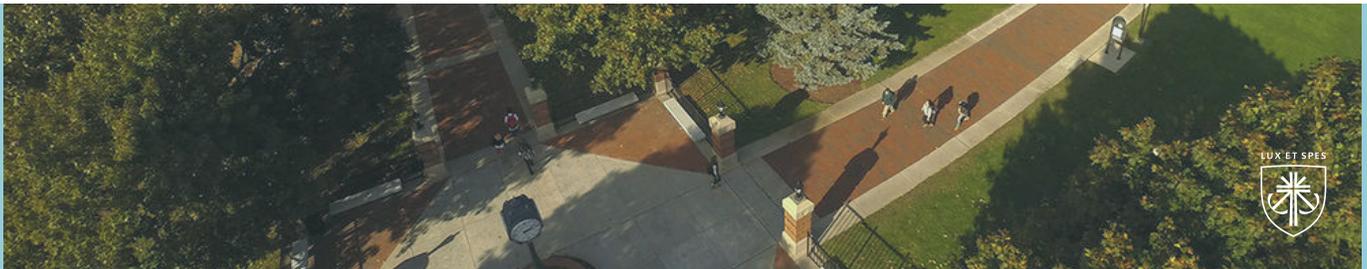




Giving Volunteer Toolkit



Dear Stonehill Giving Volunteer,

You are an incredible part of our community. As a close knit community, we rely on our alumni, the true testament of a Stonehill education, to spread the word about the value and importance of giving back to the College. This education has taught us to think, act, and lead, and most importantly, to do so with both the mind and the heart.

The Giving Volunteers give back to the College with a gift of any size each fiscal year, and encourage their peers to do the same. This ensures that our current and future students are supported by a strong network of alumni who give back to both programs and opportunities. Personally, I give because I believe that investing in Stonehill students is an investment in social justice, whether my gift provides a student with access to a valuable resource on campus or gives a student an opportunity to serve their community. Together, we enable present and future students to have the experiences, lessons, and yes, challenges, that allowed us to grow into the bright, compassionate alumni we are today.

The following pages will aid you in sharing your stories and what inspires you to #GiveStonehill. Thank you for all you do for the College as faithful alumni.

All my best,

Chanel Mazzone '16
Development Associate

The Position



Our Mission

The Stonehill Giving Volunteers share the importance of giving back to the College with their peers and how it makes a profound difference in the lives of Stonehill Students.

We accomplish this through:

Personal Outreach

Contact your peers about giving back to the College

- Call, text, or email at least 10 peers

Social Media

Connect with the Stonehill Alumni accounts on social media

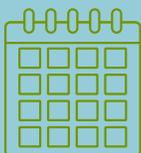
- Share your stories about the impact of Stonehill
- Like, comment, & share our posts
- Post photos and tag us

Events

Attend or promote special events

- Come to special events
- Invite your peers to come as well

Timeline



Choose one of these time frames or multiple!



What is the Stonehill College Fund?

➔ Visit stonehill.edu/giving for more information!



“The Stonehill College Fund is one of the largest sources of fundraising support for the College.”

Gifts can be made to:

- Scholarships
- Academics
- Athletics
- Mission



But what about Stonehill's endowment?

The Stonehill College Fund bridges the gap between Tuition and the Endowment

Gifts can also be made to support experiences like:



Study Abroad



H.O.P.E. Trips



The Farm at Stonehill



SURE Projects



And many others!

Stonehill College Fund

VS

Stonehill Endowment

- Checking Account
- Accessible
- Expenses Not Covered By Tuition

- Savings Account
- Investment
- Foundation for the Future

Terms

What is Annual Giving?

Annual giving is Stonehill's ongoing fundraising effort to engage alumni donors in giving each fiscal year, forming strong donor relationships and raising funds for important Stonehill programs

Fiscal Year:

The Stonehill College Fund operates on a fiscal year calendar of July 1st - June 30th. For example, fiscal year 2019 (FY19) is July 1, 2018 - June 30, 2019.

So, why give?

Every student deserves access to all the experiences Stonehill has to offer

*it also factors into our national rankings

LYBUNT:

“Last Year But Not This Year”

Refers to donors who gave in the last fiscal year but haven't given yet in this one. LYBUNTS are the most reliable donors for Stonehill.

VS

SYBUNT:

“Some Years But Not This Year”

Refers to donors who have given within the past few years but not the last one. These donors sometimes just miss a year here or there. Also known as Lapsed.

GOLD:

Graduates Of the Last Decade

PC:

President's Council donors make gifts of \$1,000 or more. GOLD President's Council represents recent graduate donors who make gifts of \$500 or more.

Who's who?



1948 Loyalty Society:

Membership is comprised of alumni who have made gifts to the College for at least four out of six consistent years and GOLD alumni who have contributed for three out of six consistent years with gifts of any amount to any designated area at Stonehill.

Reasons for Giving



Sharing your own personal stories of why you give is hugely impactful to our donors. While everyone has their own reason for making a gift back to the College, here are a few to start us off:

Your experiences at Stonehill were supported by alumni who came before you

Gifts ensure that all students have access to the same resources as their peers

Give to the program or initiatives that you are most passionate about

Tuition does not cover the full cost of education

Support the growth of Stonehill

Philanthropy is a tradition at Stonehill

Annual giving could secure your membership in the 1948 Loyalty Society

Alumni participation in giving factors into our national rankings



Ways to Give

These are the most common ways to give, but more details can be located on the website!
Visit: stonehill.edu/giving/ways-to-give

MAKE A GIFT

Online

To make a donation online, visit stonehill.edu/giving and select the "Make a Gift Now" link, choose your fund, and fill out the secure online form.

Telephone

To make a credit card gift by phone, please call the Office of Development at (508) 565-1341.

Mail

To make a credit card (or check) gift via mail, please send your credit card number, expiration date, a daytime telephone number and instructions on your gift intent to:

Stonehill College, Office of Development, 320 Washington Street, Easton, MA 02357-6242.

Make checks payable to Stonehill College.

Matching Gifts

A corporate matching gift is an easy way to increase the impact of your contribution to the College with an additional gift from your company, which could double or triple your personal gift. To find out if your company has a matching gift program and learn the specifics of requesting a match from your company, please contact your human resources department or visit stonehill.edu/matching-gifts.



Refer your classmates to these easy ways to give!

Tips and Tricks



Making the Ask

Tell your own personal story for what a Stonehill education has done for you and what inspires you to give. Relay what program, experience, or initiative have made the biggest difference for you.

Your personal giving story is the best motivation for your classmates to make their own gift.



Honor Roll of Donors

You can view up to date listings of donors by class within the current fiscal year by visiting:

stonehill.edu/honor-roll



Don't be afraid to ask for a gift

Asking isn't forcing anyone to donate, rather it is inviting them to join you in giving back.

Be specific

Offering your classmate a gift range can help them figure out their commitment level. You can ask them for a class year gift (ex. if they graduated in 2016, you can ask for a gift of \$20.16) or to match the gift you made.

Participation is key

Our primary goal is alumni engagement in philanthropy to Stonehill. With that in mind, we truly believe that every *gift matters*.



Keeping up on social media

On each social media platform, there are ways to bookmark our pages so you don't miss out on our content!

Our Social Media Accounts:



@StonehillAlumni



@StonehillCollegeAlumni



@StonehillAlumni

Our giving hashtag:

#GiveStonehill

Mobile Instructions

Facebook

1. Go to the @StonehillCollegeAlumni page
2. Click "See First" on the "Following" Tab
3. You can also turn on notifications for the page so you'll be notified when we post!

Instagram

1. Go to the @StonehillAlumni profile
2. Click the three dots icon located in the top right corner
3. Select "Turn on Post Notifications"

Sample Ask



One ask, many ways to go about it!
Use this language to guide you in your ask and make it personal to your giving story!

General Letter

Dear____,

I hope this finds you well. I am a volunteer on behalf of the Stonehill College Fund, one of the largest sources of fundraising support for the College. I'm reaching out to some of our classmates and friends in the hopes that you will join me in making a gift to Stonehill this year.

Participation is an important component of our success. A gift, no matter what size, truly makes a difference to the students following in our footsteps at Stonehill. I'd suggest to make a gift of \$_____ in support of our class. You can give online at stonehill.edu/giving. You can also call the Office of Development at 508-565-1341 to talk to a staff person and make your gift over the phone.

Every contribution is deeply appreciated and counts towards our goal. I hope consider supporting Stonehill in any way you can. Thank you in advance for your support.



Personal Letter

Dear____,

I am reaching out to you on behalf of the Stonehill College Fund. This is one of the largest sources of fundraising support for the College, which includes nearly 600 scholarship awards in addition to transformational programs like H.O.P.E. and SURE. It is what allows the College to maintain academic rigor while providing opportunities to enrich the heart.

I'd like to invite you to join me in making a gift back to the College. I recently made my gift to [program of your choosing]. During my time at Stonehill, this program [meaningful way in which program inspired you]. A gift of \$_____ in support of our class goes a long way in ensuring that Stonehill can continue to serve current and future students in the highest capacity, through key learning experiences, new initiatives and scholarships.

As alumni, we can enable present and future students to have the experiences, lessons, and mentors, that allow us to grow into the bright, compassionate alumni we are today.

You can make your gift at stonehill.edu/giving. Thanks in advance for giving back to Stonehill!

Phone Ask

Give your name and say you are part of the Class of XXXX and calling for Stonehill College.

It's hard to believe that it's been XX years since we were at Stonehill together as students. What an amazing experience! I'm helping reach out to some of our classmates on behalf of Stonehill and would love to talk to you more about what's going on at the College today and share with you how your support [reference past support as appropriate] directly benefits the students following in our footsteps. Do you have a couple of minutes to talk with me?"



(If yes) Make the ask:

"Great! I am calling tonight on behalf of our class and the Stonehill College Fund to ask for your support. I hope that you join me in making a gift to benefit the students at Stonehill. (Wait for a response.) You can make your gift by going online at stonehill.edu/giving. Thank you, your support is greatly appreciated."



(If no) Ask for a better time to call back, OR tell your classmate that you will follow up via email.

"I'm sorry that this is a bad time. I hope that you will make a gift to Stonehill before the end of the College's fiscal year on June 30th. Thanks for your time!"

Social Media Posts



Today, I #GiveStonehill for all that it has given me. Join me in making your gift today as well by visiting stonehill.edu/giving



I made Stonehill a priority this year and gave to [fund you gave to]! Did you #GiveStonehill yet? Give online at stonehill.edu/giving



Hi Friends! Today, I made a gift back to Stonehill College because [meaningful reason you gave back]. Please join me and #GiveStonehill today at stonehill.edu/giving



#GiveStonehill today by giving online at stonehill.edu/giving

Handling Concerns



Here are some appropriate responses to prepare you for an instance in which an alum may have an objection to giving

I'm still paying off my College Loans

I understand. However, many alumni still wanted to support Stonehill College with a gift that fits their budget. We are encouraging participation. Would a gift of \$___ be something you would feel comfortable with?

I paid enough in tuition

Actually, tuition doesn't cover the entire cost of an education at Stonehill College, or at any other school. In fact, tuition only covers about 75% of the actual cost of operating the school. Many people don't realize that alumni have always supported the Annual Fund, even when you were attending, to help with the cost of tuition. Keeping that in mind, would you consider a gift of \$___?

I'd love to but I just can't right now

I understand finances can be tight sometimes. Perhaps you would be able to consider a gift of \$___ now and you can always increase it later if your situation changes. Would that work better?

or

I can understand that the timing might not be right at the moment. You would have until June 30 to make your gift, or we could set up an installment plan also if that would be convenient for you.

I only hear from you when you want money

I'm currently unemployed

I just had a baby / I just bought a house

Take me off your list / Do not call

I'm sorry to hear that. Do you mind if I ask you why you feel that way? I want to let you know how important your support is to the Stonehill College community. Our goal is to increase participation this year. Is there any way you'd be able to help us with a gift of \$___?

If they still want to be taken off the list: I will be sure to request that your name be removed from all our calling lists. I hope you can consider us in the future. Thanks for your time.

Congratulations! (Ask a positive question that pertains to the specific situation.) Would you like any new information to appear in the class notes section of the Alumni magazine? We have also spoken with other Alumni who are in similar situations, and we found that most could fit a small gift into their budget. Every gift helps raise our participation level.

With that in mind, could you support us with a gift of \$___?

Questions?

Contact Us!

Class Agents:

Lisa Richards '99, Director of the Annual Fund
lrichards@stonehill.edu | 508.565.1341

Reunion:

Stacy King, Assistant Director of the Annual Fund
sking@stonehill.edu | 508.565.1028

GOLD Giving Volunteers:

Chanel Mazzone '16, Development Associate
cmazzone@stonehill.edu | 508.565.1367

For all you do for Stonehill and our students:

Thank you

