

REUNION GIFT VOLUNTEER

Description

The Tepper School of Business maintains a tradition of reunion giving that has evolved into a robust and successful program that engages MBA reunion classes in fundraising campaigns every five years. Reunion campaigns provide essential support and resources to the Tepper School, primarily supporting areas of greatest need within the school and MBA fellowships. Classes celebrating their 1st, and 5th through 50th reunion will each have an active reunion campaign, represented by a gift committee made up of 3 or more alumni from that class. Committees should include both consistent and generous donors to the School.

Time Commitment

Generally, committee members will spend an average of 1-2 hours per month on various volunteer activities from July – April.

- 30 minutes – 1 hour per month on committee calls/emails
- 1 hour per month on peer to peer outreach

Duties/Expectations of Service

Committee Recruitment: Committee members may be asked to help recruit additional volunteers.

Goal Setting: Your Tepper School liaison will request input on initial participation and/or dollar goals for your class.

Signatory Duties: Committee members will serve as signatories on reunion campaign communications. Your Tepper School liaison will draft these communications, and committee members will review the text and, if desired, personalize the messaging.

Classmate Outreach: Contact a self-selected group of classmates to inspire their participation in the class reunion campaign. Volunteers must sign a confidentiality agreement before accessing classmate contact information.

Matching Gifts and Challenges: Matches and challenges are not required, however they are impactful. We encourage committees to explore these as opportunities.

Committee Goals

- Achieve participation and/or dollar goals by the end of CMU's fiscal year (June 30)
- Unite classmates around a common philanthropic goal
- Encourage new donors and increased support from current donors

Office of Advancement Support

Your Tepper School Annual Giving liaison will provide you with necessary support during your reunion campaign. Your liaison will:

- Recruit initial committee members
- Provide data for goal setting and offer recommendations
- Coordinate committee communication (calls, emails, etc.)
- Draft mass communications to class
- Share volunteer resources
- Manage gift tracking through google sheets and class crowdfunding pages
- Provide campaign progress updates to committee throughout year
- Share class lists