
ESPECIALLY FOR
FUND-RAISING VOLUNTEERS

MAKING THE CASE FOR
ANNUAL GIVING

2010–2011

WELLESLEY COLLEGE



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THE CASE FOR ANNUAL GIVING

The most valuable gifts to Wellesley College are unrestricted gifts.

Every year, Wellesley faces a budget-balancing act, as do all colleges. While the College is committed to holding down the rate of tuition increases, it also pledges to maintain the highest standards of educational excellence.

Tuition and endowment income are the College's main sources of operating revenue, yet cover only part of the expense it takes to operate Wellesley College. Annual gifts provide critically needed support to help bridge the gap.

Unrestricted contributions to Annual Giving are immediately expendable resources that help meet the College's current operational expenses. These gifts go to work immediately to support or enhance core programs, pay for scholarships, faculty salaries, new books, and upkeep of the campus.

This is why your efforts in seeking unrestricted gifts are so important.

The Case for Participation

The number of Wellesley's alumnae who make gifts each year determines our participation rate. We focus on participation because:

- There is strength in numbers—many gifts add up to a large sum each year.
- A high participation rate signals alumnae satisfaction with the institution and continued support of its mission.
- Foundations and corporations from whom we seek grants view annual alumnae giving as an indicator of a healthy institution worthy of additional support.
- College-ranking reports in magazines and other media examine alumnae participation rates when compiling their lists.

Every gift—no matter the size—makes a difference!

Reunion Giving

Reunion is a time when many alumnae reflect upon their Wellesley experience and the ways in which being a “Wellesley woman” has made a difference in their lives. Many alumnae find that making a special reunion gift is a way to celebrate both Wellesley and their reunion. We encourage alumnae to stretch their giving in their reunion year—especially the milestone 10th, 25th, 40th, and 50th reunions.

VOLUNTEER JOB DESCRIPTIONS

Annual Giving Representative (AGR)

Five-year term; elected by the class at reunion as part of the slate of officers.

- Lead by example. Make your own gift before asking others to do the same.
- Recruit and manage a team of Annual Giving Assistant Representatives (AGAs) to solicit and thank classmates.
- With Annual Giving staff liaison, help determine annual participation and dollar goals for the class.
- Develop and implement strategies to achieve those goals.
- Solicit gifts, particularly unrestricted gifts and contributions for financial aid.
- Assist in personalization of Annual Giving appeals.
- Contribute to class newsletters in cooperation with the other class officers. Coordinate class mailings with College mailings.
- Recruit Special Gifts Chair (usually in third year).
- Attend Alumnae Leadership Council (ALC) in the first and fourth years of term.
- Report the results of reunion giving at the reunion weekend class meeting.

Annual Giving Assistant Representative (AGA)

Varied term, serves until the class reunion; selected by the Annual Giving Representative.

- Lead by example. Make your own gift before asking others to do the same.
- Contact classmates assigned to you to encourage participation each year.
- Thank donors for their gifts.

Special Gifts Chair

Serves for two or three years leading up to reunion; selected by the Annual Giving Representative and the Annual Giving staff liaison.

- Lead by example. Make your own Durant Society gift each year.
- Recruit a team of special gifts solicitors to approach prospects in the Durant Society range.
- With Annual Giving staff liaison, help to identify special gifts prospects and to determine appropriate ask amounts.
- Assign each special gifts prospect to the appropriate special gifts solicitor.
- Assist with the personalization of appeals to special gifts prospects.
- Help cultivate special gifts prospects and implement strategies for their solicitation.

- Solicit and thank committee members and selected classmates for Durant Society gifts.
- Attend Alumnae Leadership Council (ALC) in the fourth year of the reunion cycle.

Special Gifts Committee Member

Serves for one or two years leading up to reunion; selected by the Special Gifts Chair.

- Lead by example. Make your own Durant Society gift before asking others to do the same.
- Help connect classmates to the College and solicit them for gifts in the Durant Society range.
- Thank donors for their gifts.

Class Planned Giving Chair

Varied term; recruited by Office of Planned Giving in conjunction with the Annual Giving Representative and/or other elected class officers as appropriate.

- Promote awareness among classmates of the benefits of life income gifts both to themselves and to Wellesley.
- Advocate for the importance of bequests to the College and the value of financial and estate planning.
- Thank classmates who inquire about or make planned gifts.
- Work with Planned Giving Office to create appropriate letters to accompany the annual Planned Giving mailing.
- Work with the Annual Giving Representative to plan class fund-raising strategy.
- Act as a Planned Giving resource for alumnae by referring any questions or inquiries to the Office of Planned Giving for follow-up.

Annual Giving Committee Member

Three-year term; selected by the Chair of Annual Giving.

- The Annual Giving Committee assists the Chair of Annual Giving, the Durant Society Chair, and Annual Giving staff on plans, priorities, and policies of the Annual Giving program. Members provide contact between the College and major Annual Giving supporters and volunteers. They also promote annual gifts to Wellesley through active donor engagement, solicitation, and stewardship.
- Lead by example. Make your own gift at the highest possible level each year.
- Identify and qualify prospects.
- Encourage and support Annual Giving fund-raising volunteers (e.g. Annual Giving Representatives, Special Gifts Chairs, Annual Giving Assistant Representatives).
- Promote Annual Giving and the importance of current-use support.

FUND-RAISING TIPS AND TECHNIQUES

Few people will give without being asked.

Success comes from preparation, enthusiasm, patience, persistence, and a positive attitude.

Asking for a gift is easier than it seems. Relax. A phone call is a chance to share common interests in Wellesley with another alumna. You are giving her an opportunity to participate in a high-grade investment, an opportunity you can be proud to present to her.

You are asking for money for Wellesley, not for yourself. You are inviting a fellow alumna to join you in supporting something you know is worthwhile.

Increased involvement leads to increased giving. Feel free to recruit volunteers when you need assistance. Encourage friends to attend Wellesley events. Greater involvement with Wellesley often leads to increased financial commitment and overall satisfaction.

Recent-Frequent-Generous. The best donors are those who have given recently, consistently, and generously. Continue to cultivate them; they are the easiest to upgrade. They also can be your best assistants for soliciting other donors.

Aim high. If an ask amount is not suggested by your Annual Giving staff liaison, look at the donor's giving history and ask for an amount that is high enough to challenge your prospect. Most people know how much they can afford to commit and will not be offended when asked for a stretch gift.

Touch their hearts. Gifts are based both on reason and emotion. The gift amount might come from the mind, but the actual giving comes from the heart. Focusing on genuine matters that touch an alumna's heart might motivate her to give.

"Thank you" is a powerful phrase. Regardless of the outcome, always thank the alumna for taking time to talk with you. Her experience with the interaction can reflect positively on Wellesley and could very well be a deciding factor in a future gift.

HOW TO MAKE A GIFT

Gifts by Check

Checks should be made payable to Wellesley College and mailed to the following address:

Wellesley College
Attention: Development Services
106 Central Street
Wellesley, MA 02481

Gifts by Credit Card

The relative ease of making a credit card gift has made this a popular method of giving.

Donors may use the secure online giving Web site www.wellesley.edu/Resources

Donors may send credit card information (name as it appears on the card, credit card number, date of expiration, gift amount) to the College address, or give the information to a volunteer who will pass it on to the Annual Giving Office. MasterCard, VISA, and American Express cards are accepted.

Donors may also call the Annual Giving Office toll-free at (800) 358-3543, and give their credit card information over the phone.

Gifts of Securities (stocks, bonds, mutual funds)

Donating appreciated securities that donors have owned for more than a year could entitle them to an income-tax deduction for the full, fair-market-value of the gift and avoidance of federal capital-gains tax on the transfer. For more information on outright gifts of securities visit our Web site or contact Wellesley's Securities Administrator at (781) 283-2652.

Corporate Matching Gifts

Gifts from corporations with matching gift programs are a vital addition to annual support. An employee, retired employee, spouse, or partner generates these gifts. Usually the donor must obtain a matching gift form from the company's personnel or employee benefits office and forward it to Wellesley along with the gift. We credit matching gifts to the donor's class and count them toward Durant Society membership.

When appropriate, urge each prospect to investigate her employer's matching-gift policies and to follow through early in the fiscal year.

Life Income Gifts

Also known as "Planned" or "Deferred Gifts," these provide lifetime income to the donor or another beneficiary, upon whose death Wellesley can use the gift principal. Life income gift donors receive donor and class credit for the IRS remainder value of the gift at the time it is made. For more information on life income gifts, contact the Planned Giving Office at (800) 253-8916.

MAKING THE CALL: STEPS TO SUCCESSFUL SOLICITATION CONVERSATIONS

Preparation—Before a Call:

Think about what motivates you to support Wellesley with your gifts and your time. Remind yourself of your favorite Wellesley memories or the reasons why you chose to attend Wellesley. Be prepared to say why you are committed to Wellesley and why you make your gifts every year.

Make your own gift or pledge before you start calling. Asking a classmate for her support is much easier to do when you have made your own commitment first. “Join me” is powerful language.

Read the information in your packet. Familiarize yourself with the giving history of your classmate and/or fellow alumna; know the ask amount.

Discuss ways to “make the ask” with your Annual Giving staff liaison and/or your fellow committee members.

Conversation—During Your Call:

Connect. If your prospect is someone you know, tell her you are volunteering for the special gifts or participation efforts for your class and that you want to talk with her about her gift this year. You could mention the most recent appeal:

“I know you received a letter from Katie. I’m calling tonight to talk with you about Wellesley and discuss the opportunity for you to make a gift that counts toward our class. Is now a good time?”

If your prospect is someone whom you don’t know well, introduce yourself as a Wellesley alumna calling on behalf of the College and your reunion. Thank her for any past support. Encourage her to attend reunion.

“Susie, this is Linda Jones, your classmate from Wellesley. I am calling on behalf of our Special Gifts Committee to talk with you about our class’s reunion gift. Is now a good time for you?”

If the time is not good, make an appointment for a time when she will be available (whether at home or at work) and can focus on a quality conversation.

“Would next Wednesday evening be good for you? I can call you after 8pm when your children are asleep/after you’ve finished dinner/after you’ve returned from the gym....”

Ask for a specific amount. We know that larger gifts are secured when a specific amount is suggested. Ask for the amount indicated on the call sheet. For example:

“In honor of our reunion this year, I hope you will consider making a gift of \$XX to support Wellesley.”

or:

“I hope you will join me in making an increased reunion gift this year of \$XX in honor of our upcoming XXth reunion.”

Wait for her response. Once you have directly requested her support, sit back and wait. Let her think about your request and let her be the next person to speak.

Stay positive. Don’t be apologetic when introducing the ask amount as that might minimize the importance of the gift. She might be very willing to give the amount you suggest or she might need some time to think about her decision. If she says:

“I’d like to think about it.”

respond with:

“That’s fine. I’m glad that you will give it serious consideration. May I answer any questions for you or address any concerns?”

Acknowledge and deal with objections. An alumna expressing concerns is often saying “Tell me more...I’m not convinced yet,” not saying “no.” If the topic is something you are equipped to explain, talk about it. If it is something you cannot address, ask her if you could be in touch with Wellesley and find the answers for her. The next step is to call your Annual Giving staff liaison to ask for assistance.

Consider negotiating the amount of her gift if she says that she cannot give the amount you suggested. A phrase that might help a donor think about how generous she can be is, “You have been a loyal \$500 donor for three years. What would be an acceptable stretch gift for you during this reunion year?”

Help the alumna understand that her support is crucial to Wellesley. Regardless of the size of the gift, the alumna should feel good about giving to Wellesley.

Completion:

Take the necessary steps to accommodate a prospect’s consideration of your request. If she says:

“Yes.” Thank her and share the various ways available to make her gift.

“Maybe.” Inform her of the ways to make a gift and stress the importance of participation.

“No.” Ask if she might consider a smaller, participation-level gift to be a part of the overall effort.

“I already sent in my gift.” Thank her for her support.

Verify her contact information, including her e-mail address(es), from the information printed on the call sheet.

Ask if she or her spouse/partner works for a matching gift company. Suggest she contact the company's human resources office to learn how to obtain a matching gift for Wellesley.

Explain follow-up. If your classmate makes a pledge, explain that she will receive a pledge reminder and gift envelope from the College. All gifts must be paid by June 30, the end of our fiscal year.

Communicate the call results to your staff liaison in the Annual Giving office. You can call, mail, fax, or e-mail the results in to your Annual Giving staff member. If a specific pledge has been made, timeliness is especially important so that we may pull her name from the next mailing and not send extraneous appeals.

Write a thank-you note. Thanking classmates is one of your most important responsibilities. Your note of appreciation could be the first step in encouraging her future support of the College. Even if your classmate chooses not to make a gift, thanking her for her time and her thoughtful consideration of giving will end the experience on a positive note for both of you.

Note: Our work focuses on unrestricted giving. Donors to any of the Friends groups (Art, Athletics, Horticulture, and/or the Library), any religious life program, and/or the Centers for Women do not require an additional note from you.

**GIVING OPPORTUNITIES:
PRESIDENT'S CIRCLE DEFINED OPPORTUNITIES FOR
ANNUAL GIFTS OF \$10,000 OR MORE**

Unrestricted

Gives Wellesley the discretionary ability to meet its most pressing institutional needs and act on new initiatives throughout the year.

Financial Aid and the Annual Giving Scholars Program

Ensures the best and brightest students may come to Wellesley, regardless of need. A gift of \$10,000 or more provides a one-year scholarship to a talented and deserving student with financial need. A gift of \$25,000 or more allows the donor to state a preference for a student pursuing a specific area of study or a student from a particular region of the country. In each case, the student receives the scholarship in the donor's name.

Endowed Fund/Named Fund

A permanent fund within the College's endowment that is named for an individual or group. Such funds are established with gifts of at least \$100,000.

DONOR RECOGNITION

The Durant Society

The Durant Society honors alumnae, parents, and friends who have been especially generous to Wellesley. Membership qualifications are based on the total of an individual’s personal gifts and anticipated corporate matching gifts within a single fiscal year.

All gifts, unrestricted or not, qualify a donor for the Durant Society. Planned gifts are recognized at the remainder value.

Annual Membership Levels:

President’s Circle	
President’s Partner.....	\$50,000+
Benefactor	\$25,000-\$49,999
Sponsor	\$10,000-\$24,999
Dean’s Circle	\$5,000-\$9,999
Member	\$2,500-\$4,999
Young Durant, 6 th year out through 10 th Reunion	\$1,000-\$2,499
Young Durant, 1 st year out through 5 th Reunion	\$500-\$999

Benefits of Durant Society Membership

Durant Society Member:

- Invitation to Durant Reception with President Bottomly during your Reunion
- Subscription to Durant Society eNewsletter

Dean’s Circle:

- All benefits already listed
- Invitation to special regional receptions with President Bottomly and other College leadership
- Latest academic and student news from one of the Deans each semester via conference call

President’s Circle:

- All benefits already listed
- Book/CD by Wellesley faculty or students
- Invitation to Ruhlman and Tanner Conferences
- Participation in an annual State of the College discussion with President Bottomly via conference call

President’s Circle Benefactor:

- All benefits already listed
- Invitation to Durant Luncheon with President Bottomly during your Reunion

President’s Circle Partner:

- All benefits already listed
- Personal update on the College from President Bottomly through a visit or phone call

GOLD Circle

In addition to the Durant Society, the GOLD Circle was formed to recognize other meaningful gifts from Wellesley's "Graduates of the Last Decades." Membership qualifications are based on the total of an individual's personal gifts and anticipated corporate matching gifts within a single fiscal year.

Membership Levels:

6th – 10th Reunion: \$250 and above

1st – 5th Reunion: \$100 and above

The Tower Society

The Tower Society recognizes those who support Wellesley through planned gifts, including life income gifts, bequests, life insurance gifts, and gifts of retirement plan assets. For more information, please contact the Planned Giving Office at (800) 253-8916.

CALENDAR FOR THE FIRST THROUGH THE FOURTH YEARS OF THE REUNION CYCLE

Annual Giving Appeal(s): Brochure or letter mailed from the College quarterly to all solicitable alumnae who are nondonors at the time of the mailing.

Alumnae Leadership Council (ALC): Training weekend attended by volunteers in the first and fourth years of their reunion cycle.

Report of Giving (ROG): Secure online reports showing the gift activity of assigned classmates; hard copies will be mailed five times a year (November, February, April, May, and mid-July) to volunteers without internet access.

September	Annual Giving Appeal #1 Student Phonathon begins and runs throughout the year
October	Family and Friends Weekend ALC: Attended by new AGRs in the first year and AGRs and SG Chairs in the fourth year of their reunion cycle
November	Annual Giving Appeal #2 First year: AGRs begin recruiting AGAs Fourth year: SG Chairs begin recruiting committee members Pledge reminders from the College sent to all alumnae with outstanding pledges Volunteers send thank-you notes to any of their assigned classmates who are now donors
December	E-mail solicitation to nondonors with calendar year-end pattern of giving
February	Annual Giving Appeal #3 Student Phonathon resumes
March	Pledge reminders mailed from the College to all alumnae with outstanding pledges AGRs and AGAs contact SYBUNTs to encourage renewal Fourth year: SG Committees conduct screenings to identify and select special gifts prospects
April	AGRs and AGAs contact LYBUNTs with emphasis on retention Volunteers continue to thank donors AGR, SG Chair, and AG staff liaison develop table of gifts, finalize goals, and determine solicitation assignments

May	Annual Giving Appeal #4 (last of the fiscal year)
June	LYBUNT postcards E-mail solicitations to all nondonors Final pledge reminders mailed Fiscal year ends June 30 th : All checks must be dated and envelopes postmarked by June 30 th to count in totals
Mid-July	Volunteers send final thank-you notes to donors

CALENDAR FOR THE REUNION YEAR

Annual Giving Appeal(s): Brochure or letter mailed from the College to all solicitable alumnae who are nondonors at the time of the mailing.

Alumnae Leadership Council (ALC): Training weekend by volunteers in fifth year of their reunion cycle. (optional)

Class letters: Reunion classes receive two (fall and late-winter) class-specific solicitation letters from either their Annual Giving Rep (AGR) or Special Gifts (SG) Chair, in addition to Annual Giving appeals.

Report of Giving (ROG): Secure online reports showing the gift activity of your assigned classmates; hard copies will be mailed five times a year (November, February, April, May and mid-July) to volunteers without internet access.

September	<p>Annual Giving Appeal #1</p> <p>Student Phonathon begins and runs throughout the year</p> <p>First draft of Class Letter #1 sent to AGRs and SG Chairs</p>
October	<p>Reunion class letters</p> <p>Reunion class volunteers receive their solicitation packets and begin soliciting their prospects</p> <p>ALC: Attended by AGRs and SG Chairs in the fifth year of their reunion cycle. (optional)</p>
November	<p>Annual Giving Appeal #2</p> <p>Pledge reminders from the College sent to all alumnae with outstanding pledges</p> <p>Volunteers send thank-you notes to any of their assigned classmates who are now donors</p>
December	<p>E-mail solicitation to nondonors with calendar year-end pattern of giving</p> <p>Usual year-end donors are solicited and thanked by volunteers</p> <p>Follow-up with personal notes and call reports</p>
January	<p>Reunion AGRs and SG Chairs receive draft in preparation for February class mailing</p> <p>Assess progress when December figures become available.</p> <p>AG Chair and Durant Chair prepare letters for their respective constituencies</p> <p>Committee conference calls if necessary</p> <p>As needed, reunion classes consider challenge fund as incentive to reach goals</p>
February	<p>Reunion class letters #2</p> <p>Student Phonathon resumes</p> <p>AGR, SG Chair, and AG staff liaison discuss strategies for the second half of the year, including rearrangement of assignments and matching/challenge gifts</p>

March	<p>Pledge reminders mailed from the College to all alumnae with outstanding pledges</p> <p>SG Committee continues contacting assigned classmates who have not yet given</p> <p>AGRs and AGAs contact SYBUNTs to encourage renewal</p>
April	<p>AGRs and AGAs contact LYBUNTs with emphasis on retention</p> <p>Volunteers continue to thank donors</p> <p>SG Committee continues contacting prospects with no current FY giving</p> <p>As needed, SG Chair and staff liaison identify class donors with potential for second gifts to reach goal</p>
May	<p>Annual Giving Appeal #4</p> <p>Reminder calls to assigned classmates who have not yet paid the full amount of their FY pledge, including Durant pledges</p> <p>Final conversations with nondonor classmates</p> <p>Solicitation of nondonors registered for reunion</p>
June	<p>Celebrate Reunion</p> <p>Reunion gifts and pledge totals are announced Sunday morning at the Annual Meeting of the Alumnae Association; Milestone Reunion (10th, 25th, 40th, and 50th) AGRs and SG Chairs announce their totals and the AG Chair announces the remaining class totals</p> <p>LYBUNT postcards</p> <p>E-mail solicitations to all nondonors</p> <p>Final pledge reminders mailed (post-Reunion Weekend)</p> <p>Fiscal year ends June 30th: All checks must be dated and envelopes postmarked by June 30th to count in totals</p>
Mid-July	<p>Volunteers send final thank-you notes to donors</p>

GLOSSARY

Annual Giving Committee	Committee of 20-25 alumnae reviewing the plans of the Annual Giving program and providing contact between the College and major Annual Giving supporters and volunteers.
Class Gift	A gift to the College from a class treasury.
Current Donor	An alumna, parent, or friend, who makes a gift to the College—whether outright, planned, restricted, or unrestricted—during the current fiscal year (July 1–June 30). Gift credit and alumnae participation are also extended for gifts to any of the Friends groups and/or the Wellesley Centers for Women.
Current-Use Gifts	Gifts used to support current fiscal year budget needs.
Deferred Gift	A gift of cash, securities, or other assets which is not an out-right gift. It may be a bequest, a life-income gift, life insurance, or interest in real estate. Also called a <i>life income gift</i> .
Durant Society	Wellesley’s donor recognition society honoring alumnae, parents, and friends who have been especially generous to the College with their gifts of \$2,500 or more.
Endowment	Funds donated to Wellesley and invested by the College in order to generate income used to support current operations. Such funds are often designated for a specific purpose (such as financial aid or faculty salaries). The College spends only a portion of the interest earned by the Endowment.
Endowed Fund/ Named Fund	A permanent fund within the College’s endowment that is named for an individual or group. Such funds are established with gifts of at least \$100,000.
Fiscal Year	July 1–June 30. Named for the year in which June 30 th falls.
Gift Crediting Policy	See <i>reunion gift</i> .
Gifts in Kind	<p>Gifts of tangible personal property that can be used by the College (such as books, silver, antiques, or artwork).</p> <p>If the independently appraised value of the gift is \$2,500 or more, it entitles the donor to Durant Society membership and is also credited to the alumna’s class as part of its five-year reunion gift total. Also called <i>tangible gifts</i>.</p>
Leadership Gift Prospect	An alumna, parent, or friend believed to be capable of giving \$100,000 or more.

Life Income Gift	Provides income to the donor or another named beneficiary, upon whose death Wellesley can use the gift principal. Examples are: charitable gift annuities, pooled income funds, and charitable remainder trusts. Life income gift donors receive donor and class credit for the IRS remainder value of the gift at the time it is made.
LYBUNT	An acronym designating an alumna who gave Last Year But Unfortunately Not This year.
Matching Gifts	<p>Gifts from corporations with matching-gift programs, generated by an employee, retired employee, or his or her spouse.</p> <p>Usually the donor must obtain a matching-gift form from the company's personnel or employee benefits office and forward it to Wellesley along with the gift. We credit matching gifts to the donor's class and count them toward Durant Society membership.</p>
Milestone Reunion (10th, 25th, 40th, and 50th)	The 10 th , 25 th , 40 th , and 50 th reunions. Milestone reunions involve greater numbers of class fund-raising volunteers and more intensive solicitation efforts.
Participation Rate	<p>The number of alumnae donors divided by the number of alumnae who receive appeals from Wellesley.</p> <p>A class's official reunion participation rate is the rate achieved during the fiscal year of their reunion.</p>
Planned Gift	A gift of cash, securities, or other assets that is not an outright gift. It could be a bequest, a life income gift, life insurance, or interest in real estate. See also <i>life income gift</i> .
President's Circle	A membership level of the Durant Society designed to recognize annual donors of \$10,000 or more.
Restricted Gifts	Gifts designated by the donor for a specific purpose (such as scholarships, capital projects, or endowment funds).
Reunion Gift	<p>The five-year sum of all gifts credited to the class since the fiscal year of its last reunion (e.g., from July 1 following a reunion through June 30 of the next reunion cycle), including:</p> <ul style="list-style-type: none"> • all unrestricted gifts to the College • restricted gifts to Wellesley • corporate matches generated by a personal gift to the College • the remainder value of gifts to establish life income funds • the independently appraised value of tangible gifts <p>Funds not received directly by the College are not credited to a class's reunion gift total. These include gifts to clubs, class or club dues, or contributions to the Students' Aid Society.</p> <p>Bequests are not counted as part of the reunion gift total.</p>

Special Gifts Prospect	An alumna, parent, or friend believed to be able to give \$2,500 or more.
SYBUNT	An acronym designating an alumna who gave Some Year But Unfortunately Not This year.
Tangible Gifts	Gifts of personal property that can be used by the College (such as books, silver, antiques, or artwork). Such a donation can offer substantial tax advantages to the donor. If the independently appraised value of the gift is \$2,500 or more, it entitles the donor to annual Durant Society membership and is also credited to the alumna’s class as part of its five-year reunion gift total. Also called <i>gift in kind</i> .
Tower Society	The Tower Society recognizes those who support Wellesley through planned gifts, including life income gifts, bequests, life insurance gifts, and gifts of retirement plan assets.
Unrestricted Gifts	Gifts entrusted to Wellesley to decide the best use. The College uses unrestricted gifts to support the current year’s highest priorities. These gifts are vital to Wellesley’s financial strength and flexibility.

VOLUNTEER EXPENSE REIMBURSEMENT POLICY

This policy covers routine expenses directly related to Alumnae Leadership Council (ALC). **For all other significant or unusual expenses, the volunteer needs to obtain prior approval from her Resources staff liaison.**

Each delegate attending ALC will be reimbursed for her travel expenses by the appropriate class or club, or by the Alumnae Association or College, depending on her volunteer role. Please note: all requests for travel reimbursement must be submitted with original invoices, receipts, and boarding passes.

For details on reimbursement, please see:

Class Officers

Each class pays for its officers to attend ALC in the first and fifth years of its Reunion cycle. Classes also pay for the Reunion and Record Book Chairs to return to campus in the fifth year of the Reunion cycle. Class Officers should arrange for reimbursement directly with their Class treasurer. All requests for travel reimbursement must be submitted with original invoices, receipts, and boarding passes.

Attention Classes of 2005-2009: The Alumnae Association covers expenses for any invited class that has not yet had a Reunion. Reimbursement requests should be directed to Susan Lohin, Alumnae Office, Wellesley College, Wellesley, MA 02481-8203. All requests for travel reimbursement must be submitted with original invoices, receipts, and boarding passes.

Annual Giving/Planned Giving Volunteers

The Office for Resources pays for all fundraising volunteers, with the exception of Annual Giving Representatives in non-Reunion years. Reimbursement forms should be sent to your staff liaison in the Office for Resources, Wellesley College, 106 Central Street, Wellesley, MA 02481-8203. Call 781-283-2217 for more details.

Club Officers

Each club covers the travel costs for its president and/or other delegates to attend ALC. Clubs may send one delegate per 100 alumnae, to a maximum of three delegates per club. Travel expenses should be submitted to the respective club treasurer. The Alumnae Association has limited funds to assist clubs in need of financing. Requests for funding must be approved in advance by Susan Lohin at 781-283-2330 or slohin@wellesley.edu.



106 Central Street, Wellesley, MA 02481 Tel 800.358.3543 Fax 781.283.3635