Class Agent Responsibilities

1. Make an Annual Gift
   Class Agents should lead by example and make a gift or pledge early in the fiscal year. A Class Agent is in a much better position to ask for gifts if he or she has already made a contribution.

2. Set a Goal
   I will provide you with a preliminary participation goal based on historical class giving data, and Class Agents are welcome to make adjustments to the proposed goal based on their own sense of their class’s giving potential and the influence of other factors within any given year.

3. Fall Solicitation Letter
   A solicitation letter (with enclosed pre-paid giving envelope) is sent out under the Class Agent’s signature in the fall to his or her classmates who have not given since the beginning of the current fiscal year (fiscal year runs from July 1 – June 30). Below is a summary of solicitation letter options.

   - **Letter Content**
     - Option 1: DAR drafted solicitation letter (with or without Class Agent’s edits)
     - Option 2: Class Agent drafted solicitation letter (approved by DAR office)
   
   - **Letterhead**
     - Option 1: Vanderbilt Class Agent Program letterhead
     - Option 2: Class Agent’s letterhead (firm, company, personal, etc.)
   
   - **Signatures**
     - Option 1: Class Agent hand signs each letter (can include personal notes)
     - Option 2: DAR staff inserts Class Agent’s scanned signature
   
   - **Mailing**
     - Option 1: Class Agent mails letters
     - Option 2: DAR office mails letters

4. Spring Solicitation Email
   An email will be sent out under the Class Agents name in the spring to those in the class who have yet to make a gift. Sample text will be provided which the Class Agent may edit, and emails will be sent out by the Development office.

5. Personal Outreach
   Class Agents are encouraged to follow up with classmates via phone, email, or personal meetings. Updates on your class’ giving will be provided in December and May or as requested.
Class Agent Timeline

August 30 & 31: Class Agents receive sample solicitation letter and have the option to revise and return any edits by September 13

October 18: Class Agent letters are mailed out for those who use Class Agent stationary and an electronic signature

October 25: The Alumni Office will send out a Class Agent Kick Off email to all alumni encouraging them to keep an eye out for their Class Agent letters. (This is coordinated by the Development office, and Class Agents do not need to take any action on this.)

November 27: The Law School will send out a mailing recognizing Class Agents by name and encouraging classmates to make a gift. (This is coordinated by the Development office, and Class Agents do not need to take any action on this.)

December 6 & 7: Class Agents will receive an update from the Development office on their class’ giving

Spring TBD: Class Agents will receive an update on their class’ progress towards reaching their goal with a number of suggested contacts highlighted.

Spring TBD: Class Agent will also receive an email draft with the option to revise and return any edits. Emails will be sent out through the Law School’s email service under the name of the Class Agent

Late May: Class Agents will receive an update on their class’ giving with a number of suggested contacts highlighted

Personal Outreach Tips

- Make your own gift first; lead by example.
- Share why you, personally, support the Law School.
- If your classmate has a history of giving, thank them for their faithful support.
- Ask for the Law School to be included as one of your classmate’s top 3 charitable contributions this year.
- Send a personal note or email after the call, simply thanking them for their time.

Helpful Websites:
- Law.vanderbilt.edu/classagents – Class Agent Program Website; contains updated stats on your class’ giving as well as a list of class donors.
- Vu.edu/agentsgive – Class Agent Program giving link; you can give out this vanity link to classmates so that they can quickly and easily make their gifts.
- Vuconnect.com – Vanderbilt’s Alumni Association alumni online directory; password protected