Fundraising Terms

Ask Amount
This figure, listed on the materials you receive about each prospect, is the specific dollar amount we would like you to ask for when you make contact with your assigned donors.

Endowment
A college endowment is like a savings account. Colleges like Bates spend up to 5 percent of this “savings account” each year to pay for essentials like financial aid, faculty compensation, and academic programs.

Fiscal Year
The College’s fiscal year runs from July 1 to June 30.

Friends of Bates Athletics (FBA)
Athletics is an important part of the Bates experience: over half of our students participate in varsity or club sports, and nearly 9,000 alumni have played on some type of athletic team. Through financial contributions, the FBA strengthens the budgets of the varsity teams, helping those teams to become as competitive as possible. The FBA also provides an opportunity for Bates athletics enthusiasts to connect at events and gatherings. Because FBA gifts are budget-enhancing and restricted, they are not counted toward the Bates Fund.

HouseHold Giving
Household giving refers to the total amount a “household” has contributed to Bates. This is particularly important for alumni couples. Alumni couples have individual records in the Bates database, each with records of individual giving. Household giving combines each individual gift from an alumni couple into one sum. In the new online system, ask amounts are “household” ask amounts; treating the alumni couple as a philanthropic team.

LYBuNT / SYBuNT
These terms refer to a donor’s history of giving. LYBuNTs are those who gave a gift Last Year But Not This year (yet) and SYBuNTs are those who have given a gift Some Years But Not This year (yet).

Monthly Giving Program
This program offers a simple and convenient way to make regular monthly contributions to Bates that are posted to a credit card or checking account. By giving through this program, donors bypass all of the mail and postage, saving the College money that can be directed to important on-campus programs. Many donors find that they are able to give a more significant gift to Bates because their gift is divided into
manageable monthly increments.

**Mount David Society (MDS)**
This is the leadership giving society for the Bates Fund (with a minimum gift of $1855). 1855 was the year that Bates College was founded. The MDS levels for young alumni are listed below.

**BOLD (Bobcats of the Last Decade)**

- 10 years after graduation $1,855
- 9 years after graduation $ 900
- 8 years after graduation $ 800
- 7 years after graduation $ 700
- 6 years after graduation $ 600
- 5 years after graduation $ 500
- 4 years after graduation $ 400
- 3 years after graduation $ 300
- 2 years after graduation $ 200
- 1 year after graduation $ 100

For more information visit: [www.bates.edu/mount-david-society.xml](http://www.bates.edu/mount-david-society.xml).

**Participation rate**
Making sure every solicitable alumnus makes a gift is important. It shows that those who know Bates best care about its future, and that's why the percentage of alumni who give is one of the factors considered by corporations, foundations, and ranking organizations. Each gift matters because it represents a decision to show your support for Bates.

**Unrestricted Gifts (Bates Fund Gifts)**
These gifts are exactly what their name suggests: money given to Bates without restrictions on how it will be used. Donors who make unrestricted gifts have the greatest impact in enabling Bates to meet its mission because their support goes where the need is greatest--to meet the new challenges and opportunities.

**Pledge versus unspecified pledge**
If an assigned prospect makes a pledge, they have agreed to give a certain dollar amount to the College prior to the end of the fiscal year. An unspecified pledge is just as it sounds – the donor does not agree to a specific amount of money but does indicate that he/she will make a gift. Donors who make specified pledges do not receive any more solicitation letters or phone calls from the College for the rest of the fiscal year. They do, however, receive periodic pledge reminders throughout the year until the pledge is fulfilled. Those who make unspecified pledges will continue to
receive solicitation letters and may be called again.