



GENESEO **CREW** ALUMNI

Class Agent Guide

2014-2015

GENESEO

# Welcome and thank you for volunteering as a Crew class agent!

Geneseo Crew Club could not be successful  
without the hard work of our outstanding  
volunteers.

As fellow volunteers, we take an active role in  
helping the Club attract the support necessary  
to provide the best possible experience for  
both current rowers and our alumni.

I am here to help you, so please don't hesitate  
to contact me with any questions or feedback!



Paige LaBarr '14 Class Leadership Chair  
PaigeLaBarr@Gmail.com





# We Need You!

## Class Agents are essential to the Crew.

Your efforts are central to achieving our ambitious engagement, participation and dollar goals.

## Our Goals

### Crew Class Agent Goals

**Contact** 20-30 classmates  
**Increase** Crew participation by 50 percentage points.

### Annual Giving Goals

**\$15,000** from alumni, parents and friends.  
**125** alumni donors.

## Your Role

You serve as a primary contact between the Crew and your classmates. Together we strive to increase alumni giving and event participation and to keep classmates connected to each other and the Crew.

## Responsibilities

**Lead** by example: make your gift early in the academic year before you reach out to others to be generous.

**Attend** Geneseo Crew Alumni events and encourage classmates to join you!

**Contact** 20-30 classmates about attending races or Geneseo Crew Alumni events, attending reunions and making a gift.

**Share** Geneseo news with your classmates.

**Relay** feedback from classmates to the Crew Club and its Executive Board.

**Thank** those who make a gift! Every gift deserves a personal thank you.



# Every Gift Counts!



## Participation Really Matters!

State funding of Geneseo's operating budget is less than 15%. Experiences like the Crew Club truly rely entirely on the support of alumni, parents and community members—the kinds of margin of excellence experiences that make Geneseo so special.

### Why is Every Gift Important?

1. Donations impact nearly every part of the Club. Gifts to Geneseo Crew:
  - Support new rowing shells and equipment,
  - Fund the Spring training trip,
  - Provide for travel expenses and fund alumni receptions and the annual SUNY Championship Regatta held by Geneseo on Conesus Lake.
  - Allow and support an experienced and committed coaching staff to work with rowers.
2. Geneseo Crew donors and their efforts to update our fleet of rowing shells allows the team to truly see the benefit of their hard work as intercollegiate competitors.
3. Our alumni participation rate is used by *Kiplinger's* and *U.S. News & World Report* in their college rankings. Alumni participation enables Geneseo to enhance its position as a leading liberal arts college.
4. Gifts of \$100 or less to Geneseo added up to nearly \$400,000 last year.

***Show your Geneseo pride! 96% of Geneseo graduates say they had a positive experience as students. Let's join together to support current students. Together we can change lives.***



# The Ask (in Three Easy Steps)

## First step: Prepare

**Make your own gift first.** Your class- mates are more likely to join you in giving if you lead by example.

**Review your assignments' giving histories.** When was their last gift?

How much did they contribute?

**Verify contact information** with the Alumni Relations Director.

## Second step: Make the Contact

**Be up front.** Let them know right away that you are working as a volunteer for fundraising and engagement.

**Find common ground.** What did your classmates cherish most about their time rowing at Geneseo?

**Build the Case for Support.**

Explain why alumni support is crucial to the Crew as a club sport. State funding is less than 15% of Geneseo's operating budget, leaving the Crew Club heavily funded by student dues.

**Stress participation.** Let them know that their gift truly does matter and makes a world of difference to current students.

**Ask for a gift!** Be direct and be confident in your ask.

## Third step: Follow Up

**Personally thank those who make a gift.** You will receive an email notification from the Geneseo Crew Alumni Relations Director once a classmate assigned to you makes a gift. Please personally thank those who give.

**Check contact information.**

Confirm mailing addresses, telephone numbers, and email addresses.

**Report on your call results.** Use the provided correspondence log to record your results or share them with an Alumni Council liaison.

**Stay informed.** The more you know about Geneseo Crew, the better your interactions will be. Geneseo Crew's web- site ([www.geneseo.edu/Crew](http://www.geneseo.edu/Crew)) displays current stories about students, alumni, and club initiatives. Visiting the site regularly and reading the stories will be very helpful.



# Giving to Geneseo Crew

## Ways to Give

**ONLINE:** [giveto.geneseo.edu](http://giveto.geneseo.edu)

**PHONE:** 585.245.5518

**MAIL:** *SUNY Geneseo Annual Giving*

*1 College Circle Geneseo, NY 14454*

*(Checks payable to the Geneseo Foundation)*

*\*Don't forget to include your "Special Allocation Instructions" toward Geneseo Crew.*

## Giving Societies

Your contacts may be interested in giving at levels that afford recognition and membership in one of these societies. Gifts will be recognized online in the Honor Roll of Donors on both the Crew Club and the college's website.

**Board Chair's Circle** (\$2,500 and above)

**President's Circle** (\$1,000-\$2,499)

**Clock Tower Club** (\$500-\$999)

**Big Tree Club** (\$250-\$499)

**Bronze Bear Club** (\$100-\$249)

**College Green Club** (less than \$100)

## Increasing the Impact of a Gift

A few ways your classmates can increase the impact of their gifts are listed below. Please contact the Alumni Relations Director if you have questions or need more information.

**Corporate matching gift.**

**Gifts of securities and mutual funds.**





# Get Involved Today

## Alumni Events:

Attend alumni events in your area or across the country.

## Find us on Social Media:

### Facebook

Like Geneseo <http://facebook.com/>

Share, comment, and like posts on the Geneseo Crew page.

Post your Geneseo Crew stories.

Tag “Geneseo Crew” in your Geneseo related pictures.

### Twitter

Follow GeneseoCrew

Retweet from @GeneseoCrew

Use “Geneseo Crew hashtags”

Follow race results and Crew news



## Become a Career Partner:

Work with current student/rowers who are interested in your profession.

Join our group on LinkedIn

## Timeline of 2015 Events and Action Items

September 1-October 1: Contact your assignments

September 19 & 20: Family Weekend

October 17 & 18: Homecoming *Return to Geneseo*

May 1 & 2: Volunteer Weekend

June 1-June 30: Final Contact Period *Contact your assignments before the end of the fiscal year.*

June 30: End of Geneseo's Fiscal Year *Pat yourself on the back!*

June 5-7: Reunion Weekend *Destination Geneseo ... Welcome Home!*

## Hints and Resources

Volunteer Resources: [www.geneseo.edu/fund](http://www.geneseo.edu/fund)

Geneseo Scene magazine: [go.geneseo.edu/scene](http://go.geneseo.edu/scene)

Geneseo on Twitter: <http://twitter.com/SUNYGeneseo>

Geneseo Crew on Facebook: <http://facebook.com/>

## Agents in Action

Use Geneseo's online volunteer database to support your volunteer work! Find it at [knightweb.geneseo.edu](http://knightweb.geneseo.edu)

N View your assignments

N View up-to-date giving and contact information for each person on your list. N Receive notification when one of your assignments makes a gift.

## Geneseo Crew Alumni Relations

**Jacob Vaccaro '17**

Director of Alumni Relations & Annual Giving

JMV10@geneseo.edu • 585.490.2022

**Paige LaBarr '14** Class Leadership Chair,

[paigelabarr@gmail.com](mailto:paigelabarr@gmail.com)

**Nicole Riggio '16** Geneseo Crew Club, Executive Board

President NAR5@Geneseo.edu

