

AMHERST COLLEGE



PARENTS' FUND VOLUNTEER HANDBOOK

2009-10

LIVES *of*  
CONSEQUENCE

A CAMPAIGN FOR AMHERST

**Development**

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(413) 542-5900 fax: (413) 542-8242  
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## A Message from the Parents' Fund Chairs

Dear Parents' Fund Volunteers,

Thank you so much for volunteering for the Parents' Fund Committee. More than 70 families have joined the Committee this year. We've talked with many of you and there is a deep, shared appreciation for what Amherst means for our children.

The funds we raise make possible, in a direct way, the special academic, extracurricular and social experience that Amherst provides for our students. Our donations are a meaningful part of the College's annual operating budget, and help offset the large gap between tuition and the actual cost of educating students.

Last year, the Parents' Fund contributed \$550,000 to the \$9.8 million raised in the Annual Fund. We are grateful for the support shown by parents, despite difficult economic conditions. We believe parents will continue to recognize that it is even more important in times like these to support Amherst.

Our goal this year is to raise at least \$575,000 for the Parents' Fund, including 95 gifts at the 1821 Society level (gifts of \$1,821 or more) and 24 gifts at the Noah Webster Circle level (gifts of \$10,000 or more). We would also like to increase the number of parents who participate. Last year, 25.7% of parents contributed to the Parents' Fund; this year we would like to reach 27.5% for the parents of classes 2011, 2012 and 2013. For the parents of this year's senior class (2010), our goal will be to have their percentage participation match that of their children; last year, almost 90% of the seniors contributed to the Senior Class gift!

Your outreach to parents is key to our efforts. We realize that not all parents will be able to make large donations, but gifts of any size help us reach our goals. Your calls, emails and notes also provide parents with a greater sense of connection to the Amherst community.

As many of you know, Amherst launched a comprehensive fundraising campaign last fall. The Parents' Fund is an important part of that campaign, and it is a goal of the College that donors who participate in other ways in the campaign also maintain their annual giving.

We hope this handbook will be helpful in your fundraising efforts. If you have any questions during the year, or have any suggestions, please feel free to contact us, your Class Chairs, or Eva Rosenn, the Director of the Parents' Fund.

Thank you again for volunteering for Amherst, and for continuing a long tradition of parents providing financial support for the College. We look forward to working with you.

Best regards.



Paul '76 and Joanne Schnell  
Chairs, Amherst College Parents' Fund  
(parents of Samantha '11)

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# SECTION ONE: PARENTS' FUND OVERVIEW

## 2009-2010 Parents' Fund Timeline

<b>October</b>	October 21	College mails first Parents' Fund solicitation (general)
	Week of Oct. 22	Committee Members receive assignments and begin solicitations (ongoing throughout the Fund year)
	Oct. 23-25	Homecoming
<b>November</b>	Nov. 6-8	Family Weekend
	Nov. 24	College mails second Parents' Fund solicitation (class)
<b>December</b>	Week of Dec. 1	Committee Members receive Update progress report and continue solicitations and thank-you's
	December 11	College sends out tuition statement for Spring 2010 Semester
<b>January</b>	Week of Jan. 11	Committee Members receive Update progress report and continue solicitations and thank-you's
<b>February</b>	Week of Feb. 1	Committee Members receive Update progress report and continue solicitations and thank-you's
	February 17	College mails third Parents' Fund solicitation (class)
<b>March</b>	Week of March 1	Committee Members receive Update progress report and continue solicitations and thank-you's
<b>April</b>	Week of April 5	Committee Members receive Update progress report and continue solicitations and thank-you's
	April 7	College mails fourth Parents' Fund solicitation (general)
<b>May</b>	Week of May 3	Committee Members receive Update progress report and continue solicitations and thank-you's
	Week of May 10	College mails final reminder postcard
	May 23	Commencement
<b>June</b>	Week of June 1	Committee Members receive Update progress report and continue solicitations and thank-you's
	June 30	Annual Fund officially closes
<b>July</b>	Week of July 26	Committee members receive final Update Parents' Fund Chairs and Class Chairs mail final thank-you letters



## The Case for Support: Why Give to the Parents' Fund?

### Amherst College's mission is worthy of our support.

Helping to fund an academic environment like Amherst's is an investment in your child's future. Parents' Fund gifts support a place of discovery, intellectual integrity, and academic excellence. Moreover, a gift to the Parents' Fund is a vote of confidence in the College, a vote that is counted by foundations awarding grants and associations of higher education accreditation.

### Amherst cannot achieve its priorities without the Parents' Fund.

Each year, with alumni participation rates that lead the nation, Amherst's Annual Fund provides vital support to the College's annual operating budget. Not only do gifts to the Annual Fund address Amherst's most current pressing needs, they also directly support the goals of *Lives of Consequence*—giving the College broader access to the best students, enhancing teaching for today's world, and extending the Amherst learning experience far beyond the classroom. All gifts and pledges made during the campaign will count toward the goal. To learn more about the campaign, please visit [www.amherst.edu/campaign](http://www.amherst.edu/campaign).

**Comprehensive fee**  
**\$48,400**

**Budgeted cost**  
**per student**  
**\$90,449**

**Operating budget**  
**\$151,596,000**

### The Parents' Fund is an opportunity to join alumni and friends in bridging the gap between the actual cost of an Amherst education and the tuition.

The comprehensive fee covers approximately 52% of the cost of an Amherst education, which means that every student, including those paying full tuition, receives some level of subsidy. With spending from the endowment set at a specific rate to preserve the purchasing power of the income, and with tuition increases kept at a minimum, gifts from Amherst parents, alumni, and friends help all students in funding the full cost of an Amherst education.

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## SECTION ONE: PARENTS' FUND OVERVIEW

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**Here's how Amherst spends every dollar contributed to the Parents' Fund:**

**55¢ Teaching and Housing Students**

**22¢ Offering Financial Aid**

**13¢ Taking Care of the Physical Plant**

**10¢ Administering the College**



**55¢**

**22¢**

**13¢**

**10¢**

### **The 1821 Society**

This year we celebrate the seventh anniversary of the 1821 Society. The 1821 Society commemorates Amherst's founding year and recognizes leadership giving to the Annual Fund. Last year 1,442 alumni, parents, and friends became 1821 Society members, contributing more than \$7.55 million.

Historically, giving society donations have accounted for nearly 80 percent of the money raised each year for the Annual Fund. Leadership donations to the Annual Fund, however, represent much more than commitment and generosity on the part of parents, alumni, and friends of the College. Because the Annual Fund is replenished every year, the power of current-use funds that parents and alumni donate through the Annual Fund is remarkable:

**Each dollar donated to the Parents' Fund is analogous to the income from \$20 in endowment.**

**A yearly gift of \$1,821 to the Parents' Fund is the equivalent of establishing an endowed fund of just over \$36,000 (given an average endowment spending rate of 5%).**

**A \$10,000 yearly gift to the Parents' Fund is commensurate with a \$200,000 endowment gift.**

All 1821 Society members receive credit for personal gifts, pledge payments, and anticipated matching gifts. The following chart outlines the estimated number of gifts in the leadership categories sought to achieve a Parents' Fund goal of \$575,000 by June 30, 2010.

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## SECTION ONE: PARENTS' FUND OVERVIEW

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Range	*Actual FY09 # Donors	Projected FY10 # Donors	Total Projected FY10 Dollars
<\$1,821	many	many	\$95,000
\$1,821 - \$2,499	51	54	\$90,000
\$2,500 - \$4,999	23	24	\$50,000
\$5,000 - \$9,999	16	17	\$90,000
\$10,000 - \$24,999	21	22	\$150,000
\$25,000 - \$49,999	2	2	\$50,000
\$50,000 - \$99,999	0	1	\$50,000
<b>Total 1821 Donors</b>	<b>113</b>	<b>120</b>	<b>\$575,000</b>

*\*Included in the 1821 donor and dollar count are alumni parents that split their 1821 Society gift between the Alumni Fund and the Parents' Fund.*

### **The Noah Webster Circle**

The fall of 2007 saw the debut of the Noah Webster Circle of the 1821 Society, which recognizes those donors giving \$10,000 or more. The Noah Webster Circle is named in honor of Noah Webster, who played a vital role in fundraising for and shaping Amherst, and was president of the Board of Trustees when the College began in 1821. Noah Webster Circle members provide critical support for the College's top priorities, which include giving the College broader access to the best students, enhancing teaching for today's world, and extending the Amherst learning experience far beyond the classroom.

### **1821 Society Recognition (\$1,821-\$9,999)**

- Limited edition journal or other materials featuring key presidential speeches, public lectures at Amherst, or publications about the College or by members of the community.
- Invitation to attend special 1821 Society events.
- An acknowledgment letter from the Chief Advancement Officer.
- Notation of 1821 Society membership on class thank-you letters.



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## SECTION ONE: PARENTS' FUND OVERVIEW

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### **Noah Webster Circle Recognition (\$10,000 and above)**

- Invitations to regional Amherst Tables featuring College speakers.
- Special issue Noah Webster Circle materials, unique to this giving society.
- Recognition as Noah Webster Circle members on class thank-you letters.
- All of the 1821 Society recognition listed above.

### **For gifts of \$25,000 and above**

- Book published by an Amherst professor or prominent member of the Amherst community, including a personalized bookplate and author inscription.
- Personal communication from a member of the College faculty or administration.
- All of the 1821 Society and Noah Webster Circle recognition listed above.

### **For gifts of \$50,000 and above**

- Personal communication from the President, Chair of the Board of Trustees, or other key College leader.
- All of the 1821 Society and Noah Webster Circle recognition listed above.

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## SECTION TWO: YOUR ROLE AS A VOLUNTEER

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### Parents' Fund Volunteer Roles

#### Committee Members

Parents' Fund Committee Members solicit gifts from other parents in their son's or daughter's class at Amherst. Committee Members also communicate with the Class Chairs, Parents' Fund Chairs, and/or the Director of the Parents' Fund regarding any issues, concerns, or ideas that may arise throughout the year and in the course of talking with other parents. The main duties of the Committee Members include:

- **Lead by example: make a gift to the College before asking others to do the same;**
- Communicate with the Class Chairs on a regular basis;
- Make telephone solicitations from the assigned list, particularly in the late fall and throughout the spring;
- Follow up with those assigned parents who have yet to make a gift;
- Thank those parents who have contributed to the Parents' Fund;
- Participate in periodic conference calls with the Parents' Fund Chairs, Class Chairs, other Committee Members, and the Director of the Parents' Fund.

*Note: Parents' Fund volunteers primarily solicit contributions from current parents and occasionally are asked to solicit past parents and/or alumni parents.*

#### Class Chairs

Class Chairs work closely with the Director of the Parents' Fund and with the Parents' Fund Chairs. Class Chairs are responsible for recruiting and managing the other parent volunteers in their class. Class Chairs will be asked to make a gift each year at the leadership level of \$1,821 or more. The main duties of the Class Chairs include:

- **Lead by example: make a leadership gift to the College before asking others to do the same;**
- Recruit new Committee Members for their class, including at least five who will focus on 1821 Society gifts;
- Solicit other parents for 1821 Society gifts;
- Assist in the designation of Committee assignments;
- Review/edit two Class solicitation letters (one per semester);
- Call non-donors in their class towards the end of the Fund year, with priority to those who might give at the 1821 Society level;
- Stay in touch with the Fund Chairs and the Director of the Parents' Fund throughout the year;
- Participate in regularly scheduled conference calls with the Fund Chairs, the Director of the Parents' Fund, and the other Class Chairs.

### **Parents' Fund Chairs**

The Parents' Fund Chairs work closely with the Director of the Parents' Fund. The Fund Chairs help determine the goals for the Parents' Fund and aid in the development of strategies to achieve those goals. The Chairs head the 1821 Society leadership giving effort and will be asked to make a gift each year at the leadership level of \$1,821 or more. The Fund Chairs also coordinate closely with the Class Chairs to manage the parent volunteer class structure. The main duties of the Parents' Fund Chairs include:

- Lead by example: make a leadership gift to the College before asking others to do the same;
- Attend Family Weekend events;
- Act as the representative and liaison between parents and the College with regard to Parents' Fund matters;
- Recruit Class Chairs and Committee Members;
- Assist in the designation of Committee assignments;
- Review/edit solicitation letters tailored to parents capable of donating \$1,821 or more and general Parents' Fund solicitation letters;
- Communicate with the Class Chairs and the Director of the Parents' Fund throughout the year;
- Participate in regularly scheduled conference calls with the Class Chairs and the Director of the Parents' Fund.

## **SOS!**

**If for some reason you cannot fulfill your Parents' Fund duties, we understand! Sometimes careers and personal lives take unexpected turns. If this happens, please let us know as soon as you realize you have to juggle your priorities. The families assigned to you can be given to other volunteers.**

### **A Note About Confidentiality**

Please be aware that giving records and contact information for Amherst parents are confidential. Volunteers are granted access to this information only to conduct business on behalf of Amherst College. The information is not to be shared and is not to be used for solicitation purposes for other causes.

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## SECTION THREE: MAKING THE CALL

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### Preparation

All parents will receive a mailing from the College in October asking them to participate in the Parents' Fund. A second appeal will be mailed in November. Two other appeals will be mailed in February and in April. Parents' Fund Committee Members are asked to follow-up these mailings with phone calls.

**Assignments:** While the priorities of each Committee Member are the parents on his or her assigned lists, we hope that all Committee Members will also take on a portion of the "unassigned parents" in their class. Throughout the year and as you complete your assignments, please think about making a few more calls, especially toward the end of the year. Contact your Class Chairs or the Development office for more information about taking on additional assignments.

**Personal Contact:** The more personal solicitations we can make as a Committee, the more successful our efforts will be. Phone calls and personal notes are the most important components of the Parents' Fund program. Remember, our goal is at least 27.5% participation.

**Timing:** Gifts received through June 30, 2010 will count in this year's Fund. With the Parents' Fund, momentum moves according to the academic year schedule, and it is important to keep this in mind as you make your calls. The bulk of your calling will be in the late fall, and then begin again in February and continue through May.

**Studies have demonstrated that individuals are *four to eight times more likely to make a gift in response to a phone call than to a mail solicitation.***

**The majority of gifts will be received prior to Commencement on May 23, 2010.**

**Gifts to the Parents' Fund last year ranged from \$5 to \$25,000 with an average gift of \$506.**

**Ask Amount:** Before you make your phone calls, you should think about how much you will ask for from each individual you are contacting. The Call Report you receive will list the giving history of each individual you will be calling and, in some cases, will include a suggested ask amount (highlighted).

As you prepare yourself to make calls on behalf of the Parents' Fund, remember you only have control over the *request*, not the *answer*. Not every conversation leads immediately to a gift, and you will want to leave the door open to continue the conversation.

### Ten Steps for Making the Call

1. **Introduce yourself** and let your fellow parent know that you are calling on behalf of Amherst.
2. **Ask if it is a good time to talk.** If it is not, ask when it would be convenient for you to speak for five or ten minutes.
3. **Use the name(s) of your child(ren)** and the name(s) of the parent's child(ren), and **share current information** about Amherst and Amherst Regional Associations, which include both alumni and parents. This call is not just about money, but rather about strengthening parental relationships both to one another and to the College.
4. **Explain why** you have agreed to work on behalf of the College and why you have chosen to make Amherst a priority this year.
5. **Ask for a gift:**
  - a. **Ask for a specific amount**, otherwise you have not given the potential donor anything tangible to say "yes" or "no" to, and the proposal of a specific amount is more likely to turn into an actual gift. A good starting point is to ask new parents whether they have received a solicitation letter and brochure from the College, and to thank parents of returning students for their past support and to ask them to increase their contributions from previous years by a specific amount.
  - b. Ask if they are interested in joining the 1821 Society and even the Noah Webster Circle. If you have made a leadership-level gift to the Parents' Fund, ask others to join you in giving at that level by sharing your commitment.
  - c. For those individuals who have yet to make a contribution to the Parents' Fund, keep in mind that last year the average gift was \$506 and the smallest gift was \$5.
  - d. Your fellow parent may express surprise at the size of the request. Your response might be: *I understand that this gift request is larger than anything you may have previously considered. I had a similar reaction, but after thinking about the importance that Amherst plays in [my son's or daughter's] life, I became more comfortable in making my own commitment.*
6. **Be patient and listen.** Give the individual the opportunity to talk about what is on his or her mind. Once you have asked for a specific gift, be patient and allow him or her to respond to your request before jumping in.
7. **If the answer is yes**, ask the individual if he or she would like to make their Parents' Fund gift via credit card, personal check, or appreciated securities. Also, do not forget to ask the individual if s/he works for a matching gift company.
8. **If the answer is maybe**, ask if you may follow up later, and whether there might be some material the College can provide to help with their decision.
9. **If the answer is no**, or if the individual is reluctant to give, encourage participation at whatever level is comfortable for him or her. Every gift, regardless of size, makes a difference to Amherst. Consider sending a personal note saying that you hope s/he will still consider giving, and let him or her know why it's important to you.
10. **Thank fellow parents for their time and thoughtful consideration of your request, regardless of the outcome.**

## **Handling Concerns and Objections**

In your role on the Parents' Fund Committee, you are serving as an advocate for Amherst. You will stumble upon issues potential donors have with the College, such as dorm accommodations, co-ed bathrooms, food, etc. Your job is not to become embroiled in the issues, but to listen and to relay concerns to the Director of the Parents' Fund.

If individuals have questions you cannot answer, do not hesitate to say you do not know, but that you will either find the answer and return the call or have someone else respond. To assist you in your role as an advocate for Amherst, we have provided the following suggested responses to frequently asked questions and concerns:

### **How can Amherst ask for more money?**

Difficult as it may be to believe, tuition revenues cover only a little more than HALF the actual cost of educating our children. Every student's education is subsidized by the College through gifts from individuals who believe in maintaining Amherst's excellence. The Annual Fund each year provides nearly 8% of the necessary funds to support the needs and priorities of the College. The quality and quantity of the opportunities our children are offered would be diminished without our support.

The superb educational opportunity Amherst offers is built on the strong tradition of giving by individuals. Without this support, Amherst would be a very different school. A gift to the Parents' Fund at any level is your chance to express your support for the College that is educating your child and to join this great tradition.

### **How can Amherst ask for money when my child has experienced a problem?**

I appreciate your concern that [your son did not get the dorm room he wanted, your daughter hates the food, your son got cut from the hockey team...] and if you would like, I would be happy to share your concerns with my contact at the College. I am certain there is someone on campus who could better address the issue.

The Parents' Fund Committee asks all parents for support of this effort because we believe all parents should have the opportunity to support the fine education our young people are receiving.

### **Can I restrict my Parents' Fund gift?**

Although the College appreciates gifts earmarked for specific programs, Amherst relies on unrestricted giving to meet its operating expenses. The Parents' Fund offers necessary support to all programs at the College. Gifts to the Parents' Fund are used each year for the faculty and for programs from which our children benefit—research, library books, athletics, performing arts, etc. Parents' Fund gifts are completely unrestricted and therefore the most flexible.



### **Amherst is a rich college — why does it need my money?**

The Amherst endowment ensures that future generations of students will have access to an Amherst education. For this to be possible, Amherst maintains a spending rate of up to 5% of the endowment. This means that every unrestricted annual fund dollar is analogous to \$20 in endowment income. Moreover, approximately 80% of the Amherst endowment is restricted by agreement with donors for specific uses only: need-based financial aid, named professorships, upkeep of particular buildings, etc. The income on the endowment that Amherst is allowed to spend covers only 30% of our annual operating costs.

- Your support will help Amherst recruit and retain the finest faculty.
- Your support will help preserve Amherst's policy of need-blind admissions.
- Your support will help sustain learning opportunities outside the classroom such as internships and study-abroad programs.

### **At this point I feel more loyal to other causes, especially those in my community.**

Amherst certainly does not wish to take away from charitable groups that do good work and that may have special meaning to you. I hope you will consider Amherst among the many causes/ organizations you support because of the role it plays in educating your son or daughter.

As you support other causes, please keep in mind that Amherst prepares young people who are committed to improving society—you will find our alumni running social service organizations, educating youth, providing health care, and working against hunger, poverty, and violence. In this sense, by supporting Amherst you will provide long-term support for causes important to you.

### What Counts and Why

Because of its mission to support the operating budget of the College, certain guidelines apply to participation in the Parents' Fund:

**Gifts to the Parents' Fund must be received within the fiscal year to be credited to the 2009-2010 Parents' Fund.** The fiscal year runs July 1, 2009 – June 30, 2010, and all gifts must be received or postmarked by June 30th.

**Gifts must be unrestricted.** The balanced-budget mission requires that the Parents' Fund be able to support the priorities of the College rather than the desires of individual donors.

**Gifts must be cash or cash-equivalent.** Gifts-in-kind (art, equipment, books, etc.), though helpful in other ways, do not help pay the operating bills of the College and are not, therefore, credited to the Parents' Fund. Stocks and other securities are readily convertible to cash and can provide an effective way of contributing to the Parents' Fund. See page 17 for instructions.

Many alumni parents choose to make donations to both the Parents' Fund and the Alumni Fund, and the total of their gifts will be combined for the purposes of 1821 Society credit. It is helpful when calling alumni parents to know exactly what portion of their gift is to be designated to which fund.

### Ways to Make a Contribution

**Credit Card:** We accept gifts by credit card (MasterCard, Visa, or American Express). If a parent wishes to make a credit card contribution over the phone, you can record the information on a contributor slip, or have the donor call the Development staff at (413) 542-5900 during business hours (M-F 8:30 am – 4:30 pm) or our toll-free gift line anytime: (866) 542-GIFT (4438). If you take the information yourself (amount of gift, type of card, card number, expiration date, name as it appears on the card, student's class year), mail the slip to us right away or call us with the information. Because of security issues, please do not e-mail credit card information to our office. Parents can also give online at [amherst.edu/give](http://amherst.edu/give).

**Personal Check:** If a parent would like to make a gift by personal check, you may mail him or her a contributor slip with a reply envelope, which is provided in your packet. Tear off the bottom portion (the contributor slip) of the call report and mail it to the parent with a reply envelope and a personal note of thanks.

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## SECTION THREE: MAKING THE CALL

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**Appreciated Securities:** It is imperative that Amherst be notified in advance about donations of securities. Nancy Brownfield in the Treasurer's Office at Amherst College (phone: (413) 542-2807; fax: (413) 542-2223; e-mail: [nabrownfield@amherst.edu](mailto:nabrownfield@amherst.edu)) should be notified of what security is being donated, the number of shares, and the designation of the gift (Amherst College Parents' Fund), in addition to the broker's name and phone number. The broker should be contacted directly by the donor with instructions to transfer the gift to Amherst. For more information, see [amherst.edu/give/ways\\_to\\_give/securities](http://amherst.edu/give/ways_to_give/securities).

**Company Matches:** The call report will indicate if the person is working for a company with a matching gift program. All he or she needs to do is fill out a short form obtained from the personnel or human resources office of the company and send it to Amherst. We take care of the rest. Matching gifts totaled over \$360,000 last year, a significant source of revenue for the College. Matching gifts are also credited to individuals for membership in the 1821 Society.

## SECTION FOUR: TOOLS AND OTHER RESOURCES

**Parents' Fund Online Volunteer Website:** We encourage volunteers to use the Parents' Fund Online Donor Report (PF-ODR) on the College website to access online Parents' Fund reports and other important information. You can check the latest overall results of the Parents' Fund, as well as specific information on the progress of your class; the data is updated overnight. Committee members can access contact information for their assigned parent prospects, as well as some information about their Amherst students. Committee Chairs can also review the progress of committee members. The website is located at: [amherst.edu/give/pftools](http://amherst.edu/give/pftools). Data can be sorted in ascending or descending order by clicking on the upward or downward facing arrows on the sort button for each column.



### Parents' Fund Online Donor Report

#### Class Totals

Class Year	Prospects	Donors	Participation %	Amount to Date	Class Goal	Participation Goal %	1821 Donors - Count	1821 Donors - Goal
2012	473	3	0.6	\$400	\$150,000	30%	0	25%

#### Committee Member Totals

Campaign Name	Prospects	Donors	Participation %
2012: Dickinson/Frost	8	0	0.0
2012: Webster	8	0	0.0

#### Giving Summary

Parents Sort	FY2008 Ask Amount Sort	FY2008 Gifts Sort	Date of Latest Gift Sort	Giving History, Last year Sort	Pledge Balance Sort	Donor Status All	Assigned Comm. Member Sort
Jeffrey Amherst '21, P'12 (Jeff) Carla Amherst 2012 (H) 413-555-1821	\$1,821.00	\$0.00		Last year: \$1,821.00 Last 3 years		LYBUNT	

**Call Reports and Contributor Slips:** These reports list the parents assigned to you. The "(P)" code simply means "parent." The report contains parent and student names, contact information, employment information, and giving history and, in many cases, a suggested ask amount. If you obtain new e-mail addresses, addresses, and/or phone numbers, or find out that a parent's employer has a matching gift program, please forward this information to us so we can update our records.

The bottom portion is perforated and is a personalized contributor slip, which should be sent to the fellow parents with a note and reply envelope after securing a commitment. As this will be your only copy for the remainder of the year, please keep the top portion of the Call Report for follow-up calls.

**Follow-up Materials:** For parents who wish to make a gift by personal check, we urge you to follow-up with a note. Notepad paper, post-its, and envelopes are enclosed for this purpose. You should enclose a reply envelope and contributor slip with your note in order to make it easier for

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## SECTION FOUR: TOOLS AND OTHER RESOURCES

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donors to send their gifts to Amherst. Some parents may tell you that they already have a contributor slip (from the general Parents' Fund mailings) and that they will send it in. In this case, *it is still a good idea to follow-up with a short note*. The personal touch goes a long way in helping to remind parents to make their gifts. See the sample follow-up notes on page 20. Don't hesitate to contact the Director of the Parents' Fund if you need more follow-up materials.

**Bulletins & Progress Reports:** Beginning in November, you will receive regular Parents' Fund Bulletins with updates, helpful hints, and news from campus. You also will receive regular progress reports regarding your assignments and who on your list has or has not given. This report will help you determine which parents on your assigned list you will need to follow up with and which parents you should thank for their contributions. It is important for Committee Members to thank donors for their gifts with personal thank-you notes. At any point you can check the Parents' Fund Online Donor Report or contact the Development staff at (413) 542-5900 to ask for an update on the status of an individual's giving. It is always a good idea to double-check the record before you make your follow-up calls.

**Thank-You Notes:** (See examples on page 20.) Some things a note might include:

- Thanking parents for their first gift, consistent giving, or increased gift to the Parents' Fund;
- Thanking parents for joining the 1821 Society or the Noah Webster Circle, if applicable; and
- Mentioning that the gifts go toward maintaining and improving the quality of education for Amherst students.

**Expenses:** In your work for Amherst this year, you will undoubtedly be making a significant number of phone calls to other parents to encourage their support of the College. We are committed to supporting you in your efforts. As you make calls on behalf of Amherst, we strongly encourage you to make the best use of any direct-dial long distance plan available to you. In addition, there are a number of ways in which the cost of your calls might be accounted for in your records and those of the College:

**Unreimbursed Calls:** A large number of volunteers absorb their expenses personally, and for that, we are very grateful.

**Unreimbursed Business Expense:** Some volunteers submit documentation of the cost of Parents' Fund phone calls to the College. The College will then provide an unreimbursed business expense form, which can be used for a charitable tax deduction.

**Reimbursed Calls:** Volunteers may also request direct reimbursement from the College. Please send documentation of your phone charges to the Director of the Parents' Fund if you wish to be reimbursed.

We hope these arrangements will make your volunteer work easier. Thank you for all you do for Amherst!

**Sample Thank-You Notes:**

To follow-up a phone call:

Dear \_\_\_\_\_ ,

It was good to talk to you (today/this evening) about the Amherst College Parents' Fund, and I appreciate your taking the time to consider supporting Amherst.

I hope you and (spouse/partner's name) will consider making a donation to Amherst this year. Gifts of every size mean so much to the College. I hope you will help us meet our goal!

Have a wonderful [year/New Year/spring].

Sincerely,  
Paul '76 and Joanne Schnell  
(Parents of Samantha '11)

For a gift already made:

Dear \_\_\_\_\_ ,

Thank you for your generous donation to the Amherst College Parents' Fund. Your gift means so much to Amherst, and your contribution will go a long way toward reaching our participation and dollar goals.

Thanks again for your support, and best wishes to you and your [son/daughter] for a terrific year at Amherst!

Sincerely,  
Paul '76 and Joanne Schnell  
(Parents of Samantha '11)



## SECTION FIVE: HELPFUL FACTS

### Past Statistics for the Parents' Fund

Fund Year	# of Donors	Amount	Fund Year	# of Donors	Amount
2008-09	1,088	\$550,000	1976-77	500	\$53,844
2007-08	1,138	\$666,756	1975-76	561	\$54,326
2006-07	1,159	\$689,705	1974-75	454	\$32,781
2005-06	1,096	\$619,749	1973-74	503	\$31,414
2004-05	1,132	\$584,096	1972-73	434	\$28,758
2003-04	1,195	\$625,878	1971-72	542	\$34,362
2002-03	1,181	\$594,180	1970-71	556	\$30,019
2001-02	1,147	\$464,095			
2000-01	1,270	\$464,789	1969-70	617	\$34,755
			1968-69	603	\$32,181
1999-00	1,173	\$342,505	1967-68	620	\$36,632
1998-99	1,260	\$372,806	1966-67	694	\$36,144
1997-98	1,150	\$350,003	1965-66	688	\$34,871
1996-97	1,063	\$302,214			
1995-96	1,029	\$236,751	1964-65	636	\$27,787
1994-95	551	\$236,824	1963-64	408	\$27,727
1993-94	705	\$229,180	1962-63	507	\$27,727
1992-93	908	\$192,017	1961-62	624	\$26,578
1991-92	892	\$168,629	1960-61	654	\$24,557
1990-91	1,137	\$211,254			
			1959-60	674	\$28,550
1989-90	1,205	\$206,682	1958-59	665	\$31,079
1988-89	1,222	\$180,002	1957-58	617	\$26,413
1987-88	1,219	\$161,371	1956-57	538	\$22,480
1986-87	1,264	\$185,000	1955-56	307	\$13,986
1985-86	1,204	\$136,577			
1984-85	1,027	\$135,227	1954-55	240	\$10,224
1983-84	775	\$110,768	1953-54	239	\$11,630
1982-83	846	\$99,752	1952-53	238	\$12,570
1981-82	819	\$101,108	1951-52	223	\$12,591
1980-81	542	\$65,005	1950-51	138	\$7,510
1979-80	602	\$67,564	1949-50	149	\$6,995
1978-79	700	\$73,968	1948-49	72	\$3,369
1977-78	594	\$72,223	1947-48	332	\$46,765

## FY09 vs. FY08 Parents' Fund Results

### Parents' Fund 2008-09 as of 6/30/09

Class	# Donors	# of 1821 Donors	Total Dollars	Participation
2009	134	27	\$88,327	28.0%
2010	127	18	\$87,936	24.0%
2011	141	22	\$126,786	24.4%
2012	117	30	\$71,716	22.5%
Parents of Alumni	569	16	\$175,236	26.9%
<b>TOTAL</b>	<b>1,088</b>	<b>113</b>	<b>\$550,000</b>	<b>25.8%</b>

### Parents' Fund 2007-08 as of 6/30/2008

Class	# Donors	# of 1821 Donors	Total Dollars	Participation
2008	124	23	\$128,999	24.6%
2009	133	31	\$125,833	26.4%
2010	136	17	\$100,273	25.1%
2011	142	28	\$129,859	25.4%
Parents of Alumni	603	17	\$181,792	31.9%
<b>TOTALS</b>	<b>1138</b>	<b>117</b>	<b>\$666,756</b>	<b>28.5%</b>

## Amherst Facts

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### Endowment (as of 6/30/09)

Total endowment	\$1,305,944,000
Endowment per student	\$769,560
Spending rate on endowment	4.0% (FY09 three year average)
Return on endowment	11.6% (annual average, last 20 years)

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### Budget Results (2008-09)

Total budget	\$151,596,000
<i>Revenues</i>	52% from student revenues, including tuition, room, and board 34% from endowment 14% from other revenues, including gifts and grants
<i>Expenses</i>	55% for teaching and housing students 22% for financial aid 13% for taking care of the physical plant 10% for administering the College

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### Faculty (2008-09)

Full-time Faculty	203
Faculty/student ratio	10:1
Average class size	17
Classes with fewer than 30 students	89%

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### Students (FY09)

Comprehensive Fee	\$46,760 (includes tuition, room & board)
Budgeted cost per student	\$90,449
Average financial aid package	\$37,564
Percentage of students on scholarship aid	54%
Budgeted Enrollment	1,676

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### Library

Volumes	More than 1,023,085 volumes
Other Media	More than 595,296 other media

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## **Amherst Web and Online Resources**

### **College Homepage: [amherst.edu](http://amherst.edu)**

### **Parents' Fund Volunteer Tools: [amherst.edu/give/pftools](http://amherst.edu/give/pftools)**

Tools to help you: the handbook, Parents' Fund Committee members, bulletins, appeal letters, and comparative statistics.

### **Information for Parents on the Web: [amherst.edu/alumni/parents](http://amherst.edu/alumni/parents)**

Visit the parents' section of the College's website for information ranging from how to mail packages to your child, to academic schedules, to parent volunteer opportunities. There are also links to local hotels and restaurants.

### **Amherst Magazine Online: [amherst.edu/magazine](http://amherst.edu/magazine)**

*Amherst* magazine is now online. In addition to the news, features, and Class Notes found in the print *Amherst*, the web version includes online extras (audio, extra photos, and links to related websites) for each feature article. And the *Et Alia* section online features content that is updated weekly (sometimes daily) to announce news about Amherst alumni, faculty, and students.

### **Amherst News Digest:**

A weekly news update is prepared in the office of Public Affairs and sent online to all subscribers (featuring news of faculty, students, and alumni as well as references to Amherst in the news). To subscribe, send a blank e-mail to [info@amherst.edu](mailto:info@amherst.edu) with the word "subscribe" in the subject line.

### **Amherst Athletics: [amherst.edu/athletics](http://amherst.edu/athletics)**

Information and updates on athletics at Amherst for the entire sports program or for individual sports is now online. You can also subscribe to receive e-mail updates on particular teams through this site or by sending an e-mail to [akantor@amherst.edu](mailto:akantor@amherst.edu).

*Note: To ensure that you continue to receive the latest news and information about the College, please notify us of any changes to your contact information, including your e-mail address, by using the on-line update form at [amherst.edu/parents/update](http://amherst.edu/parents/update) or by calling the Development office at (413) 542-5900.*

## Important Telephone Numbers

<b>Office</b>	<b>Telephone Number</b> (area code is 413)
Alumni and Parent Programs	542-2313
Athletics Office	542-2274
Buckley Recital Hall Ticket Information	542-2195
Campus Police (Business Line)	542-2291
Career Center	542-2265
College Calendar (Public Affairs)	542-2321
College Switchboard	542-2000*
Comptroller's Office, Student Accounts	542-2817
Counseling Center	542-2354
Dean of Students' Office	542-2337
Dean of New Students' Office	542-2336
<b>Development (Parents' Fund)</b>	<b>542-5900</b>
Financial Aid Office	542-2296
Gift Planning	542-5900
Health Service	542-2266
Mead Art Museum	542-2335
Museum of Natural History	542-2165
Parents' Fund	542-8284
Physical Plant	542-2254
Registrar	542-2226
Religious Advisors/Cadigan Center	542-8489
University of Massachusetts Health Services	577-5000
Theater Box Offices (Holden and Kirby)	542-2277
Valentine Dining Hall	542-2220

One of the College's deans is always on call for emergencies. The Dean on Duty can be reached Monday through Friday, 8:00 a.m. to 4:30 p.m. (8:00 a.m. to 4:00 p.m. in the summer) at (413) 542-2337, and after hours through Campus Police at (413) 542-2291. The Dean on Duty can also be reached through the switchboard at (413) 542-2000.

*\*Numbers for dormitories, offices, and individuals available through the switchboard.*

