Thank you for volunteering!

As class agents you are one of the most important connections back to the Mount for your classmates. By reaching out to them, you are showing your love for the Mount and creating a bond that will last for years to come. Your outreach with your classmates is essential for us to keep alumni informed and engaged. On behalf of all of us at the Mount, thank you!
Partnering with The Mount

Fundraising for The Mount is a partnership between the University's Alumni Engagement staff and our alumni volunteers. As a class agent, you play an essential role in that partnership.

We rely on class agents for two important things.

Communicate with your classmates. Keep them informed and engaged about things happening on campus, university updates, and information on the NAA

Encourage your classmates to make a gift to the Mount. Express to your classmates how important their support is to current and future students.
YOUR ROLE: Get in touch with your classmates! Use the contact information provided. Make it personal, you want your classmates to feel a strong sense of connection with the Mount!

- Create a Facebook page and start adding classmates! See if there is already a class page started before creating a new one.
- Find “Lost” classmates.
- Share updates about the University throughout the year! We will keep you up-to-date.
- Use social media to build community by sharing pictures, reminiscing, posting surveys and promoting the Mount!
STEP TWO: Ask for support

YOUR ROLE: Help your classmates understand the importance of giving to the Mount and the impact of alumni participation.

• Lead by example: Make your gift to the Mount early in the fiscal year. The fiscal year runs from July 1–June 30.
• Choose 15-20 classmates to personally ask for their support and let us know who you choose.
• Provide feedback on your progress, questions from your classmates and updated contact information.
• Remember, participation matters! A gift of even $5 has an impact on the Mount.
• Thank everyone who makes a gift!
How Will We Help You?

- Ensure volunteers get the information they need to connect with classmates.
- Support your social media outreach.
- Keep in constant contact with alumni by sharing updates and encouraging them to support the Mount.
- Provide time to speak with our class agents to help them with the planning of their fundraising plan.
- Work with volunteers to develop and execute an outreach and fundraising plan.
Why Your Gift Matters
by the numbers from fiscal year 2018

$881,108.86
Raised for the Mount Annual Fund

$388
Amount of the average individual gift to the Mount Annual Fund

$22,000
The average amount of financial aid awarded per student

2,269
THE NUMBER OF DONORS
(Alumni, parents, faculty, staff, and friends) to the Mount Annual Fund

18%
Mount St. Mary’s University Alumni Participation rate
What Does Your Gift Support?

“Every gift, no matter the size, makes a difference.”

The Mount Annual Fund

Each year, the Mount Annual Fund supports many important financial initiatives, such as attracting and maintaining top-notch faculty, creating new and innovative curricula and programs and offering scholarships to deserving students.

The generosity of alumni, parents and friends is crucial in assisting with the immediate needs of the university. Your gift ensures that these imperative initiatives remain possible. By giving to the Mount Annual Fund you are encouraging students to continue to lead lives of significance. Please consider the Mount Annual Fund as one of your top charitable priorities this year.
Athletics

There are two ways to give to athletics at the Mount:

The Mount Club: An annual fundraising program focused on the Mount's varsity athletic programs that works to secure restricted and unrestricted gifts, gifts for capital projects, scholarships and endowments. Money raised through this annual fund supports athletic department infrastructure, coaching salaries, enhanced recruitment, equipment upgrades, technology and team competition travel.

Specific athletic program support: You can designate your gift to the athletic program of your choice. Below is a list of sports that you can support.

- Women’s Basketball
- Women’s Bowling
- Women’s Cross Country
- Women’s Golf
- Women’s Lacrosse
- Women’s Rugby
- Women’s Soccer
- Women’s Softball
- Women’s Swimming & Diving
- Women’s Tennis
- Women’s Track & Field
- Men’s Baseball
- Men’s Basketball
- Men’s Cross Country
- Men’s Golf
- Men’s Lacrosse
- Men’s Soccer
- Men’s Swimming & Diving
- Men’s Tennis
- Men’s Track & Field
Ways to Give to The Mount

Give Stock/Securities

Giving appreciated securities is a convenient way to support the Mount while gaining tax advantages. More information on transferring stocks can be found at www.msmary.edu/give-to-the-mount/securities.html

Planned Giving

You can include the Mount in your estate plans and become a member of the 1808 Legacy Society. This creates a lasting legacy of generosity. More information on planned giving can be found at www.msmary.edu/plannedgiving
Recurring Gifts

Alumni are able to set up a recurring gift online. Payments can be made monthly, quarterly, semi-annually or annually. This option is an easy way to increase the size of your gift while making smaller payments. To make a recurring gift to the Mount visit our secure server at www.msmary.edu/give and select, “Set Up a Recurring Gift.”

Corporate Matching Gifts

Many employers will match charitable contributions made by their employees. Sometimes, companies will double or triple their employee’s contribution! You can visit www.matchinggifts.com/msmary to find out if your employer will match your gift.

Alumni can give online at anytime by visiting www.msmary.edu/give
How to Ask for Support

1. Introduce Yourself
Let your classmate know who you are. Ask them how they are and what they have been up to since graduation.

2. Update Them
Tell them about exciting things that are happening at the Mount. Whether it be sports, academic programs, or new renovations to campus.

3. Tell Them Why You Are Calling
Explain that you are calling to ask for their contribution to the Mount. Talk to them about why you made your gift.

4. Why Does The Mount Need Their Support
Remind them that most students receive some form of financial aid from the Mount and that without alumni contributions that would not be possible.

5. The Ask
Ask for your classmates support, use the suggested ask amount that is provided by the Office of Alumni Engagement.

6. Say Thanks
Whether they made a gift or not, thank your classmate for taking the time to speak to you and for their consideration.
Other Tips & Tricks

- Email and texting are good. **Calling is better.** **Face-to-face is the best.**
- **Lead by example.** Make your gift before reaching out to your classmates. You can then ask them to join you in supporting the Mount.
- Show that you are **MountProud.** Share your love for the Mount and your reasons for contributing.
- **Stay relaxed.** Reaching out can be nerve wracking, but the more calm you are the more relaxed your classmates will be.
- Make sure your classmates are aware of our fiscal year. **Our fiscal year runs from July 1-June 30.**
- **Ask Why.** If a classmate says “no” to giving it is important to find out why and to share that with us. It could be a financial struggle or a concern they have with the university. All of this information helps us to improve in the future.
- **Thank you.** It is very important to thank everyone that you speak with. We can provide you with thank you cards.
- **Talk to us.** The Alumni Engagement staff is here to help you with any questions or concerns. Keep us up to date on your progress, any problems you encounter, and share your successes with us!
Class Agent Checklist

January:
☐ Confirm you received your class list.
☐ Invite other Mount friends to join you in being a class agent.
☐ Begin adding and interacting with classmates on the class Facebook page.

February:
☐ If you haven’t already, make your gift!
☐ Select classmate assignments and prepare to solicit assigned classmates via email, phone or individual letters.
☐ Create and mail/email class agent letter to the alumni office. Work with other class agents in your class to create a cohesive letter.

March:
☐ Spread the word about One Mount, One Day!
☐ Receive an updated list of assigned classmates who have not given.
☐ Begin reaching out!

April:
☐ One Mount, One Day is in April!

June:
☐ Receive an updated list and make final calls before June 30 when the fiscal year ends.
Keep in Touch With Us

(301) 447-5362
alumni@msmary.edu
16300 Old Emmitsburg Rd.
Emmitsburg, MD 21727

Social Media:
@MSMUAlumni
Facebook
Instagram
Snapchat
Twitter
LinkedIn