



CLASS AGENT MANUAL

Circa - 1958



VIRGINIA UNION UNIVERSITY MISSION STATEMENT

Virginia Union University is nourished by its African American heritage and energized by a commitment to excellence and diversity. Its mission is to provide a nurturing intellectually challenging and spiritually enriching environment for learning; empower students to develop strong moral values for success; and develop scholars, leaders and lifelong learners of a global society.

To accomplish this mission, Virginia Union University offers a broad range of educational opportunities that advance liberal arts education, teaching, research, science, technology, continuing education, civic engagement and international experiences.



TABLE OF CONTENTS

CLASS AGENT RESPONSIBILITIES	2
COMMUNICATIONS	3
WAYS TO GIVE	4
ANSWERS TO QUESTIONS	4
CONFIDENTIALITY POLICY	5
CLASS REUNION GIFT FORM	6
ALUMNI UPDATE FORM	7

FREQUENTLY CALLED NUMBERS

University Main Line – Toll Free	800-368-3227
Information	804-257-5600
President’s Office	804-257-5835
Academic Affairs	804-257-5606
Institutional Advancement	804-342-3938
Institutional Research, Planning & Special Programs	804-342-5605
Enrollment Management & Student Retention	804-257-5875
University Relations	804-257-5856
Samuel DeWitt Proctor School of Theology	804-257-5715

CLASS AGENT RESPONSIBILITIES

Thank you for your generous commitment to serve as class agent for this coming reunion celebration. Your role is essential in making this annual reunion celebration the biggest and most successful ever. Virginia Union University is confident in you and your role as a volunteer fundraiser.

Class Listing

- You can receive a listing of contact information for your class from the Department of Alumni Relations.
- The listing is to be used to contact your classmates and encourage them to participate in the reunion.
- It is also to be used in fundraising efforts and to help locate missing graduates.
- Any updated information you received should be forwarded to the Alumni Relations department.



Responsibilities

The Class Agent is a critical link in keeping alumni connected to Virginia Union University. The Class Agent is considered to be an integral team member in communicating news and keeping classmates updated and connected. The agent is expected to lead and motivate their classmates by financially contributing support each and every year to the University. For each class year celebrating their reunion, we would like to have at least three class agents (at least one should be from the School of Theology).

Five Responsibilities of a Class Agent:

1. Serve as liaison between the college and classmates, delivering news of college events and updates, as well as classmate news.
2. Make a personal commitment to make a Class Reunion Gift. Work closely with the Division of Institutional Advancement.
3. Encourage your classmates to join you in supporting the Virginia Union University National Alumni Association as well as University sponsored events each year.
4. Make contacts with classmates as stewardship for their giving and volunteer service.
5. Help to plan and support class campaigns and celebrations in reunion years.

Other responsibilities include assisting in recruiting reunion committee members and lead or serve with them in preparation for your reunion and to serve as an ambassador to help recruit students who meet the mission and vision of Virginia Union University.

Class agents are asked to serve a five year term, with changes usually made at the time of the class reunions. If the agent is unable to complete a term, please inform the Alumni Director. A term can be continued or discontinued by mutual agreement.

COMMUNICATIONS

Letters

- At least two letters should be written to your classmates encouraging them to participate in reunion activities. The letter will also promote the fundraising goal for your class.

Email List

Those of you who have email, you may want to develop an email list to be used to communicate with your classmates. Also we ask you to share the email addresses with the Office of Alumni Relations.

Guidelines for Calls

Stress the positive aspects of what a gift to the Reunion Campaign will accomplish: (referencing the mission of the University)

- It will benefit the University in offering a broad range of educational opportunities that advance liberal arts education, teaching, research, science, civic engagement and international experiences.
- Ensure that today's students have the same quality education that you experienced.

Share Incentives

- The class with the highest financial support will be presented with the Money Bag Award during Homecoming.

Share Virginia Union University accomplishments:

- Dr. Claude G. Perkins named VUU 12th president
- Enhanced landscaping and update maintenance of facilities and grounds
- Significant increased enrollment in the Samuel D. Proctor School of Theology
- Expanded recruitment efforts
- Enhanced focus on student retention



Identification of Class Agents for Next Reunion

As you prepare for and ultimately enjoy the details of your upcoming reunion, think about whether you want to commit yourself to working on your next reunion. Whether you do or not, you may want to look for other classmates who could serve as coordinators for your next class reunion (especially if it is your 50th). You can approach classmates individually or announce the opportunity at your class meeting or recruit volunteers in any other way that you think will work. It is important to remember to contact the Office of Alumni Relations after the reunion and share with the office the names of the new volunteers.



WAYS TO GIVE

Fund Raising

- As Class Agent, you are the primary contact and fundraiser for your reunion class.
- You are responsible for maximizing the results of the “every five-year effort” to heighten awareness of Virginia Union University among alumni in your class and to help significantly raise the bar in annual giving to the University.
- Enclosed are contribution/pledge forms and envelopes for you to distribute to your classmates. Please make sure all of your classmates place their class year in the memo line of their checks so that we can record them accurately.

Enhancing A Gift Using Matching Gift Programs

Many companies will double or even triple their employees’ charitable contributions by making a



matching gift to the donor’s organization. As a Class Agent, you will need to remind the alumni about this opportunity and encourage classmates to check with their personnel office for further details.

What is a Class Challenge?

Challenges are effective tools in raising the giving levels of class members. A classmate or group of classmates can offer to match anyone in the class who makes a gift, which meets the conditions of the match, thereby “challenging” the class to meet its goal. Generally, challenges try to accomplish one or more of the following:

- Encourage loyal donors to commit to increasing their reunion gift over the previous year’s gift.
- Encourage participation from classmates who have not given recently or who have never given.
- Motivate classmates to move up to the next Gift Club level.
- Encourage a few donors to make leadership gift commitments that can be used to leverage additional support from the rest of the class.

Planned Giving

Gift planning combines financial planning, estate planning and tax planning techniques that may help you make a significant gift, often much larger than you thought possible. In addition to supporting a worthy cause, you may receive tax benefits. The donor will be added to the class gifts.

ANSWERS TO QUESTIONS

The Office is open from 8:30 a.m. to 4:30 p.m. weekdays to answer questions and help you make your class reunion a success. Our phone system has voice mail capability, so please feel free to leave a message and we will get back to you as soon as possible at 804-342-3938. Our office fax number 804-257-5868.

CONFIDENTIALITY POLICY

Guidelines

- Information provided to volunteers throughout the year is considered strictly confidential.
- This information is to be used by Class Agents solely in the performance of their duties as volunteer fundraisers for Virginia Union University.
- Information shared with volunteers should be done on a “need to know” basis.
- Class Agents are responsible for communicating this policy of confidentiality to assistant agents at the time of transfer of confidential materials.
- Information may not be transferred to any party outside the volunteer system without prior approval from the Division of Institutional Advancement.
- The information received is not to be used for any purpose other than those for which it has been provided.

Purpose

To provide Class Agents and alumni volunteers with an understanding of the standards regarding dissemination and disposal of confidential information.



Golden Class



VIRGINIA UNION UNIVERSITY CLASS REUNION GIFT FORM

Please check one:

Dr. Rev. Mr. Mrs. Ms. Miss

First Name _____ MI _____ Last Name _____

Address _____

City, State, Zip _____

Phone _____ Email address _____

Class Year _____

I am paying by... Check enclosed in the amount of \$ _____ and made payable to
Virginia Union University.

Credit Card: Check one: VISA MasterCard AMEX Discover

Credit Card# _____ Expiration Date (month/year) _____

Name as it appears on credit card _____

Signature _____ Date _____

Pledge Amount: \$ _____ Amount Enclosed \$ _____

Paid in installments of: \$ _____ (Balance to be paid out by _____).

I want my contribution earmarked as specify below:

Annual Fund Other _____

*Please return the completed form to 1500 North Lombardy Street, Richmond, Virginia, Attention
Institutional Advancement. Thank you!*



VIRGINIA UNION UNIVERSITY UPDATE FORM

In an effort to establish and/or maintain contact with our alumni and to update the University's database, please complete this form. Remember, anytime you change your mailing address; please contact the alumni office with the new information to insure we maintain the tie that binds. Thanks for your cooperation.

Name (Mr., Mrs., Ms., Dr., Atty., Rev.) _____

Home Address _____

City, State, Zip _____

Home Phone _____ Mobile _____ Fax _____

Email _____

VUU Major _____ Degree _____ Class of _____

Other Degrees earned _____

Employer _____

Employer Telephone _____

Employer Address _____

City, State, Zip _____

Fraternity/Sorority _____

*Please return the completed form to 1500 North Lombardy Street, Richmond, Virginia,
Attention Institutional Advancement. Thank you!*

