



# 25<sup>th</sup> REUNION CAMPAIGN

In honor of our 25<sup>th</sup> Reunion, our class has a special campaign to help increase support for Cornell.

## Fundraising Committee Leadership

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## WHAT COUNTS?

Classmates may direct their gift to any area of Cornell that they care about but we strongly encourage support of the Annual Funds as part of their commitment.

Annual funds provide immediate support for urgent needs and new opportunities. Turn today's ideas into tomorrow's action or help fill a gap.

## Cornell Giving Societies

The Giving Society levels listed below recognize all giving and serve as an inspiration to many as they consider increasing their support over time. Strengthening the Annual Funds is a major priority of the University and a powerful way for all Cornellians, parents and friends to contribute to Cornell's success.

### Tower Club

Ezra Cornell Circle	\$100,000 and higher
Founders' Circle	\$50,000
President's Circle	\$25,000
Deans' Circle	\$10,000
Class of 1968 and prior	\$5,000
Class of 2010 - 2014	\$5,000
Class of 2015 - 2019	\$2,500
Class of 2020 - 2023	\$1,000

### Cornell Giving Partners

\$5,000 | \$2,500 | \$1,000 | \$500 for recent alumni

**1865 Society:** Loyal Giving, 2+ consecutive years

**Cayuga Society:** Planned Giving Trust Estates and Gift Planning  
Email: [gift\\_planning@cornell.edu](mailto:gift_planning@cornell.edu)  
Call: 800.481.1865

## Campaign Goals

**650** Donors  
**55** Tower Club Members (\$10,000+)  
**160** Giving Partner Members (\$1,000 - \$9,999)

## Multi-Year Gifts

Multi-year gift intentions with expected payments of \$5,000 or more per year, for up to three contiguous years, will be counted in full for your class's reunion campaign total. Minimum of \$15,000 is eligible to be counted in your class's total during your reunion year.

Please note that payment reminders will exclude the matching gift portion of your gift intentions.

## Reunion 2024

June 6-9, 2024

**Registration materials** sent by early April. **Rebecca Harris Mulvaney and Sheyna Horowitz** oversee coordinating Reunion weekend. For questions regarding Reunion weekend activities, contact Sara Cantwell [sec296@cornell.edu](mailto:sec296@cornell.edu)

**Connect with our class and stay up to date on the latest reunion updates here:** [alumni.cornell.edu/connect/classes](http://alumni.cornell.edu/connect/classes)  
**Cornell Alumni Website** [www.alumni.cornell.edu](http://www.alumni.cornell.edu)

## Common Misunderstandings

- ❖ Funds raised through the reunion campaign are NOT used to organize or subsidize the cost of Reunion Weekend.
- ❖ Class dues payments do not count toward the class's reunion campaign.
- ❖ *If asked...*
  - Class dues: \$35
  - Couples' dues: \$45

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## BEFORE YOUR OUTREACH

- ❖ First, make your own gift to a Cornell Annual Fund—asking someone to join you in supporting Cornell will help you reach out with confidence and be more successful.
- ❖ Review your assignments—the donor strategy sheet should provide you with all the background you need. Please take special note of the amount to ask for. Your staff contact is happy to help if you have questions or need additional information.

### WHY MAKE A GIFT

- ❖ Your gift impacts the lives of students, faculty, and the communities where they embody Cornell's mission of creating knowledge with a public purpose.
- ❖ Support today's students — tuition covers a fraction of the full cost of a Cornell education.
- ❖ Cornell is one of a small number of universities with a “need-blind” admissions process.

### HOW TO MAKE A GIFT

**Gifts by credit card**—Credit card gifts are a quick and easy way to support Cornell. To make a credit card gift, visit <https://giving.cornell.edu/give> or call **800.279.3099**. VISA, MasterCard, American Express and Discover are all accepted.

**Gifts by check**—Checks should be made payable to “Cornell University” and should include the donor’s full name, class year, and gift designation. Mail checks to:  
Cornell University  
Box 37334  
Boone, IA 50037-0334

Those who are interested in making gifts of stock may call the Office of Trusts & Estates at **1-800-377-2177**.

**Gift fulfillment options**—You may bill a credit card monthly, quarterly or yearly. Go to <https://giving.cornell.edu/give> and select “Recurring” as your Gift Type to set up a recurring payment.

**Matching gifts**—In addition to increasing your gift, matching funds from an employer count toward Giving Society membership and Reunion fundraising goals. Please check with the human resources department at your place of employment to obtain matching gift forms.

### Key Points for Your Outreach

- ❖ Introduce yourself and tell them why you are calling.
- ❖ Thank your connections—if your contact has a history of giving to Cornell, thank them for their past support, for their loyalty, and for giving back.
- ❖ Be ambitious and confident—when you ask for the specific amount, share your own reasons for giving. Ask them to join you in supporting Cornell. Confirm their plans for their gift or establish a future time to have a follow-up discussion. We’ve included everything you need to start conversations by email and phone.
- ❖ Thank them, again—thank them for their time, for their consideration, and for their gift. Send them a follow-up note by email with links to the giving page, or by mail with the information on how to give along with a reply envelope.

**If they say “YES!”** do not forget to ask them if they would like to designate *their* gift to the Cornell Annual Fund.

Confirm the amount they want to give and ask where they want to designate their gift.

#### **If the ask amount is too high...ask again**

**If they say no**, then ask them for the 2nd ASK in your strategy narrative.

If that is still too high, ask if they would consider making a gift of any size to participate in your Reunion Campaign. If they are planning to make a gift, would they be willing to share the amount.

**Though you may not hear back directly, your outreach helps to strengthen the relationship between your classmates and the University in these difficult times, and your work has a big impact!**

**Confirm information:** Confirm their mailing address to ensure that they receive future Cornell, Class and Reunion mailings.

### After Your Outreach

Congratulations! Please be sure to...

- ❖ Follow up with a thank you message and any other information needed.
- ❖ Send your staff contact helpful feedback—email them information about the outcome of your communication, along with any updated details you receive such as changes in contact information, personal stories, special connections, or specific interests.

### VGI Staff Contact

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