Bates College
Class Agent
JOB DESCRIPTION

Working with the Class Agent Program co-chairs, his/her class’ Lead Agent (if applicable), and Annual Giving staff, Class Agents are responsible for soliciting a small number of prospective donors to the Bates Fund to help his/her Class achieve annual participation and dollar goals. As advocates for Bates, Agents work to strengthen relationships between the College and alumni as well as build awareness of the importance of regular, unrestricted Bates Fund giving. Volunteers serve for two years with the option to renew. Minimum annual time commitment: 12-20 hours.

CLASS AGENT RESPONSIBILITIES

- **Lead by example.** Make a gift or pledge to the Bates Fund early in the fiscal year (July 1 – June 30).

- **Make the case for Bates Fund giving.** Solicit and steward Bates Fund gifts from 10-15 assigned donors. Volunteers make most solicitations by phone and e-mail.

- **Say “Thank You.”** Write thank-you notes or e-mails to assigned donors.

- **Join in and report back.** Collaborate and report results with Annual Giving staff and Class Agent co-chairs by e-mail and through participation in 4-6 annual conference calls.

- **Engage.** Attend regional or on-campus Bates events — especially Class Agent meetings and donor events — whenever possible.

BATES FUND STAFF RESPONSIBILITIES

- **Provide volunteers training** through periodic conference calls, printed and electronic communications, and individual meetings and phone calls. Prepare materials for volunteers to solicit prospective donors, including talking points and biographical information.

- **Communicate regularly with Class Agents** regarding the progress of the Bates Fund overall—fundraising data and trends, successes, challenges, and forecasts—as well as current events at and future plans for Bates through conference calls and regular e-mail updates. Update volunteers on gifts received from assigned donors.

WHY IT MATTERS

The Bates Fund helps to make up the $14,000+ difference between the comprehensive fee and the actual cost of educating each Bates student. Bates and nearly all of its peer schools depend on tuition revenue, endowment spending, and annual fund / current-use gifts to cover operating costs. While Bates stretches its resources through superb planning and careful spending (and has one of the lowest operating budgets in its peer group) it continues to compete with colleges that have much deeper pockets. Bates must simultaneously multiply its endowment through fundraising and wise investment strategies and build its annual fund (Bates Fund) to maintain a competitive budget and comprehensive fee charge. Indeed, the Bates Fund is a life blood of sorts, helping to keep Bates in the game. We need volunteers to make “peer-to-peer” solicitations to increase annual participation levels and raise the sights of potential donors in order to sustain the essentials of a Bates education and position Bates for future success.