



**OFFICE OF INSTITUTIONAL
ADVANCEMENT**

2015-2016

FUNDRAISING GUIDE

FOR

REUNION VOLUNTEERS

*Celebration 2016
April 28 – May 1*

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Dear Class Agent,

Your reunion is a time to become reacquainted with the College, renew friendships and celebrate the Tougaloo family. Reunion giving is the cornerstone of the 1869 Annual Fund. A generous gift in honor of your reunion will help make the Tougaloo experience as unique and meaningful for today's students as it was for you.

We thank you for becoming actively involved in supporting Tougaloo by not only giving a reunion gift, but by volunteering with your classmates to encourage others to give as well. Your gift and your involvement will provide support to Tougaloo on a day to day basis, enabling the college to be flexible in meeting the educational and extracurricular needs of our students and their mentors.

For 146 years, students have been coming to Tougaloo College with big dreams. Alumni, faculty, staff and friends have been helping to make those dreams a reality. The Offices of Institutional Advancement and Sponsored Programs and Research thank you for supporting our legacy of making dreams come true!

A handwritten signature in cursive script that reads "Delores Bolden Stamps". The ink is dark and the signature is fluid and legible.

Delores Bolden Stamps, Ph.D. '68
Vice President, Office of Institutional Advancement
601-977-7871
dbstamps@tougaloo.edu



Dear Class Agent,

Thanks to the broad use of technology, the college can stay connected to alumni in more ways than ever – from the Advancement Newsletter and email updates, to periodic letters from the administration. However, we know that this communication can't replace the personal touch from a fellow classmate. It is that personal nature of Class Agents that makes them a powerful, positive force. Thank you for agreeing to assume this servant-leadership position.

As volunteers for the 1869 Annual Fund for the 2015-2016 fiscal year, you are primarily involved with encouraging your peers to donate to Tougaloo College. This goal is materialized in every form of action from personal e-mails and letters, Facebook posts, volunteering at reunion and during the year, hosting events and calling your classmates. The Class Agent Program is a vital part of Tougaloo's annual fundraising efforts, and has proven year after year to be a standout avenue for securing annual alumni donations and boosting overall alumni giving participation rates. It is through the efforts of generous volunteers like you that we are able to add a personal touch to our annual giving campaign efforts.

This handbook is designed to give you all the information you need to effectively carry out your fundraising responsibilities. Of course, if you have any questions along the way, please feel free to reach out to me at any time!

Thank you again for your help as a Class Agent. I look forward to working with you to ensure the continued success of Tougaloo College.

A handwritten signature in black ink that reads "Doris Griffith Bridgeman". The signature is written in a cursive, flowing style.

Doris Griffith Bridgeman '69
Director of Alumni Relations
601-977-7836
dbridgeman@tougaloo.edu

Office of Institutional Advancement

In keeping with Tougaloo College's institutional goals to redesign and restructure its programs, personnel and functions to become a more efficient and effective twenty-first century institution, the Office of Institutional Advancement (OIA) facilitates the understanding, participation, and support of Tougaloo College's students, faculty, alumni, trustees, parents, friends, corporations, foundations, legislators and others who have an interest in promoting and supporting the College.

The Office of Institutional Advancement promotes leadership and involvement among individuals who support the mission and goals of Tougaloo College and willing to volunteer to advance the college. OIA concentrates its efforts on improving private resource development for the college, thus enhancing the quality of the learning experiences. Inherent in its mission is a commitment by its personnel to be responsive to the various constituencies served by Tougaloo College.

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Alumni support is a source of great pride for Tougaloo College. Gifts from alumni ensure the ongoing excellence of its academic programs boosts the college's ranking in top publications and increases the value of your degree. Annual gifts provide the resources not covered by state funding or tuition and fees.

Each year the Tougaloo College Annual Fund begins July 1 and closes June 30. Each year we rely on your participation. That's because gifts to the Annual Fund are Tougaloo's lifeline—the College wouldn't be what it is today without this ongoing, unrestricted support. That means that every year, every day, everyone who is a part of our community has an opportunity to make a difference.

It is not the size of the gift, but the number of alumni who give to the Annual Fund that matters most. *U.S. News & World Report* and other publications look at alumni giving percentages to help determine national rankings for colleges and universities. As the percentage of alumni who give increases, the stronger Tougaloo's reputation becomes.

When many alumni give a little back, together they make a big difference through their collective generosity. Unrestricted support of the Annual Fund can be used when and where the need is greatest, allowing Tougaloo to be responsive and innovative when it comes to meeting the immediate, changing, and ongoing needs of its students.

Showing what Tougaloo means to you makes it matter for others.

Your gift impacts every aspect of the Tougaloo experience:

- **Opportunities** for students and faculty to engage in a community of ideas
- **Intellectual, cultural, and athletic activities**, because a Tougaloo education unfolds not only in the classroom, but on the stage, on the athletic field, and in the community
- **Campus community** that enhances learning
- **Scholarships and financial aid**, which ensure that deserving students who otherwise might not have the opportunity can benefit from our unique educational experience
- **Faculty**, whose talent, commitment, and passion for sharing knowledge prepare students to embark on careers of purpose and inspire them to lead lives of distinction

Your support of Tougaloo, especially in these uncertain economic times, represents the strength of our College—a community of steadfast loyalty and generosity.

The impact of the people, facilities, offerings, and opportunities at Tougaloo is unmistakable. An institution that is continually changing, our mission remains constant, encouraging academic excellence, personal and professional achievement.

Since 2010, alumni contributions to the Annual Fund have increased. Each year, we're getting better and more competitive, recognizing that dedication and participation of our alumni and friends are essential to our growth.

“I Am Tougaloo: A Lifelong Loyal Supporter”

“Lifelong Loyalty to the ‘Loo Campaign”



Since its inception, alumni, friends, parents and students have shown your loyalty to Tougaloo; we thank you. Our new Loyalty Campaign acknowledges some of the many ways you have supported and continue to support our beloved alma mater. Your loyalty to the ‘Loo does not go unnoticed!

How does my loyalty count; what does it mean to the institution? We’re glad you asked!!!

Here are ten ‘**signs of allegiance**’ that we acknowledge:

1. **Financial Support.** For the past 5 years, alumni have given an average of **\$893,676.97** to support the college’s restricted and unrestricted endeavors; donating more than \$1 million over the past 3 years. The 2014-2015 total raised was \$1,024,301.36 from 1,505 alumni, with \$538,878.70 for the 1869 Annual Fund.
2. **Pride in sporting the Tougaloo tag.** Visible display of loyalty that denotes your pride in being affiliated with Tougaloo.
3. Through membership dues and special events, the **National Alumni Association (TCNAA)** and its chapter affiliates have supported the College by recruiting and providing scholarships to needy/deserving students, made significant contributions to support the college’s mission, and assisted with staffing needs in the Office of Alumni Relations.
4. **Restoring the Nest Volunteer Project.** By sharing time and expertise, you lend to our endeavors as an integral part of the Tougaloo family. As the rich tradition of volunteerism continues, our programs are greatly enriched through your participation and commitment to service.
5. **Participate in Class Reunions.** Annual participation with class members provides financial and in-kind support to the institution.
6. **Paver Memorials on the Woodworth Chapel Plaza.** You keep the legacy of alumni, other supporters and family alive by purchasing a paver of honor in front of historic Woodworth Chapel.
7. **Support Student Recruitment and Retention.** Through your intentional and deliberate show of support and investment in the lifelong learning process of the college, you assist in recruiting students to gain the same experiences that you were privileged to obtain. These efforts also provide scholarship and internship opportunities.
8. **Provide Career Advice and Assistance.** Through appropriate staff and alumni, students are advised and provided information on career, and often employment opportunities.
9. **Participation at college events** displays your loyalty to Tougaloo. We thank you for supporting commencement, founder’s week activities, sports events, and all other college and community programs and activities through the years.
10. **Financial Support.** We express our gratitude for your loyalty in supporting us. With your faithful financial contributions over the years, you’ve demonstrated your deep commitment to our work. We are continually inspired by the dedication and generosity of our donors who answer the call to give again and again.

I Am Tougaloo, You Are Tougaloo, We Are Tougaloo!!

CLASS AGENT GUIDE

Class Agent Volunteer Structure

Class Agents are essential to enhancing goodwill and support between Tougaloo College and its alumni, as well as among the alumni themselves. Each class should be organized around three key volunteers: Class Agent, Communications Chair, and Fundraising Chair. Each of these volunteers draws on the time and talents of classmates to increase overall interest and support for Tougaloo and its mission.

Class Agent Responsibilities:

The Class Agent serves as a volunteer contact between class volunteers and the Office of Alumni Relations. Ideally, class agents take this volunteer responsibility for a period of 5 years (through the next reunion.) The Class Chair provides positive leadership in support of Tougaloo and is responsible for the following:

- Identification and recruitment of the communications chair.
- Identification and recruitment of the fundraising chair.
- Participates at periodic planning sessions in advance of reunion and monitors progress towards specific attendance and class event goals.
- Establishes a class communications plan in concert with the communications chair.
- Assists OIA in identification of a Reunion Class Gift.
- Takes a leadership role in ensuring that classmates maintain accurate contact information in our database.
- Makes a gift to Tougaloo College.

Communications Chair:

Serves as a volunteer contact for individual class agents and is responsible for developing a class communications plan utilizing available internet and web-based products used by the Office of Alumni Relations. Generally communication chairs take this volunteer responsibility for a period of 5 years (through the next reunion.). A class communications plan generally focuses on the activities of the classmates themselves and supports the reunion activities of the class. The Communications Chair provides positive leadership in the following ways:

- Encourages classmates to contribute to the “alumni news” section of Tougaloo publications.
- Contributes to the TCNAA and Tougaloo College webpage.
- Makes a gift to Tougaloo College.

Fundraising Chair:

The Class Fund Chair works directly with the Director of Alumni Relations and OIA Fundraising Team, and takes a leadership role in advancing fundraising among classmates beginning three years prior to reunion. The class fund chair:

- Works with the Alumni Relations and OIA team to help establish class dollar and participation goals.
- Solicits 3-5 class leadership prospects, committee members, and other classmates as assigned.
- Works with the staff to recruit and organize a volunteer committee to identify and solicit classmates for reunion gifts to Tougaloo.
- Chairs class fund committee meetings prior to reunion year as class fund-raising is occurring.

In non-reunion years, the fund chair signs emails and letters as requested to classmates in support of the annual fund.

Fundraising Success: How to Inspire Giving

- Start by thinking about why Tougaloo is important to you and why your peers will want to support the College.
- You're not asking for money for yourself. As an official representative of the college, you're asking your classmates or fellow parents to support Tougaloo - a very worthy cause. Most people enjoy giving to a worthwhile cause and will respond willingly.
- Be ready to explain why you support Tougaloo. Think about or jot down the reasons you give to the College and why you are a volunteer and work these reasons into your letter, e-mail or phone conversation.
- Familiarize yourself with the person you are contacting. Before making a phone call, or sending an email or letter, get to know their personal or professional information and giving history. Keep the focus on the aspects of Tougaloo that the person would be most interested.
- Use the words "consider" and "please." It is highly unlikely that you will offend the person you are talking to when you include these words as part of your request.
- Don't take a "no" response negatively. There are some people who will say no, and on rare occasions you may contact someone who is having a bad day. Don't let those encounters discourage you. Thank the person for his/her time, and follow-up with a handwritten note. Speak from your heart. Donors are more motivated by sincere, personal testimonials than statistics and facts. The best appeals have emotional impact.

Tips for Letters and Emails:

A short, well-written letter allows people the opportunity to read it when it is a good time for them, and readers can digest the information at their own pace. The very best letters are not written by the college but from a volunteer whose sincerity and good cheer are undeniable. Here are a few guidelines to follow when writing your solicitation letter:

- ❖ **Tell a story:** If you tell a story when writing your letter, people will find it more fun and engaging to read. A good writer will begin with a story, move to the request for a gift, and finish the story in the last paragraph.
- ❖ **Make it personal:** The letter is coming from you, not Tougaloo. If you write about faculty, don't refer to them en masse. If Professor Smith meant a lot to you, don't just say he was inspiring – tell how working with this professor led to your life's work.
- ❖ **Avoid the passive voice:** Make your sentences active and strong. "Professors teach classes," not "classes are taught by professors."
- ❖ **Read your letter aloud:** When you are finished with your letter, read it aloud to check that you can read it easily without tripping over words or phrases. Let someone else look over your letter to get another opinion.

You can consider incorporating one of the messages below into a written solicitation. Select a message that you feel will resonate with your audience, and add your personal touch.

- ❖ **Message #1 – Keeping a Tougaloo education accessible to all students**
Many deserving students would not be here today without the financial aid and scholarships made possible by donors like you. Last year the Annual Fund helped offset the cost of Tougaloo for all students. Please consider a gift today to help bridge the gap for future Tougalooians.

❖ **Message #2 – The Cost of Excellence**

The Annual Fund enables Tougaloo to remain competitive by helping to attract and retain the brightest students and most talented faculty. Your support of the Annual Fund ensures that fundamental characteristics of the Tougaloo experience carry on, like small classes taught by dedicated full-time faculty members, innovative curriculum and opportunities for off-campus study. Please consider a gift today to help provide extraordinary opportunities for every student at Tougaloo.

❖ **Message #3 – Every gift really does make a difference**

The Annual Fund only succeeds as a collective effort; remember **“I am Tougaloo – We are Tougaloo!”**

Your gift to the Annual Fund:

- Provides scholarships and financial aid to talented, deserving students to help make the dream of a Tougaloo education come true.
- Supports top-notch faculty and small class sizes.
- Boosts our reputation in college rankings and helps the college be more competitive for large grants.
- Makes the Tougaloo experience that we benefited from possible for students today.

Please join me in making a gift to the Annual Fund and making a difference in the lives of students and faculty.

Email Solicitations:

An email is sometimes the most effective way to reach someone. You can tailor each email to the person you are contacting and more easily open up a dialogue. Keep emails short and sweet; remind your classmates that making a gift online not only saves the college processing expenses, but also demonstrates good environmental stewardship

Sample email message:

Hi _____,

This is _____ from Tougaloo College Class of _____. I am volunteering for Tougaloo to help raise support for the Annual Fund. I notice that you have made a gift to the Annual Fund before (if appropriate). I hope you will join me this year in supporting Tougaloo.

Did you know that the Annual Fund helps all students afford a Tougaloo education, provides for computers, lab equipment, and supports student and faculty research?

Will you join me and other members of _____ by making a gift of \$____?

There are three ways to give to Tougaloo:

1. Mailing a check to:
The Office of Institutional Advancement
Tougaloo College
500 W. County Line Road
Tougaloo, MS 39174
2. Giving online at <https://donate.tougaloo.edu/donation/>
3. Setting up a monthly gift through your bank or credit card

Suggestions for Responding to Objections:

Feel free to use variations on these responses. While they may not be applicable every time, these responses to a few common objections should be helpful.

Questions and concerns:

If there are any questions or concerns you do not feel comfortable answering, here are two responses you can use:

That's a really good question, but I'm not sure I'm the best person to answer it. I would be happy to make a note and pass it along to the staff at Tougaloo and have them get back to you.

I understand your concern and I would be happy to make a note and pass it along to the Advancement Office and have them get back to you.

Business/Economy is bad:

I understand that now may not be the best time for you to make a gift, but may I suggest making a gift at a level that you can afford? Tougaloo appreciates gifts at all levels.

I understand, may I write/call you again later this year? Your contribution is important to Tougaloo's success.

Still paying student loans:

I realize this might not be the best time for you, but even a modest donation of \$10 or a gift in honor of your class year will raise our class participation levels. Gifts of all amounts are greatly appreciated.

I give later in the year:

Great! Please consider making a pledge now, which you are free to pay in _____. An early pledge will help the college plan for the year and lower the cost of sending additional solicitation pieces.

My son/daughter is a student and I'm paying tuition:

How is your son/daughter enjoying life on the campus? I certainly realize it can be expensive to put a child through college. However, a gift at any level will help current students. Would you make a gift at a level that is comfortable for you?

YOUR LOYALTY DESERVES OUR LOYALTY...

Because of your loyalty, we want to assure you of our commitment to support your efforts as much as possible. You can look forward to the following services as you work with your classmates:

- Video Conferencing
- Webinars
- Use of the Donor (Call) Data Center (When Available)

Remember – **“I AM TOUGALOO”**. Thank you in advance for your support. I hope you will call or email me if you have any questions about supporting Tougaloo as a class agent or reunion volunteer.

Doris Griffith Bridgeman, Director of Alumni Relations
601-977-7836 dbridgeman@tougaloo.edu

TOUGALOO COLLEGE

POLICIES AND PROCEDURES FOR ANNUAL NAMED AND ENDOWED SCHOLARSHIPS

Keeping a Tougaloo education affordable has been a historical strength of the College. It is thanks, in large part, to Tougaloo's generous donors who create and support scholarships that the College is able to build on this foundation and continue to open doors for its students. The following outlines the various types and requirements for establishing or funding scholarships at Tougaloo College.

Donors may establish a criterion for Annual Named and Endowed Scholarships. These may include: class year, major, financial need, geographic area, and grade point average. Donor also determines whether the scholarship(s) is renewable for recipient(s).

Tougaloo College is a 501(c) (3) tax exempt organization; all gifts to the College are tax deductible. According to IRS Publication 526, Charitable Contributions, a gift to a qualified organization is not tax deductible if you indicate that the contribution is for a specific individual.

TYPE OF SCHOLARSHIP	FUNDING LEVEL	SCHOLARSHIP GUIDELINES	GIVING REQUIREMENTS
T-3 Named Annual Scholarship	\$15,000 +	The award must be given at the minimum \$5,000 level each year for at least three years.	3 year commitment
Named Endowed Scholarship	\$50,000 +	The College has full authority to hold, manage, and invest the gift in its fiduciary capacity. The endowment will be held in perpetuity and the award(s) will be made from the yield using the current spending rule.	Pledges of \$50,000 to establish an endowed scholarship must be completed within five years. Additional gifts may be given to increase the scholarship endowment and award amount.
General Scholarship Support	All gifts	Gifts support the College's General Scholarship Fund. Awards are made based on academic achievement and financial need. Gifts can be made in honor or in memory of an individual.	No giving requirement, all gifts accepted

How Is An Endowed Scholarship Established?

One of the College's highest priorities is to ensure that a premier liberal arts education be available to talented and deserving students regardless of their economic background. Scholarships provide financial assistance for tuition, fees, room and board, books and supplies and other educational expenses at varying amounts.

An Endowed Scholarship requires a \$50,000 minimum to be established. Once a donor decides to establish an Endowed Scholarship, they must contact the Office of Institutional Advancement to set up an agreement and complete the scholarship criteria form. The scholarship criteria form is used to guide the donor in providing the eligibility requirements for candidates for the scholarship. This will be used to develop the scholarship agreement which will serve as the official document for the administration of the scholarship.

1. How Does The Endowed Scholarship Fund Operate?

The College holds, manages and invests the gift as a part of the College endowment. The first scholarship award is made after the corpus of the gift has been held for one complete fiscal year once the \$50,000 threshold has been met.

2. How Can A Group Establish An Endowed Scholarship?

A group fundraising effort to establish an Endowed Scholarship is an exception that can only be undertaken with the approval of the Vice President for Institutional Advancement who will determine if there is a likelihood of success based on the group's fundraising plan and prospect base.

If approval is granted, the group must **first raise \$10,000 cash** (outright) by the end of a designated fundraising silent phase. Ideally, this amount would come from a small group of individuals and would represent larger 4-figure gifts (\$1,000 or more). The silent phase would ideally occur over a **three (3) month** time period.

This initial contribution will be monitored and placed in a restricted "current use" account (that is an account that is spent annually). Should the group reach the \$50,000 goal before the end of the fiscal year, the College will convert the fund to the endowment at that time. If the \$50,000 goal is not met by the end of the fiscal year, but a threshold of at least \$35,000 has been reached through gifts and documented pledge commitments (that have had at least one payment and/or electronic payments established), the Vice President of Institutional Advancement and Chief Financial Officer will consider the option of keeping the fund open and unspent for another period of time (the duration of which will be determined at that time). If the effort has not yet reached \$35,000 by the end of the fiscal year, the Vice President for Institutional Advancement will discuss options with the group leaders which may include current-use spending.

3. Will My Gift To The Endowed Scholarship Fund Also Be Counted Toward The Annual Fund?

No. All contributions toward the Endowed Scholarship Fund are only counted toward that fund. The **Annual Fund** is an **Unrestricted Account** which is a vital source of revenue for Tougaloo College. It provides financial support for the College which is used to advance the mission and allow the College to operate on a day-to-day basis. In addition, the Annual Fund is also used to fund campus priorities and serves as a resource for student needs. *Therefore, it is important to remember that your contribution to the Endowed Scholarship Fund is a special gift that is above and beyond what you already give to the College.*

4. I Am In Reunion This Year. Will My Gift To The Endowed Scholarship Fund Be Counted Toward My Reunion Class Goals?

Yes. Any gift made to the College by reuniting alumni during their reunion year will count for the Reunion Class Gift, regardless of the designation.

5. Is My Gift To The College Tax Deductible?

Yes. All contributions to Tougaloo College are tax deductible.

6. If I Have Already Made A Commitment Or Pledge To Another Scholarship Or Fund, Can I Divert That Money To This Effort Instead?

No. Alumni always have the option to designate their gifts to any area. However, if you have already committed or pledged support to another program or fund, we would ask that you not divert funds from it to support this effort. Those programs and scholarships count on your support and a diversion could have a negative impact. We would not want this effort to compromise other programs and funds at the College.

7. May I Pay My Contribution In Installments?

Yes. The College has several options to assist you in making a gift. You may consider establishing a pledge over a year or several years or set up an Electronic Fund Transfer (EFT)/ Recurring Gift Account to reach your goals. A completion of a Pledge Form and/or EFT form can easily establish these plans on your behalf. Please contact the Office of Institutional Advancement to assist you in establishing a pledge or recurring payment.

8. How Will My Participation Be Counted?

Once you make a contribution to the College within a fiscal year, you will be documented as having participated in giving for that year (The fiscal year runs July 1 – June 30).

9. What Recognition Will I Receive For This Gift?

Each year, gifts from alumni and friends are honored and recognized in the Tougaloo College Honor Roll of Donors Report (Annual Report). All gifts from individuals will be reported, unless the donor has indicated that they wish to remain anonymous.

10. What Are Ways to Give?

You can make a gift to Tougaloo College through the following options:

Online: Go to www.tougaloo.edu select the “Make a Gift” link. The College Accepts VISA, MasterCard, Discover and American Express. Be sure to specify your class year and what your contribution is designated for. Please indicate the “*(Specific Name) Endowed Scholarship Fund*” when you contribute to that fund.

Mail: *Office of Institutional Advancement
500 West County Line Road
Tougaloo, Mississippi 39174*

State in the memo section of your check where your contribution should be

designated. Be sure to indicate the “*Endowed Scholarship Fund*” when you make a contribution for that fund.

EFT: Monthly deductions can come from an active checking, savings, debit or credit card account. The minimum is \$10 per month. To set up a plan, contact the Office of Institutional Advancement

Pledges: If you have decided that you would like to make a pledge toward our fundraising efforts, please contact the Office of Institutional Advancement so that we may assist you in setting up your pledge and payment schedule.

Matching Gifts: Many businesses and corporations will match the individual charitable gifts of their employees, retirees, the spouses of employees and in some cases, board members. For more information about your company’s matching gift program, please contact **your** company’s Human Resources Department.

11. What Is The Difference Between A Restricted And Unrestricted Gift To The College?

A restricted gift is one that is specifically designated to a particular program or initiative. An unrestricted gift is used annually to support the day to day operations, areas of greatest need and potential at the college.

12. When Must All The Money Be Paid To Establish The Endowed Scholarship Fund?

The goal is to reach the minimum \$50,000 required to establish the fund by the close of the fiscal year during which the effort is initiated. If the effort has not yet reached \$50,000 by the end of the fiscal year, the Vice President for Institutional Advancement will discuss options.

13. Must I Be Identified Or Can I Decide Later?

We recognize that giving is a personal decision. Therefore, the amount you decide to contribute to the Endowed Scholarship Fundraising effort is at your discretion. All gifts from individuals will be reported, unless the donor has indicated that they wish to remain anonymous.



CLASS REUNION GIFT REPORTING SHEET

Class of _____

Date _____

Total Amount of Pledges to be paid by June 30 \$ _____

Total Amount of Credit Card Charges to be Paid NOW \$ _____

Total Amount of Cash and Checks Attached \$ _____

GRAND TOTAL OF CLASS GIFT \$ _____

NAME	PLEDGE BY 6/30	CASH NOW	CHECK NOW	BANK CARD NOW	CREDIT CARD NOW	TOTAL
1.						
2.						
3.						
4.						
5.						
6.						
7.						
8.						
9.						
10.						
11.						
12.						
13.						
14.						
15.						
16.						
17.						
18.						
19.						
20.						

Class Agent Representative: _____

***To help facilitate your fundraising efforts, a copy of this form is due by the 30th of each month to Alumni Relations. The first copy is due by January 30; final copy is due by June 30.**



CLASS REUNION DISCUSSION FORM

Class of _____ **# Members present** _____

Current Agent _____
Address _____ Telephone _____
City _____ State _____ Zip _____

Recorder for Discussion _____
Address _____ Telephone _____
City _____ State _____ Zip _____

Special Project Chair _____
Address _____ Telephone _____
City _____ State _____ Zip _____

Special Project Committee:

Member _____
Address _____ Telephone _____
City _____ State _____ Zip _____

Member _____
Address _____ Telephone _____
City _____ State _____ Zip _____

Newly Elected Class Agent (If applicable) _____
Address _____ Telephone _____
City _____ State _____ Zip _____

Briefly describe your CLASS PROJECT to be the implemented over the next five years to assist TOUGALOO COLLEGE with her growth and development.

Signature _____ Date _____
CLASS FACILITATOR

Signature _____ Date _____
RECORDER FOR DISCUSSION



DONOR GIFT/PLEDGE FORM

Title: (Please select.) Mr. Mrs. Ms. Dr. Rev. Atty. Other: _____
(Please print the following information.)

Name: _____
(First) (MI) (Last) (Suffix)

Address: _____
(City) (State) (Zip)

Home Phone: (_____) _____ **Cellular:** (_____) _____

Office: (_____) _____ **E-Mail:** _____

Alumni / Class of: _____ My Alumni Chapter is: _____
 Friend Former Student

This gift was solicited by: _____ **Event:** _____
Name: _____ **Relationship:** _____

(Please select one payment method.)

I wish to make a Gift in the amount of:
\$ _____ Check Credit Card **Make Check payable to: TOUGALOO COLLEGE**

In support of:
 1869 Annual Fund General Scholarship Fund UNCF-Local Fund Other, please specify: _____

Credit Card Payment Information
Type: Visa MasterCard Discover AMEX
Credit Card #: _____ **Expiration Date:** _____ **3-Digit Security Code:** _____

ELECTRONIC FUNDS TRANSFER (ONLY)
 I wish to enroll in Bank Account Automatic Deduction Program I wish to make a monthly gift in the amount of: \$ _____
Please deduct my EFT on _____ 1st of the Month or _____ 20th of the Month.
Name of Bank: _____
Type: Checking Savings
Account #: _____ **ABA Routing#:** _____
 My VOIDED CHECK is attached. Your gift will be deducted on a monthly basis.
To cancel an EFT, please contact the Office of Institutional Advancement at: (601) 977-7871.

MATCHING GIFT OPPORTUNITIES
Name of Employer: _____
Does your employer offer a matching gift program? Yes No Not Sure
(If Yes, please attach the matching gift form.)

I wish to ONLY make a Pledge
My Pledge is \$ _____ **payable over** _____ **year(s)** [select any number between 1 and 5].
My Payment on my Pledge will arrive : Annually Semi-Annually Quarterly Monthly

Signature _____ **Date** _____
For additional information, please contact the Director of Advancement Services, at (601) 977-7871 OR mail your payment directly to TOUGALOO COLLEGE, Office of Institutional Advancement, 500 W. County Line Road, Tougaloo, MS 39174. Please check the following if it is applicable:

Going Green Project: I support paper reduction, please send only an end-of-the-year statement of my contributions.
 I prefer to remain anonymous as a donor.



TOUGALOO COLLEGE Office of Institutional Advancement

Confidentiality Statement for Employees, Temporary Workers and Volunteers

As an employee, temporary worker or volunteer at Tougaloo College's Office of Institutional Advancement, you are joining a team of professional staff who abide by various interrelated codes of ethics including *The Donor Bill of Rights*, the Association of Fundraising Professionals (AFP) *Code of Ethical Principles*, and the Association of Professional Researchers for Advancement (APRA) *Statement of Ethics*.

The work performed in the Office of Institutional Advancement is often of a sensitive nature. Therefore, this **statement** outlines the serious nature of the material and informs you of the need to keep donor and prospect information confidential. This does not imply a lack of trust or confidence. Our purpose is to ensure that all employees, temporary workers, and volunteers understand thoroughly what their responsibilities are with respect to information they handle in the course of working in the Office of Institutional Advancement or with committees, task forces, commissions or other official bodies of the Office of Institutional Advancement or any office, department or unit of Tougaloo College. Disclosure of confidential information may result in formal disciplinary action up to and including termination or legal action.

Confidential information shall be used only as required in the course of official business with authorized personnel. Employees, temporary workers and volunteers should exercise diligent care to ensure non-authorized persons do not overhear or gain access to confidential information. Nor may it be used for your own reasons.

1. **Definition** – Biographical information including address, phone number, marital status, family members, employment status and other information of a specific and personal nature is confidential. Any information you read in an individual's file is confidential. All financial, giving and pledge information is confidential. Conversations about alumni, parents, other employees and friends of Tougaloo College are often confidential. *If you have a question about the confidentiality of information you come across in the course of your work, assume that the information is to be in confidence unless a professional staff member of the Office of Institutional Advancement advises you otherwise.*
2. **Donor Information** – Employees, temporary workers and volunteers must not divulge donor information including the identity of donors and/or their Tougaloo College giving history. Without authorization from the vice president for institutional advancement, no donor information may be removed from the premises.
3. **Conversational Information** – Information obtained from staff meetings, projects, committee meetings or discussion with other Tougaloo College personnel must be considered confidential and not discussed outside of work.
4. **Computer Security** – Those employees who have access to donor information by either terminal passwords or other security codes are to respect the privacy of data and not divulge or misuse any information contained in confidential records or reports. An assigned code or password is not to be released to any other employee or person.
5. **Disposal of Office of Institutional Advancement Paperwork** – Any paperwork with confidential information must be disposed of in the shredding machine, not in a trashcan or recycling container. Examples include lists of names, financial information and bad photocopies or jammed paper from the photocopier.
6. **Security Violations** – Every employee, temporary worker and volunteer must take whatever steps are necessary to safeguard confidential materials in their custody, and must immediately notify the vice president for institutional advancement of any situation that might indicate a violation of security.

Acknowledgment

I acknowledge that I have read, understand and agree to this **Confidentiality Statement**.

Signature _____

Date _____

Print Name as Signed: _____