistent and/or asking for increase) I hope you will join me as a member of the ((insert giving society level here) with a gift of $XXXX).

(If consistent donor) We appreciate your loyal support and hope you will renew your gift (at the $XXXX level).

(Add Reunion Weekend dates or other specifics here if applicable)
Dean Stavridis counts on our annual support in order to maintain Fletchers’ great reputation.

There are several ways to make a gift:
  Online: https://fletcher.tufts.edu/givenow
  Call: +1.617.627.5441 to speak with Bronwyn McCarty, Director of The Fletcher Fund
  Mail: Tufts University P.O. Box 3306, Boston, MA 02241-3306 (Checks payable to The Fletcher School, Tufts University)

Please contact me if you have any questions.
Thanks in advance!

Name & Class Yr
Phone and/or email
“No Answer” Voicemail Message Sample

“Good evening _____, this is _____, your classmate from Fletcher.

I’m calling to _____ encourage you to attend Reunion Weekend, May 16-17, and to ask for your support for The Fletcher Fund.

I am sorry we aren’t able to connect by phone.

Your participation in the annual fund is critical to Fletcher’s success and your participation will help show our class spirit on the occasion of our Xth Reunion.

I would welcome the opportunity to talk further so please don’t hesitate to call me back at xxx-xxx-xxxx. Thank you again and I hope to see you in May!”

************************************************************************************
Responding to Questions & Concerns

Below are some common questions you may hear and responses you may find useful when speaking with your contacts. If you are asked a question and for which you are unsure of the answer, it’s okay to say that you don’t know and that you will get back to them with an answer. Your staff liaison will be happy to help you or speak with your contact.

How does the endowment work? If Tufts has a sizable endowment, why do they need my annual gift?
The endowment is a collection of gifts that are permanently invested for Tufts’ long-term financial health. As interest is earned, a portion of the interest is spent on designated projects, such as particular professorships or programs, and the rest is reinvested to keep the base growing. In most cases, the principal is restricted from ever being spent. While the endowment provides important resources for the university, it cannot cover the operating costs of the university, such as financial aid, faculty salaries, athletic and artistic programs, and extracurricular activities—that is where annual dollars are essential.

Doesn’t tuition cover everything?
Tuition alone does not fully support the cost of a student’s education. Tuition only covers a portion, even for those who do not receive financial aid, of the comprehensive cost to educate a Fletcher student. The remainder is funded by generous support from alumni, parents, and friends. The generosity of alumni who came before us subsidized our Fletcher experience – now it’s our turn to make this education possible for others.

I can’t afford it/I’m still paying back loans/I just had a baby/I’m in between jobs/I’m retired or on a fixed income.
Everyone’s circumstances are different. These are all valid reasons for reducing one’s level of giving. I hope you’ll consider making a gift at a level that is comfortable to you because your participation is what matters most. Corporations and foundations view participation as a measure of alumni satisfaction when awarding grants and contracts to the university, and publications evaluate it when compiling collegiate survey rankings. A gift of any size makes a difference and is appreciated.

I cannot give right now.
If now isn’t a good time, you are welcome to make a pledge and fulfill it anytime between now and June 30 to be counted as a donor this fiscal year. You will be sent pledge reminders in the mail periodically. Is that timeframe comfortable for you?

I only hear from Fletcher when they want money.
Fletcher definitely needs your support, but Fletcher also wants to keep you informed about and engaged with the university. Fletcher has many alumni publications that can keep you up-to-date. Do you receive Fletcher News and do they have your email address? Fletcher wants to keep you informed, but they also need your support.
Responding to Questions & Concerns continued

Fletcher/Tufts doesn’t need my money. I’d rather give to my local charitable organization. Fletcher is proud that serving local communities and supporting great causes throughout the world are traditions of its alumni. We encourage every classmate to continue to support these worthy causes, which very often are right in line with innovative work in progress at Fletcher. Fletcher students are also committed to serving their community and the world around them. Investing in Fletcher students is one of the best ways to ensure great returns both on and off our campuses. What causes are you interested in? Maybe there is an area at Fletcher that aligns with your priorities.

I will not give because of a particular Fletcher/Tufts policy or issue. Be a good listener and let your contact voice his/her concern. Depending on the issue, it may be wise to close the call. If you are asked for your own opinion, use your best judgment and try to ‘own’ your answer with, “It’s been my experience that…..” and do not argue with your contact. Note specific requests for follow-up and pass along to your staff liaison. If possible, remind your contact that annual gifts benefit current students and faculty – choosing not to support Fletcher/Tufts affects them most.

I just sent my gift. That’s wonderful - thank you! I’ll let the staff know to keep an eye out for it. Thanks so much for supporting Fletcher.
Reunion Call Notes
University Resources
Contact Information at Fletcher

Address:
The Office of Development and Alumni Relations
160 Packard Avenue
Medford, MA  02155
+1.617.627.2372
Fax: +1.617.627.3659
Email: caroline.caldwell@tufts.edu

<table>
<thead>
<tr>
<th>Team Name</th>
<th>Phone</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Caroline Caldwell, Assistant</td>
<td>+1.617.627.2372</td>
<td><a href="mailto:caroline.caldwell@tufts.edu">caroline.caldwell@tufts.edu</a></td>
</tr>
<tr>
<td>Director, Reunion Programs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bronwyn McCarty, Associate</td>
<td>+1.617.627.5441</td>
<td><a href="mailto:bronwyn.mccarty@tufts.edu">bronwyn.mccarty@tufts.edu</a></td>
</tr>
<tr>
<td>Director, The Fletcher Fund</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jennifer Weingarden Lowrey,</td>
<td>+1.617.627.2720</td>
<td><a href="mailto:jennifer.weingarden_lowrey@tufts.edu">jennifer.weingarden_lowrey@tufts.edu</a></td>
</tr>
<tr>
<td>Senior Director, Development and</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Alumni Relations</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Other Departments of Interest:

<table>
<thead>
<tr>
<th>Department Name</th>
<th>Phone</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Admissions</td>
<td>+1.617.627.2410</td>
<td><a href="mailto:laurie.hurley@tufts.edu">laurie.hurley@tufts.edu</a></td>
</tr>
<tr>
<td>Career Services</td>
<td>+1.617.627.3060</td>
<td><a href="mailto:fletcherocs@tufts.edu">fletcherocs@tufts.edu</a></td>
</tr>
</tbody>
</table>
Useful Links & Resources

tufts.edu
homepage for the university with general ‘Get to Know Tufts’ information, events calendar, links to each schools’ sites, recent news and much more

giving.tufts.edu
online gift form and information on financial support of Tufts and the Beyond Boundaries campaign

now.tufts.edu
source for news and features on Tufts and its community of students, faculty, staff and alumni – primary topic areas are Arts & Culture, Campus Life, Health & Science

alumniconnections.com
Tufts Online Community, a free service of online services for alumni

tuftsalumni.org/socialnetworks
listing of Tufts’ social networks on Facebook, Twitter, You Tube and Linked In

Professional/Graduate School homepages:

  Graduate School of Arts & Sciences:  gs.as.tufts.edu
  Cummings/Veterinary:  tufts.edu/vet
  Dental:  dental.tufts.edu
  Engineering:  engineering.tufts.edu
  Friedman / Nutrition:  nutrition.tufts.edu
  Medical:  tufts.edu/med/
  Sackler / Biomedical Sciences:  sackler.tufts.edu