

# VOLUNTEER HANDBOOK

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THE ST. OLAF

» FUND «

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## INTRODUCTION

Thank you for serving as a volunteer for The St. Olaf Fund! In this role, you will work with other volunteers from your class to increase awareness and support for the college. This handbook is designed with you in mind and should be used as a resource during your volunteer activities. We strongly encourage you to review the materials included – *the handbook will make your work easier and more successful.*

Please contact the annual giving office at 800-733-6523 or [fund@stolaf.edu](mailto:fund@stolaf.edu) if you have any questions.

## HOW A GIFT TO THE ST. OLAF FUND IS SPENT

Out of each dollar...



44¢

Instruction,  
International studies  
scholarships

22¢

Financial aid,  
academic  
scholarships

15¢

Institutional  
overhead,  
maintenance

11¢

Academic  
support,  
libraries,  
computers

8¢

Student  
life

## FY12 ST. OLAF FUND TIMELINE

Month	Volunteer Activities	Phonathon	Direct Mail
<b>September</b>	Summit on the Hill (Sept. 24, 2011) Compose fall solicitation letter (Due Oct. 1, 2011) Choose 10-15 classmate assignments Recruit new CFAs	Calling begins (Sept. 19, 2011) Reunion - unassigned CFA - unassigned	Honor roll of donors Pledge reminders (monthly)
<b>October</b>	Deadline for classmate contacts (Oct. 31, 2011) CFA Gift/Pledge Deadline (Oct. 31, 2011)	Reunion - unassigned CFA - unassigned	Class solicitation letters mailed
<b>November</b>		Reunion - assigned CFA - assigned	Calendar Year End Mailing
<b>December</b>	Implement LYBUNT strategy	Segment clean-up	Calendar Year End Email Follow-up (Dec. 14, 28, 31, 2011)
<b>January</b>	Recruit new CFAs	Parents - current & past	
<b>February</b>	Compose spring solicitation letter/honor roll (Due Feb. 28, 2012)	Calling begins (Feb. 15, 2012)	
<b>March</b>	Black & Gold Gala (Mar. 3, 2012)	Reunion - assigned CFA - unassigned	Class letters/Honor Rolls mailed
<b>April</b>		Reunion - assigned CFA - assigned	Fiscal Year End mailing Final pledge reminder
<b>May</b>	Contact Remaining Non-donors End of Fiscal Year (May 31, 2012)	Segment clean-up Activity ends (May 13, 2012)	Fiscal Year End email (May 17, 24, 31, 2012)
<b>June</b>	Reunion Weekend (June 1-3, 2012) Review final FY12 reports, write thank yous		

# VOLUNTEER RESPONSIBILITIES

St. Olaf Fund volunteers serve as part of a class fundraising team, sharing the responsibility of keeping in touch with fellow classmates and asking them to support the college annually through gifts to The St. Olaf Fund.

## STUDENTS

**39** countries, **47** states and the District of Columbia are represented.

**55%** women, **45%** men,

**14%** racial/ethnic minorities.

**96%** of students live on campus.

Current enrollment is **3,156** full-time students.

Freshman retention rate is **93.2%**.

Top majors from the Class of 2010:  
**Biology**  
**Economics**  
**English**  
**Mathematics**  
**Chemistry**

## RESPONSIBILITIES:

### Attend the volunteer Summit on the Hill

Here you can meet members of your team and other volunteers, acquaint yourself with St. Olaf College and, most importantly, get charged up about volunteering.

### Stay informed about current campus issues and other giving trends

Knowledge is power. The more you know about St. Olaf and higher education, the easier your job will be. Read the *St. Olaf Magazine* and visit the St. Olaf website homepage, [stolaf.edu](http://stolaf.edu), regularly.

### Recruit additional volunteers

Many hands make light work! Recruit your friends to volunteer. By working together, volunteering can be a fun and rewarding experience.

### Lead by example

Never ask someone for a gift until you've made one yourself. Make sure that **your own gift** is in and that you feel really good about the amount of your gift before you begin your calls. By doing this, you will be asking from a position of strength, able to talk about your own decision, and confident in asking your assigned classmates to join you in supporting St. Olaf.

### Assist in writing and editing the fall and spring solicitation letters

Help draft a class letter and include hand-written notes whenever possible. The more personal, the better the response.

### Contact 10-15 classmates to encourage participation in annual giving

Via phone, email, mail, or in person, you will act as "stewards" toward this core group of 10-15 people. The purpose is to intensify the nature of the interaction between classmates and have those personal connections be the foundation of a successful class gift. This model works because it makes annual giving more personal and puts the ownership of the program in your hands. *Oles asking Oles to help Oles.*

### Thank classmates, regardless if a gift was given

Your classmates could have directed their contributions to 1,001 other worthy causes, but they chose to give to St. Olaf and you should lead the way in thanking them. Every gift deserves a personal thank you. If they weren't able to give a gift this year, thank them for their time. They will be more likely to give next year by being treated well this year. It solidifies the relationship between your classmate and St. Olaf.

### Keep in touch

Maintain regular communication with your annual fund teammates and St. Olaf Fund staff by reporting solicitation results and passing along biographical information that may be of interest to the college, such as changes in email, address, employment, or marital status, etc.

### Gift reports

Each month you will receive an e-newsletter (unless you request a newsletter via direct mail) with information from the St. Olaf Fund office which will include gift reports. These reports are designed to serve as a tool for writing solicitations and

acknowledgments. The report provides the names of assignments, contact information, and giving history.

***Please write acknowledgments each month!*** Keeping current on writing thank you notes. Be sure to thank your assigned donors first. You may also choose to thank those who are not assigned to you. The annual giving office can provide you with thank you notes and envelopes. If your materials run low, simply call or email the annual giving office and new supplies will be sent.

***Confidentially speaking.*** *The information in gift reports is confidential. The sole purpose of this information is to help you with your work for St. Olaf. Please hold this information in confidence. Do not leave it where someone else can see it, do not discuss it with others, and do not use it for non- St. Olaf Fund purposes. Shred these documents or return them to the annual giving office when you finish your work.*

### **Have fun**

Take time to enjoy talking to your classmates about their lives and what is happening in their part of the world. These are interesting people who have a lot in common with you – you both attended a superb college! Use your annual fund duties as a way of connecting with old friends or to make friends of people who so far have been just acquaintances. People may not always say so, but in their heart of hearts they appreciate the work you are doing to help keep St. Olaf strong.

### **Reunion giving**

Reunion is a special opportunity for alumni to celebrate their time at St. Olaf with an increased gift. After the reunion, many donors continue to make gifts at their increased level, giving the annual fund a boost. Nearly 20% of the annual fund dollars are raised through the reunion gift program. Reunion gift objectives are:

- Increase participation and dollars raised for St. Olaf during the reunion gift campaign.
- Challenge alumni to “stretch” their giving in honor of their anniversary year.
- Invite members of the class who have not previously given to begin supporting St. Olaf and renew lapsed supporters of the college.
- Foster class unity, which leads to broader participation in the reunion gift campaign, on-campus reunion activities, and club events.

Reunion Weekend will be held on **June 3, 2012** for the classes ending in a “2” or “7.”

### **“Mayday! Mayday!”**

If for some reason you cannot fulfill your annual fund duties, no one expects you to go down with the ship. We understand that careers and personal lives sometimes take unexpected turns. If this happens to you, let the annual giving office know as soon as you realize that you have to re-juggle your priorities. The classmates you are responsible for can be assigned to someone else. Some of our best fundraisers take some time off for one reason or another. They come back when they can and will do a great job.

### **CLASS OF 2014**

**57%** acceptance rate.

**4,024** applied, **844** enrolled.

**3.63** average academic GPA (unweighted);

**15%** are first-generation college students.

**57%** graduated in the top **10%** of their class

**29** median ACT.

**1298** median SAT.

# THE ST. OLAF FUND – WHY THE CHANGE? WHAT COUNTS? WHAT DOESN'T?

Welcome to The St. Olaf Fund, the next chapter in giving to St. Olaf!

## DID YOU KNOW?

Stav Hall serves about **30,000** meals a week during the school year.

The copy and printer paper purchased by St. Olaf uses recycled fibers, with **30%** post-consumer waste.

The slate roofs found across campus have a **100-year** life expectancy, and need virtually no upkeep.

For years, donors have consistently enhanced the St. Olaf experience by giving to Partners in Annual Giving. The new St. Olaf Fund takes Partners' place. There is a new, exciting way to give to St. Olaf and this name change signals to the greater St. Olaf community that change.

Up until this year, your mission as a volunteer has been to raise unrestricted gifts for the annual fund. But, as of late, we've seen a decrease in both donors and dollars. The altruistic unrestricted gift and inherent trust in an institution to use a gift wisely has declined. Interest in being able to direct a gift and see its immediate impact is on the rise. This trend is not specific to St. Olaf – it is an overall trend in philanthropy. To ignore that trend would be to the detriment of St. Olaf and its students.

Now is the time to loosen the strict definition of a gift that “counts.” Your job is to continue to raise annual, college-sustaining gifts, but they don't have to be unrestricted.

Athletics? Summer research? Music? Nursing? A donor can tell you their passion and their gift goes where they want it to be put to use. Not sure or they express no preference? Their gift will go to current college priorities (a.k.a. unrestricted giving).

Donors have always been able to designate a gift. But here's the best part about this change: designated, undesignated, the classmate is counted as an annual donor, and their class receives credit for the gift. That wasn't true with Partners, but it is with The St. Olaf Fund.

This is a very different way of thinking about things. Unrestricted gifts have been paramount and presented as the uncompromised backbone of the college. Keep in mind: **unrestricted gifts still afford the college the greatest flexibility and should always be the first option considered and offered.** But, at the end of the fiscal year, if more donors overall are engaged and the college as a whole has more money (restricted, unrestricted, etc.) because donors were able to restrict their gifts, we should consider it a job well done and a change well worth making.

## DONORS

**Definition of a donor:** Any person who gives a cash donation for any amount for any purpose in the current fiscal year.

- Multi-year and one-time pledge payments are included.
- Multi-year and one-time pledges are **not** included.
- Every donor is counted as a participant in their class gift.

## DOLLAR CREDIT

**Gifts that receive credit:** Gifts that sustain or would otherwise be sustained by the operating budget and expended during the current fiscal year.

- Unrestricted gifts
- Any restricted gift supporting a particular department, program, or initiative.
- Does **not** include multi-year or one-time **pledges**.
- Does **not** include capital gifts and endowed gifts.

## WHY THE CHANGE?

- Breaks down internal “buckets” and simplifies giving for the donor
- Puts the donors in charge and allows them to give to their passions. This increases the likelihood that they will give again.
- Addresses age-old donor frustration (Why are you not showing me as a donor? Why isn't my gift included in my class totals? Is my gift not appreciated because I gave to the “wrong” thing?)
- Makes the work for volunteers easier. You don't have to go back for a second “participation ask.” There is no need to defend why a pure unrestricted gift was the only gift that counted.

# HOW TO GIVE

## THE DEADLINE FOR FY12 GIFTS IS MAY 31

Making a gift to The St. Olaf Fund is easy. Methods of payment include:

<b>Web</b>	<i>stolaf.edu/giving</i> (credit card)
<b>Credit Card</b>	American Express Discover MasterCard Visa
<b>Check</b>	Payable to St. Olaf College
<b>Electronic Funds Transfer</b>	An automatic monthly debit from your checking or savings account.
<b>Stock Transfer</b>	Transfer of stock or mutual funds to the college

### Web Gifts

Credit card gifts may be given at any time on our secure giving site: *stolaf.edu/giving*.

### Credit Card Gifts

Hundreds of alumni donors use the convenience of a credit card when making gifts to St. Olaf College. After your classmate has agreed to make a contribution, the immediate follow-up should be: "May I put that on your credit card?" When taking a credit card gift, be sure to note the card type and repeat the card number and expiration date to the donor after you take it down. It is important to record the donor's name as it appears on the credit card.

*If a classmate makes a gift via credit card, please call the annual giving office or enter the gift online as soon as possible so this gift can be efficiently processed. Then shred the credit card information.*

### Sustaining St. Olaf College (Electronic Funds Transfer)

Making installment payments from your checking or savings accounts or credit card is easy, convenient, green, and the best way to ensure that St. Olaf remains a vibrant and academically rigorous institution.

1. Visit *stolaf.edu/giving* to fill out the online form or call 800-733-6523
2. Choose the amount you want to contribute month
3. Choose the account you'd like to use.

You may increase, decrease, or suspend your monthly gift at any time by contacting the annual giving office at 800-733-6523 or sending an email to *fund@stolaf.edu*.

### Stock Transfer

Classmates can also make a gift to The St. Olaf Fund by transferring stock or mutual funds to the college. If you would like more information about, or are interested in this giving option, please contact the annual giving office at 800-733-6523 or Treasurer's office at 507-786-3016. Electronic transfer instructions are as follows:

Brokerage: Charles Schwab	DTC Number: 0164 Code 40
Account Name: St. Olaf College	Account Number: 8411-4327

### Pledges

A pledge is a promise to make a gift. Usually, the classmate will make a payment online or fulfill the pledge by mailing a check to the annual giving office. Once you report the pledge, send the classmate a short personal note thanking them for their pledge along with a gift envelope (available through the annual giving office). The college will also send reminders 30, 60, and 90 days after the pledge is made. The classmate can then use the gift envelope or visit *stolaf.edu/giving* to fulfill his/her pledge payment.

### FACULTY

**210** faculty.

**90%** of our full-time faculty has doctorate or highest degree in field;  
**64%** are tenured.

### Class Size

< 20	60%
20-29	26%
31-49	10%
> 50	4%

Student-to-faculty ratio is **12.3:1**.

# GLOSSARY OF FUNDRAISING TERMS

## BSTO

Ole couples who are “Both St. Olaf” alums.

## Class Fund Agent

Alumni volunteer who contacts classmates to encourage their participation in The St. Olaf Fund. Contact is made through letter writing, email campaigns, and telephone calls.

## Groups

Each class is divided into five groups based on giving patterns.

- A** Donor who has 3+ consecutive years of giving
- B** Donor who has 1-2 years of consecutive giving
- C** Alum who has given at least once in the past five years
- D** Alum who has given at least once since graduation but NOT in the past five years
- E** Never given

## Endowment

The endowment is a permanent fund from which approximately 4.5% of the interest income is spent. The endowment principal is invested under the guidance of the officers of the college and the Board of Regents. Endowment funds come from gifts designated for that purpose by the donors and through unrestricted bequests that the Regents designate for endowment. St. Olaf Fund gifts are not placed in the endowment.

## Fiscal year

For accounting and budgetary purposes, the St. Olaf College fiscal year runs from **June 1 to May 31**. Annual and reunion gifts are counted within this period.

## Giving clubs

\$25,000 and above	Leadership Council: Regents' Circle
\$10,000 to \$24,999	Leadership Council: President's Circle
\$5,000 to \$9,999	Fram! Fram! Society
\$2,500 to \$4,999	Old Main Society
\$1,000 to \$2,499	Black & Gold Society
<i>- \$1,000+ donors received preferred Christmas Festival ticketing -</i>	
\$500 to \$999	Viking Club
\$1 to \$499	Um! Yah! Yah! Club

## LYBUNT

A donor who gave **L**ast Year **B**ut **U**nfortunately **N**ot **T**his year (*yet!*)

## Manitou Heights Society (Planned Giving)

Chartered in 1986, the Manitou Heights Society (formerly St. Olaf Associates program) was formed to recognize individuals who have included St. Olaf College in their lifetime gift and estate plans. Planned or deferred giving refers to gifts made through bequests, charitable trusts (which provide income to donors/beneficiaries), life insurance policies, and other long-term giving methods. For more information about the St. Olaf Associates program, please contact the Development Office at 800-776-6523.

## Matching gift

A matching gift is a contribution from a donor's employer to colleges, universities, and other non-profit charities. St. Olaf donors are strongly encouraged to contact

## SUMMER RESEARCH

The St. Olaf summer research program is at the forefront in terms of organization and cohesiveness when compared to peer institutions.

**\$200,000-\$500,000** spent each year on summer research; some from the college's academic budget, most from government and private grants.

Each year there are over **120** applications for summer research; can only accept half of the applicants due to limited resources.

their employer's Human Resources department for the guidelines to secure matching funds for the college.

**Restricted gift**

Any gift for a specific purpose. An endowment gift may also be restricted for specific purposes, such as a scholarship or professorship or to support an academic program or a capital project. Current restricted gifts receive St. Olaf Fund credit. They often support specific academic areas or athletic teams and are expended within the current fiscal year. Capital and endowment gifts do not credit the St. Olaf Fund.

**SYBUNT**

A donor who gave **Some Year But Unfortunately Not This** year.

**Unrestricted gift**

Gifts to the annual fund are unrestricted. These gifts can be used for any need of the college, as identified and prioritized by the Regents and president. Current unrestricted gifts support the current expenditures budget and are used within the fiscal year in which they are received.

## SCHOLARS

St. Olaf has had **9** Rhodes Scholars.

Since 1996, the college has produced **more** Rhodes Scholars than any other liberal arts college in the nation.

**2** St. Olaf seniors were selected in the 2008 awards competition. Over the past two decades, only **2** other liberal arts colleges (Williams and Wellesley) have had the honor of having **2** selections in a single year.

Since 1995 **79** St. Olaf students have received prestigious Fulbright scholarships.

# TIPS FOR SUCCESS

## Before you ask for a gift

The first step is to remember why St. Olaf is important to you and why your classmates will want to support the college. You should feel good about this discussion and ultimately the ask! Why?

- **Make your own gift first.** This will allow you to talk more confidently to your classmates about making a gift and the importance of participation. Explaining your own reasons for making a gift can persuade a reluctant classmate to do likewise. You are approaching classmates, many of whom are friends. Their interest in St. Olaf College is likely to be similar to yours. You will be pleased to discover that in many cases your classmates are happy to chat with someone from their class!
- You are asking your classmates to support one of the finest educational institutions in the country.
- Most people enjoy giving to a worthwhile cause and will respond willingly. They tend to give more from the heart than from the head. People generally do not like to do what they *ought* to do, but rather what they *want* to do.

## Be ready to explain why you support St. Olaf

Think out or jot down the reasons you give to the college and why you are volunteering for the annual fund. Work these reasons into a 30-second talk that you can readily give. Practice your “pitch” in your own words before you make your contact. If presented effectively, your enthusiasm and heart-felt reasons will resonate with others.

## Do your homework

Before making a phone call or sending an email, familiarize yourself with your classmate and your classmate’s giving history and trends. Ask yourself how *you* would like to be approached for a gift to the college and use this approach with others. Sharpen the focus on those aspects of St. Olaf that your classmate would seem most interested in and remember to share news about your class.

## Use a Specific Ask Amount

Each alum has been assigned a personalized ask amount based on giving history, including amount and frequency. This guide helps your classmate understand and consider a reasonable gift expectation.

## A “no” is never about you

Don’t take it personally. There are some people who, for whatever reason, will say “no.” On the rarest of occasions, you may even call someone who is having a bad day and who decides to take it out on you. Don’t let a close encounter with a grouch get you down. Don’t argue. Be polite; thank the person for his or her time. Follow up with a handwritten note.

## After the ask

Regardless of the outcome, send your classmate a personal note. The importance of this personal contact cannot be stressed enough. Please use the note cards provided, or feel free to use personal stationery. If your classmate has pledged, enclose a gift envelope with your note so he/she can send it back to St. Olaf. In your acknowledgement note, please thank your classmate for their commitment of \$\_\_\_\_. If they didn’t specify an amount, simply thank them for their commitment. If your classmate made a credit card gift to you directly, there’s no need to enclose a gift envelope. Please call the annual giving office or enter the gift online as soon as possible for processing. Remember the deadline for gifts is **May 31**.

## SAMPLE PHONE CONVERSATION

*Hi, I'm Lee Smith, a St. Olaf classmate of yours, and I'm a volunteer calling for St. Olaf The St. Olaf Fund...*

It is important to let people know that you are *not* a professional caller; they will let down their telemarketer defenses more readily once they know that.

*Is this a good time to talk for a few minutes?*

Remember to really listen to what you hear on the other end of the phone! If it is not a convenient time to chat, schedule a time to call back.

*Did you know John Smith or Mary Jones, etc.?*

Seek common connection and reminisce. If you've been on campus recently, mention something you've seen or how the college looks.

*I'm calling for our class on behalf of The St. Olaf Fund. Our class is hoping to raise \$ \_\_\_\_\_ for St. Olaf this year, and we hope that at least \_\_\_\_\_ % of us will participate.*

Review and confirm the person's contact information.

*Last year we raised \$ \_\_\_\_\_. You were a part of that, and we very much appreciate your gift. Would you consider a gift of \$ \_\_\_\_\_?*

Use suggested ask amounts. Some alumni will look to you for guidance in making their gifts. They may want to know what other alumni give, "what is appropriate," or what they gave last year. Encourage them to stretch for the highest level possible.

If the person has an objection to giving or is uncertain, he or she will bring it up at this point. Depending on your sense of the call, you can give the person more information or offer encouragement. If you think your classmate is going to turn you down, offer to let him or her think about it and set a time to call back.

## FOR PAST DONORS

*Have you had a chance to think about what you'd like to give this year?*

You may hear...

*I thought I'd give \$ \_\_\_\_\_, which is an increase over last year.*

To which you can respond...

*"GREAT! Thank you!"*

Or, you may hear...

*Can you tell me what I gave last year?*

To which you can respond...

According to the information provided by the annual giving office, last fiscal year you gave \$\_\_\_\_\_.

But, if you hear...

\$\_\_\_\_\_.

(Exactly the same as last year or even less.)

Depending upon how long it has been since the person last increased his giving level and what you know in the individual circumstance, you might suggest,

*Consider increasing your gift to \$ \_\_\_\_\_ this year. It would mean a lot to our class and to St. Olaf.*

Or, if you know that this particular classmate is giving generously at last year's level, you would respond,

*Thank you so much!*

#### FOR PAST NON-DONORS

*We'd sure like to count you with us this fiscal year. Would you consider making a gift of \$\_\_\_\_\_?*

You may hear...

*I can't afford to give anything. OR I can't make a gift that's significant. I'll give later when I can afford to do something larger.*

You can say...

*Every gift, no matter the size, is valuable to St. Olaf and to our class. Your **participation** is the best gift you can give the college. It's important! When it comes to participation, we can't count anyone else in your place. We really need you!"*

**LISTEN!** The best solicitors are the best listeners. What your classmate says, how he or she answers questions, should guide you. Listen for ideas and for feelings. Search for points on which to anchor your ask. Help your classmate do something he or she will feel good about.

In all cases, we want to emphasize the importance of **participation**. If you are rebuffed at a higher level, negotiate. Ask again for consideration of what may be a possible gift. For instance, with an alum who says he or she just can't make a gift at the \$250 level this year, try to start negotiating down from \$250 as a minimum gift and retrench at a lower level.

Try to get a definite commitment on the phone. Use your judgment on how hard to push this. If something in your classmate's life is holding up his or her decision, offer to talk after that event has taken place. "We'll have to think about it" or "I have to talk this over with my husband/wife," are tough to get around. Do your best to get a commitment. Follow up on your conversation with a handwritten note and make a note to make a follow-up call later.

#### STUDY ABROAD

63 percent of St. Olaf students study abroad before graduating.

110 Off-Campus Programs

St. Olaf has relationships with over

120 schools around the world.

## WHEN YOU GET A YES

*That's wonderful, thank you very much! May I help you with the details? You can make your gift right now over the telephone using Visa, MasterCard, Discover or American Express.*

And, if applicable...

*I see you work for a company that matches gifts. Would you take that extra step for St. Olaf and send in your company's matching gift form with your gift?*

Offer your phone number or the St. Olaf annual giving office 800-733-6523, for any questions that might arise. Be sure you verify their contact information to keep St. Olaf records up-to-date.

## WHEN YOU GET A NO

Don't give up. A "no" can often be turned into a "maybe" or a "yes" by suggesting a smaller gift amount. Many people mistakenly assume that only large gifts are appreciated. Assure your classmate that ALL gifts are welcome.

Always remember to say thank you for the time your classmate has spent with you. If the person cannot consider a gift this year, say that you hope he or she will think about it for the future. Even if you don't get a gift, you are strengthening the relationship between St. Olaf and that person. That enhanced relationship may pay off in the years ahead.

If you reach someone who says, "*Why are you calling? I've already made my gift to St. Olaf this year,*" don't just thank them and hang up. See if perhaps it was made just recently or if there is confusion about fiscal year dates.

It's rare, but sometimes we have errors in our record keeping. This is the time to correct them. Let the annual giving office know of any discrepancies in gift recording.

In the event you reach a disgruntled person, do not argue or pretend to agree with complaints that may come forth. Show your classmate respect by treating the concern seriously. Sometimes people are unhappy because of an incorrect perception about the annual fund or St. Olaf College. If you have the correct information, let them know. Otherwise, tell your classmate that you will have someone else respond. Then be sure to call the annual giving office, and have them determine the appropriate response.

The way you deal with an **unhappy classmate** may change that person's attitude about St. Olaf and The St. Olaf Fund, and he or she may return to the fold of donors in years to come. But they may not, so do not spend time attempting to placate the peeved. Concentrate your efforts on greener pastures. Don't take it personally, and move on.

If someone makes a **verbal commitment** to give, send a thank-you note immediately, with a **gift envelope** enclosed, to confirm the amount of the gift and to remind the donor that gifts must be received by May 31. Be sure to watch your monthly report for the gift. If it hasn't come through one month before the end of the fiscal year, make a follow-up call.

Before getting off the phone, make sure you have verified all address, phone numbers, email address, and bio information. Note any changes on the profile report and be sure to relay these changes to the annual giving office.

If someone declines to give and wants no further contact from St. Olaf, please relay this information to the annual giving office.

## FROM ST. OLAF TO THE REAL WORLD

**155** students received credit for internships last year.

**100** alumni help students investigate careers and vocations each year.

**\$40,000** was awarded to students last year to start businesses through the Finstad Center for Entrepreneurial Studies.

## TIPS FOR SUCCESS WITH PHONE CALLS

### **Call Strategy**

If no one answers, or you get an answering machine, call only a couple of times. Leave a message if you wish. Then send a note or email telling your classmate that you are sorry you missed him/her and ask them for a gift. Don't try to do all your calls in one day. Be willing to spend some time with each classmate on the phone finding some connection. Friday (surprisingly) and Sunday evenings are good times to call.

### **Listen, Listen, Listen**

What your classmate tells you during the course of your conversation can be full of clues as to how invested she/he is in St. Olaf. **Listen carefully and tailor your responses accordingly.** Ask your classmate what he/she enjoyed about St. Olaf. If possible, relate how annual fund support continues to provide this aspect of the St. Olaf experience to current students. Do not sell or intimidate; try to make your classmate feel as positive about giving as possible. Please be sure and relate any necessary information or feedback to the annual giving office.

### **Matching Gifts**

Your classmate may be eligible for a match! Many businesses match their employees' and retirees' gifts to higher education. Inquire about this. You can find out if a classmate's employer offers a match by performing a company search at [www.stolaf.edu/giving/matching.cfm](http://www.stolaf.edu/giving/matching.cfm)

# LETTER

*Despite all manner of electronic communication, there's nothing quite like a well-written letter. It offers an opportunity to enclose another **gift envelope**. It works. People look at letters when it is a good time for them to do so. A letter never interrupts the dinner hour or calls anyone out of the shower. Readers can digest letters at their own pace. People can read a letter once and read it again and set it down and come back to it later.*

*The very best letters come not from the college, but from a volunteer whose voice, sincerity, and good cheer are undeniable. Here are a few guidelines:*

## **Tell a story**

Perennial favorites in *Reader's Digest* are those little stories in "Humor in Uniform" or "Campus Comedy." If you tell a story when you write a letter, people will find it irresistible. Sophisticated writers will begin with a story, move to the request for a gift, and finish the tale in the last paragraph.

## **Make it personal**

The letter is coming from you, not an institution. If you write about faculty, don't refer to them en masse. If Professor Flugelhorn meant a lot to you, don't just say he was inspiring – tell classmates how a tutorial with this scholar led you to your life's work.

## **There is no ideal length for a solicitation letter**

The letter should be as long as it needs to be to state the case for support. However, since you are writing to people who know you and who know St. Olaf, avoid a long institutional history.

## **Sample letters**

There are thousands of ways to begin a class letter. Refer to the sample letters in the appendix for examples of great letters. If you see something in another fundraising letter that you think would work for your class, feel free to copy and use it.

## **Avoid the passive voice**

Remember your first year English course? Make your sentences active and strong. "Professors teach classes," not "classes are taught by professors."

## **Use the ask amount**

Even if your classmate thinks the level is too high, he or she probably will still be flattered that you asked.

## **Always have a P.S. that says something important**

People often read the postscript first, especially in a one-page letter. Use it as a call to action.

## **When you have finished, read your letter aloud**

If you can read it easily, without tripping over words or phrases, it is written well. Get your prose to the point where it flows smoothly and makes sense. Let someone else look over the letter – a friend or a colleague – to get another reaction.

## **Ask someone else to write your letter**

If you have been writing to classmates for several years, think about asking a classmate to pen the letter. Your class may respond to appeals from a variety of class members. It will get you out of a rut.

## **NURSING**

**24** students accepted into Nursing program each year.

St. Olaf provides Nursing within a liberal arts context. We are preparing our nurses for leadership later in their careers.

There is a larger percentage of multicultural students that go into Nursing than any other field at St. Olaf.

## CO-CURRICULAR ACTIVITIES

### SPORTS

St. Olaf offers  
**27** varsity sports,  
more than any  
other college in  
the MIAC.

**39** club and  
intramural sports.

**1/3** of students  
take part in  
athletic programs.

### MUSIC

**8** vocal  
ensembles.

**16** instrumental  
ensembles.

**1/3** of students  
take part in music  
programs.

### STUDENT ORGS

**165** student  
organizations  
including  
academic,  
athletic,  
awareness,  
political,  
multicultural,  
religious, service  
and special-  
interest clubs.

# EMAIL

An email is sometimes the most effective way to reach your classmates. You can tailor each email to the person you are contacting and more easily open up a dialogue. Keep it short and sweet. Remind your classmates that a gift via the web not only saves the college processing expenses, but demonstrates that they are responsible stewards of the environment.

## Sample email message

An email script used by Class Fund Agents from the Class of 2001.

Hi \_\_\_\_\_!  
This is \_\_\_\_\_ from St. Olaf Class of \_\_\_\_\_.

I am volunteering with other classmates to help raise support for The St. Olaf Fund.

I notice that you have made gifts to the annual fund before (*if appropriate*).

I hope you will join me this year in supporting St. Olaf and our class.

Did you know that the The St. Olaf Fund has an immediate impact on students and enhances the St. Olaf experience.

Will you join me and other members of the Class of \_\_\_\_\_ by making a gift of \$\_\_\_\_?

There are three ways to give to St. Olaf...

- Check The St. Olaf Fund  
St. Olaf College  
1520 St. Olaf Ave.  
Northfield, MN, 55057
- Credit card by phone - 800-733-6523
- Credit card online - [stolaf.edu/giving](http://stolaf.edu/giving)
- Recurring giving - [stolaf.edu/giving](http://stolaf.edu/giving)

Every gift makes a difference on the Hill – thank you in advance for your support! I hope you will call or email me if you have any questions about giving to St. Olaf.

Um! Yah! Yah!  
*Your name*  
*Phone number*

# RESPONDING TO OBJECTIONS

Feel free to use variations on these responses. While they may not work all the time, these responses to some common objections should be helpful. Remember your personal approach and tone really make a difference.

## Questions & concerns

If there are any questions or concerns you do not feel comfortable answering you may say the following:

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 St. Olaf and have them get back to you.

## "I disagree with the decision to sell Classical 89.3, WCAL"

St. Olaf is making every effort to honor the spirit of WCAL. The college believes it can do that best by enhancing programs that share Chapel, concerts, academic presentations, and athletic events to Oles and friends of the college everywhere across the globe. Visit [stolaf.edu/multimedia](http://stolaf.edu/multimedia) to enjoy live and archived video streams on-demand.

## "Business/economy is bad"

I understand that now may not be the best time for you to give, but may I suggest a contribution in honor of your class year (\$19.89 for someone in the Class of 1989)? St. Olaf appreciates gifts at all levels and this would also include you in our class participation goal.

*or...*

I understand, but St. Olaf faces the same financial pressures that you and I do. Do you know how vital your participation is to our class and St. Olaf? Even a gift of \$\_\_\_\_\_ would help and it is tax-deductible!

*or...*

I understand. May we write/call you again later this year? Your contribution is important to our success.

## "I support (so many) other causes"

That is wonderful that you support so many other worthy causes. St. Olaf continues to prepare students to be knowledgeable and responsible citizens and lead lives of worth and service to others. Many go on to work for and support similar causes and organizations. Alumni support is crucial to maintaining the St. Olaf experience for today's students. We all received support from alumni when we were students and now it's our turn to give back. Even if you give to other causes, please consider how unique and important St. Olaf is to you and give what you can afford.

## "I don't agree with the college's policy on... and cannot, in good conscience, support The St. Olaf Fund"

Thank you for your feedback on this issue; I will be happy to pass your comments along. I do believe there are **many great reasons to support St. Olaf**. St. Olaf was an excellent place of higher learning when we were students -- and remains so now. I hope you will reconsider!

## DID YOU KNOW?

From the **24** dumpsters on campus, Waste Management's trucks take the college's trash **7** miles south on Highway **3** to the Rice County Landfill, which charges **\$.03/lb** for disposal.

## REGENTS HALL

Science campaign met its **\$33** million goal in Feb. 2008.

The **\$64.4** million facility opened to students Sept. 8, 2008.

The **180,000**-square-foot building has **26** teaching labs, **17,000** square feet of student/faculty research space, and a **8,000**-square-foot science library.

### **“My son/daughter is a student at St. Olaf... I can’t give on top of tuition!!!”**

That’s great — how is your son/daughter enjoying life on the Hill? I certainly realize that it can be pretty expensive to put a child through college. However, a gift at any level will help our alumni participation rate and will count you as a participant. Would you make a gift at a level which is comfortable for you?

### **“Tuition should cover costs”**

Tuition doesn't cover total costs now and it didn't when we were students. As in the past, **tuition covers less than three-quarters of the actual cost** of a student's education. That is why our gifts are so important — they help bridge the gap between what the student can afford to pay and the actual cost of a St. Olaf education.

### **“If my son/daughter wasn’t good enough to be accepted by St. Olaf, then neither is my money.”**

That must have been a very disappointing experience. Some excellent students are not accepted for various reasons. I hope that your son's/daughter's experience at (the other institution) is/was satisfying. Please consider supporting St. Olaf again because of **your** positive experience as a student and as an alum.

### **“But I have already given this year!”**

**Timing issue:** Do you remember when you made that gift? The reason I ask is because it is possible that you gave during the calendar year, but not in the current fiscal year. (St. Olaf's fiscal year runs from June 1 through May 31). If you wouldn't mind, I'd be happy to check and get back to you.

### **“I usually give in May”**

Great! Please consider making a pledge now in support of our class, which you are free to pay in the spring. An early pledge will help our class reach its goal faster without last-minute frenzy and will save the college the cost of sending additional solicitation pieces.

### **“I already support the college’s (specific name) fund”**

That's terrific. The St. Olaf Fund is inclusive of most gifts to the college. Thank you for participating!

### **“I’m still paying back my loans/I’m in graduate school”**

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

# GIFT REPORTS

Monthly reports are sent on or around 15<sup>th</sup> of every month via email. This email will include imported and updated gift reports designed to serve as a tool for solicitation and acknowledgements. The report provides the names of assignments, contact information, and giving history. If you wish to have paper copies of reports sent to you, please let your assigned staff member know. You will also receive a monthly newsletter that will share tips, progress of the fund, dates to remember and highlights of special achievements of you fellow volunteers.

## THANK YOU NOTES

### Thank you notes

One of your roles is to thank classmates for their gifts to The St. Olaf Fund. Your thank you notes help express gratitude on behalf of the college in a sincere and *personal* way. Your notes help donors feel good about giving and are the first step toward receiving the next gift.

### For your information

Donors receive an official gift receipt from the college as well as a thank you note from a student for each gift. Acknowledgment letters from advancement staff and/or from the president accompany receipts for gifts of \$1,000 or more. Your role in the acknowledgement process is to enhance this standard procedure.

### Suggestions for acknowledgements

In the case of alumni who are married to one another, the **full gift amount shows on both records**. You will also notice on your reports that when Oles are married within the same class, they each have their own gift record with the spouse name listed below. This is not meant to confuse you. **It does not represent two gifts; it simply gives credit to both alumni**. Most times these gifts should be easy to spot because they will be listed one after the other. Although they are listed separately, we recommend one joint thank you card.

**Please Note:** We can provide you with thank you notes. If your thank you materials run low, simply call, email, or fill out the online supply request form ([www.stolaf.edu/giving/partners/volunteer/resource.cfm](http://www.stolaf.edu/giving/partners/volunteer/resource.cfm)) and new supplies will be shipped to you.

### FACILITIES

**300-acre** campus

**10** miles of groomed nature trails.

Wind turbine: The college received a **\$1.5 million** grant from Xcel.

The turbine provides **1/3** of the college's electrical needs.

With the exception of the the athletic fields, the college's grass is cut to **3** inches.

All of the college tractors are powered by a **20%** biodiesel fuel.

# Fiscal Year 2012 Class of 1878 Contact Report

Confidential

September 2011

Dr. Agnes Larson

**Volunteer name**

**Includes all giving for the year – restricted and unrestricted**

Current Giving

Annual Giving History

All Giving

Alum 1878  
Miss Gertrude Hilleboe  
3542 St. Olaf Ave.  
Northfield, MN 55057

**Classmate name & contact info**

507-786-2222 No Phone Solicitation  
hillebog@stolaf.edu

**Classmate asked not to be contacted by the phonathon. Classmate-classmate phone contact is generally considered to be allowed – use your best judgment.**

FY 2012 STO Fund Gifts	\$0.00	FY 2011	\$100.00	\$0.00
FY 2012 Outstanding		FY 2010	\$50.00	\$0.00
STO Fund Pledges	\$0.00	FY 2009	\$25.00	\$0.00
FY 2012 Additional Gifts	\$0.00	FY 2008	\$10.00	\$150.00
Group		FY 2007	\$5.00	\$0.00
Ask Amount	\$150.00			

**Determined by gift history**

# FY12 Gifts:

Date of last STO Fund gift:

05/31/2011

Payment method of last gift:

Credit Card

Alum 1878  
Mr. Thorbjorn Mohn  
304 Fire Island Ave  
Babylon, NY 11702

FY 2012 STO Fund Gifts	\$9.50	FY 2011	\$0.00	\$0.00
FY 2012 Outstanding		FY 2010	\$18.99	\$0.00
STO Fund Pledges	\$9.49	FY 2009	\$18.99	\$0.00
FY 2012 Additional Gifts	\$9.50	FY 2008	\$18.99	\$0.00
Group	C	FY 2007	\$0.00	\$0.00
Ask Amount	\$100.00			

Spouse: Mrs. Anna Ringstad Mohn alum 1878

Spouse birthname: Anna Marie Ringstad

631-777-3456

**Classmate's employer may match gifts to St. Olaf.**

**A Senior Development Officer is working with this classmate – please contact the officer and coordinate your efforts.**

Matching Employer: Y

# FY12 Gifts: 1

Date of last partner gift:

05/31/2010

Payment method of last gift:

Transfer

Alum 1878  
Mrs. Agnes Kittelsby  
8572 E Plum St.  
Northfield, MN 55057

Mgr: Otten  
Agnes Kittelsby  
St. Olaf College  
1520 St. Olaf Ave  
Northfield, MN 55057

FY 2012 STO Fund Gifts	\$166.66	FY 2011	\$500.00	\$0.00
FY 2012 Outstanding		FY 2010	\$500.00	\$20.00
STO Fund Pledges	\$0.00	FY 2009	\$500.00	\$0.00
FY 2012 Additional Gifts	\$0.00	FY 2008	\$500.00	\$0.00
Group	A	FY 2007	\$500.00	\$0.00
Ask Amount	\$600.00			

507-786-6969

E-mail: kittlesa@stolaf.edu

**Business information**

Notes: A "MHS" code means classmate belongs to the Manitou Heights Society.  
Couples who are Both St. Olaf Alums are counted as 2.

# FY11 ST. OLAF FUND RESULTS

**Dollars Raised**     \$3,674,686

**Alumni Donors**     8,843

## Reunion Class Gifts and Participation

REUNION	CLASS	DOLLAR AMOUNT	PARTICIPATION
60 <sup>th</sup>	1951	\$62,186	53%
55 <sup>th</sup>	1956	\$70,270	50%
50 <sup>th</sup>	1961	\$206,035	73%
45 <sup>th</sup>	1966	\$58,655	33%
40 <sup>th</sup>	1971	\$114,112	28%
35 <sup>th</sup>	1976	\$98,582	22%
30 <sup>th</sup>	1981	\$101,042	29%
25 <sup>th</sup>	1986	\$81,171	19%
20 <sup>th</sup>	1991	\$29,714	14%
15 <sup>th</sup>	1996	\$19,485	20%
10 <sup>th</sup>	2001	\$19,556	23%
5 <sup>th</sup>	2006	\$9,017	19%
Senior Campaign	2011	\$11,111	74%

## ALL TIME ST. OLAF FUND RECORDS

### Reunion Campaigns

MOST DOLLARS RAISED  
 \$279,431     Class of 1958     FY08     50<sup>th</sup> Reunion

HIGHEST PARTICIPATION RATE  
 93%     Class of 1954     FY04     50<sup>th</sup> Reunion

### Non-Reunion Campaigns

MOST DOLLARS RAISED  
 \$159,614     Class of 1974     FY11

HIGHEST PARTICIPATION RATE  
 80%     Class of 1961     FY10

# CONTACT INFORMATION

## The St. Olaf Fund

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### **Brenda Norberg P'08**

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*norbergb@stolaf.edu*

### **Lori Middeldorp '80, P'15**

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### **Amy Pagel**

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### **Eric Tvedt '08**

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507-786-3388  
*tvedt@stolaf.edu*

<b>Toll-Free Number</b>	800-733-6523
<b>Fax</b>	507-786-3921
<b>Address</b>	St. Olaf College The St. Olaf Fund 1520 St. Olaf Avenue Northfield, MN 55057
<b>General Email</b>	<i>fund@stolaf.edu</i>
<b>Website</b>	<i>stolaf.edu/giving</i>

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<b>Toll-Free Number</b>	(888) 865-6537
<b>Fax</b>	507-786-3313
<b>Address</b>	St. Olaf College Alumni & Parent Relations 1520 St. Olaf Avenue Northfield, MN 55057
<b>General Email</b>	<i>alum-office@stolaf.edu</i>
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### **David Knutson P'13**

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### **Martha Kunau '90**

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### **Rebecca Otten**

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### **Grace Schroeder Scott '72**

Senior Development Officer  
507-786-3866  
*schroedg@stolaf.edu*

<b>Toll-Free Number</b>	800-776-6523
<b>Fax</b>	507-786-3921
<b>Address</b>	St. Olaf College Development 1520 St. Olaf Avenue Northfield, MN 55057
<b>General Email</b>	<i>plannedgiving@stolaf.edu</i>
<b>Website</b>	<a href="http://www.plan.gs/stelterweb/Home.do?orgId=268">www.plan.gs/stelterweb/Home.do?orgId=268</a>



St. Olaf College  
1520 St. Olaf Avenue  
Northfield, MN 55057

[stolaf.edu](http://stolaf.edu)

**APPENDIX**  
SAMPLE LETTER A  
1974 Class Letter  
Fall FY09  
*Nostalgia*

September 23, 2008

**35 YEARS AND NOT OVER THE HILL!**  
**ST. OLAF CLASS OF 1974 35<sup>TH</sup> REUNION YEAR**

Dear <<FIRST NAME>>,

What is the first thing you think of when you hear *Horse With No Name* on an Oldies radio program? Do you get nostalgic when you smell those dry autumn leaves or billowing clouds of lilacs? When was the last time you sat on a cafeteria tray and slid down a snowy hill, laughing into an icy wind? How about this- have you even *seen* a Veal Bird since 1971? And where are your torn cutoffs, Birkenstocks and cool sweatband...not to mention that tie-dyed tee shirt?

If these questions take you back 35 years to our senior year at St. Olaf College, you are in for a great time this year! We will be celebrating our reunion the weekend of May 22-24, 2009. This will be a wonderful time to reconnect with classmates, reminisce and relive those four funky years on THE HILL! Mark and Becky Odland will host a Friday night kegger/cocktail social at their home in Minneapolis. You will be receiving more information throughout the next nine months but we just wanted to give you a "heads up" so that you can be thinking about old memories, travel arrangements and Partners in Annual Giving (PAG).

The Class of 1974 has established itself as one of St. Olaf's premier classes when it comes to "giving back." We can claim the College President, David R. Anderson, and two regents, Tom Boldt and Nancy J. Anderson, as our own! Additionally, with your help we achieved a **49% participation rate and gave \$120,000 to Partners in Annual Giving** last year. We were ranked among the top eight classes with this distinction! Pretty cool! This year, **43 classmates** will participate in our fundraising endeavor. That, too, is a record! **Our goal will be to raise a class gift of \$150,000 with over 50% participation (at least 287 classmates).** Will you help?

The Class of 1974 has perfected the unique geographic model of fundraising for St. Olaf. Let's blow the roof off with our Reunion class gift for Fiscal Year 2009! **When a classmate or student contacts you, please consider making a stretch gift to Partners in Annual Giving. Remember, our goal will be to raise a class gift of \$150,000 with over 50% participation.** By the way, you can also initiate the gift by contacting the Partners Office at 800-733-6523 or visiting the website [stolaf.edu/giving](http://stolaf.edu/giving). If everyone who gave last year gives again, and 6 more classmates give a gift, we will meet our participation goal. If everyone who gives, adds a few dollars more to their gift, we can meet that dollar goal as well!

We hope to see you at the Reunion in May! Thank you, in advance, for your help and generosity!

Fondly,

Jill Gavic Klanderma

Becky Ringham Odland



October 2007

**A Partners Participation Proclamation for the Class of 1958**

Whereas, St. Olaf educated us well, we graduated and entered the world prepared to serve, and

Whereas, as alums we appreciate what St. Olaf did for us and acknowledge that being a Partner allows us to continue to be an active part of St. Olaf, and

Whereas, many classmates make us proud Oles, including our own O.J. Tomson, who is Chair of the Board of Regents, and the recipient of Norway's prestigious St. Olav Medal, and

Whereas, we are approaching our 50<sup>th</sup> class reunion in 2008, and gearing up for a tremendous celebration, and

Whereas, we welcome five additional Class Fund Agents (CFA's): Curtis Everson, Paul Engstrom, Gene Fortune, Judy Andre Ryan, and Shirley Stolz Stenseth, to strengthen communication with classmates, and

Whereas, we realize St. Olaf has many needs and recognize that being a Partner is a way to give back, to realize the on-going value of a St. Olaf education, and to support our outstanding academic program, therefore,

Be it resolved, that regardless of our commitments to other institutions in need of financial assistance, that each of us commit to Partners in Annual Giving, no matter the gift amount.

Be it further resolved, that we be motivated to "up the ante" and contribute to the excellence in education at St. Olaf to maintain our top national rankings.

Be it further resolved, that we CFAs challenge ALL 1958 classmates to participate in making a gift to St. Olaf, and to making these two years leading to our 50<sup>th</sup> Reunion 100% participation years. Let's raise the number of participants and dollars.

**Every gift is important.**

A handwritten signature in cursive script, appearing to read "Ruth".

Ruth Hiddleston '58

A handwritten signature in cursive script, appearing to read "Roger".

Roger Strand '58



St. Olaf College  
1520 St. Olaf Avenue  
Northfield, MN 55057

stolaf.edu

**APPENDIX**  
SAMPLE LETTER C  
1978 Class Letter  
Fall FY09  
*Applaud  
achievements*

October 2008

Dear <<FIRST NAME>>,

When we started putting together the 30<sup>th</sup> reunion plans last year, we had no idea that our class would respond with such great enthusiasm. Many of you offered support to St. Olaf with your gifts, some for the first time since graduation. These unrestricted gifts went to help a number of ongoing needs at the college, including teaching, international studies, scholarships, computers and financial aid. All contributions were greatly appreciated!

As a graduating class, we were able to achieve some very significant accomplishments. We set a goal of raising \$100,000 with hopes of a 40% participation rate. After it was all over, we raised \$105,343 for St. Olaf (only 7 other classes have raised \$100,000 or more!) with just over 40% participation. In addition, we had 155 classmates attend the reunion last May, which is the best attendance going back at least 6 years for the 30<sup>th</sup> reunion. A great time was had by all as we shared food, memories, and a lot of laughs together. A number of us even made it up to the top of Old Main to see all the marks made by other Oles through the years and found a corner to leave our own signature as part of the St. Olaf family.

The new science center, Regents Hall, is nearing completion and opened to students this fall semester. It's an incredibly impressive facility and a tremendous addition to the St. Olaf campus. Taking the stairs to the 4<sup>th</sup> floor atrium, there is an amazing view of the Cannon River that is clearly worth a look next time you are on campus.

As the class fund agents for this coming year, we have established the goals of retaining that 40% participation rate from last year and raising \$90,000 for this coming fiscal year. This will be no small feat coming off a reunion year so we hope that you will join us in renewing your contribution. If you can't pledge at the same level as last year, please stay with us at whatever level you are able so we can continue to maintain our 40% participation. If you missed us last year, we welcome your participation with open arms! Your help will give us that little extra margin to ensure that we are able to achieve our goals.

Your degree from St. Olaf is like a share of company stock that has a certain value both nationally and internationally. The value of that stock will appreciate or depreciate depending on whether the college is able to achieve its goals. We all play a big part in helping St. Olaf achieve its goals. Please join us in continuing to make St. Olaf a great investment.

<i>Pat Olson Beierwaltes</i>	<i>Dave Estep</i>	<i>Jodi McRae Matson</i>
<i>Ann Willer Bevis</i>	<i>Jan Olsen Estep</i>	<i>Don Schoessler</i>
<i>Bruce Bevis</i>	<i>Cindy Bell Huseth</i>	<i>Sally Zentner Schoessler</i>
<i>Sonia Benson Esch</i>	<i>Steve Huseth</i>	<i>Katie Wolfe Sevcik</i>

Our sincere thanks to all of you who *will* make a difference! Fram! Fram!

## APPENDIX

SAMPLE LETTER D  
1947 Class Letter  
Fall FY09  
*Inform and  
educate*



St. Olaf College  
1520 St. Olaf Avenue  
Northfield, MN 55057

*stolaf.edu*

October 17, 2008

«name»  
«addrline1»  
«addrline2»  
«addrline3»  
«addrcity», «addrplace» «addrzipcod»

Dear <<FIRST NAME>>,

It has been another exciting year at St. Olaf. The beautiful new science building, Regents Hall, has been dedicated and has been taken into use by the current generation of students. President Anderson '74 informs us that of the 817 students in the new incoming Class of 2012:

52% come from places outside of Minnesota  
13% are multi-cultural  
28 % are legacy students (family members have attended St.Olaf)  
15% are first generation students  
40% are Lutheran

No doubt, wonderful things are happening on the Hill. In addition to the new class, St. Olaf also had two Rhodes Scholars from the Class of 2008 and has moved from 54<sup>th</sup> to 47<sup>th</sup> in the *U.S News and World Report* most recent rankings of the best liberal arts colleges.

We are writing you to encourage you to a make a gift to Partners in Annual Giving, the St. Olaf annual fund. It may be important for you to make such a gift before the calendar year ends for tax purposes, however, you may recall, that St. Olaf's fiscal year goes from June 1, 2008 to May 31, 2009.

We could perhaps, in the light of the current financial crisis and the heightened rhetoric of this political year, be tempted to make excuses for deferring or canceling our gift this year. Yield not to temptation! Our college needs our continuing support, and most of us are capable of mustering that support, whether in large or small dollar amounts. We need to remind ourselves that it is wonderful to remember our alma mater and have the privilege of helping to support St. Olaf College.

Do you remember how we became famous at our 50th reunion when our class gift participation was 92%? We held that record for seven years until the Class of 1954 achieved 93%. Please get on the bandwagon and send in your gift today. There are three easy ways to make your gift. You can give online at [stolaf.edu/giving](http://stolaf.edu/giving), you can call St. Olaf at 800-733-6523, or you can mail your gift in the enclosed envelope. Wouldn't it be fun to make a name for our class again!

Sincerely,

Handwritten signature of Virginia "Rif" Rifenbary Nelson in black ink.

Virginia "Rif" Rifenbary Nelson

Handwritten signature of Neil T. Eckstein in black ink.

Neil T. Eckstein



St. Olaf College  
1520 St. Olaf Avenue  
Northfield, MN 55057

stolaf.edu

**APPENDIX**  
SAMPLE LETTER E  
1994 Class Letter  
Fall FY09  
Go beyond the  
ordinary

**ST. OLAF**  
*The **black and gold** thread that binds us together across the*

**DESTINATION ST. OLAF**  
This is not your mother's reunion!  
**Class of 1994**  
**Fifteen Year Reunion**

**CLASS OF 1994 REUNION COMMITTEE**  
**Co-chairs**  
*Jane-Marie Kahn  
Bloomberg  
Beth Gyllstrom  
Heather Johnson  
Lisa Gustafson Moes*  
**Committee Members**  
*Kristin Anderson  
Jeffrey Bernier  
Mark Blegen  
Kaelie Rivers Breiter  
John Brownfield  
Lisa Richards Diebel  
Maia Dunkel  
Brian Erickson  
Chris "Lou" George  
Marc Isaacson  
Amy Myrah Narveson  
Jennifer Olsen-Krengel  
Kristi Olson  
Michael Rogan  
Amy TerEick*

**CLASS WEBSITE**  
**oles94.myevent.com**  
Register to re-connect with Oles, upload your current and past photos, learn about upcoming events, donate to our class gift and register for reunion activities.



**GIVE BACK!**  
No matter where you are now and what you have done, our experiences at St. Olaf not only educated us but helped shape us as people. Now is our chance to shine as a class. If each of us donates \$150, only \$12.50 a month (less than you spend at Starbucks), we can achieve a significant class gift. You can make your gift **today** by visiting [stolaf.edu/giving](http://stolaf.edu/giving), calling 800-733-6523 or using the enclosed envelope.  
Your gift goes directly to the operating budget of the college which helps financial aid and scholarships for students, helps pay for technology, provides international studies scholarships among many other things. This is vital part of keeping St. Olaf alive!

**FRIDAY NIGHT CELEBRATION**  
Join your fellow classmates for appetizers, music, dancing and a silent auction at **Solera** in Minneapolis.

**SPEND SATURDAY AT ST. OLAF**  
Run the **5K**, take in the **football game**, join our class at the **Ole Café** and end the evening with all classes at the **Reub**.

## APPENDIX

SAMPLE LETTER F  
1996 Class Letter  
Spring FY09  
*Go beyond the  
ordinary*



St. Olaf College  
1520 St. Olaf Avenue  
Northfield, MN 55057

*stolaf.edu*

March 30, 2009

«name»  
«addrline1»  
«addrline2»  
«addrline3»  
«addrcity», «addrplace» «addrzipcod»

Dear «Salutation»,

Maybe it's the years of teaching elementary school that have influenced me more than I realize, but I thought I would send our class a note this spring in the form of an acrostic poem like I often wrote with my students when I taught second grade.

**S**t. Olaf, it was our home for four years.

**T**ogether we lived sharing hopes, dreams and even tears.

**O**ur food was served in the Caf we knew well; studies brought many to a place called the

**L**ibe

**A**nd some called Hoyme, Hilleboe, or Mohn a place to reside.

**F**ram! Fram! St. Olaf! might seem long ago, all the

**P**eople and places, classes and coincidences that helped shape where we'd go.

**A**nd although

**R**ight now might not feel like the best time to give,

**T**ogether our class can help the Ole legacy live.

**N**ow is the time we can assure our college's fine reputation stays intact.

**E**ven \$25 makes a difference, it's true!

**R**emember, your gift makes an impact.

**S**tudents will be grateful, and you will have helped future generations sing "Um! Ya! Ya!",  
too!

Yes, it's cheesy, but hopefully these lines helped put a smile on your face today. Please use the enclosed envelope, call 800-733-6523, or go to [stolaf.edu/giving](http://stolaf.edu/giving) and make your gift today.

Thanks so much!

A handwritten signature in cursive that reads "Sarah Muehl Madrid".

Sarah Muehl Madrid '96



St. Olaf College  
1520 St. Olaf Avenue  
Northfield, MN 55057

[stolaf.edu](http://stolaf.edu)

**APPENDIX**  
SAMPLE LETTER G  
1949 Class Letter  
Fall FY09  
Go beyond the  
ordinary

**Class of '49  
Reunion  
Committee**

- Arvid Bidne
- John Hagman
- Loren Halvorson
- Kathryn Thompson  
Hanson
- Dolores Hanson
- Edward Hatlem
- Pauline Krieger
- Mickey Matzke  
Monsen
- Jeanette Stolee  
Nelson
- Newell Nelson
- Lois Nelson
- Alvhild Slen  
Sherve
- Allan Wold

October 2008

Name  
Addr1  
Addr2  
Addr3  
City state zip

Dear "Salutation"

A few '49ers met recently at St. Olaf to begin planning our 60<sup>th</sup> class reunion scheduled for May 22-24, 2009. We thought the word **BOLD** said much about us and about our alma mater.

St. Olaf College has been **BOLD** in so many ways whether it was carrying on its program during WWII, adding new programs over the years such as international study opportunities to prepare students for the times in which they live, or having a building program to form the beautiful campus we now see. Specifically, the college was **BOLD** enough to decide to build all of Regents Hall of Natural and Mathematical Sciences now instead of in multiple phases.

Most of the men in our class served in the military in WWII—that took **BOLDNESS** to carry on and then return again into civilian life. Similarly, the women were **BOLD** in meeting the needs of the time. Even today it takes **BOLDNESS** for us to plan a reunion for May 2009, when we are at least 80 years old.

Perhaps now the most **BOLD** thing that we are asking each and every member of the class of 1949 (100% participation) is to contribute to St. Olaf this year, whether it's \$4.90, \$49, \$490, \$1,490 or another sum which only you can decide. ***This will be our Partners in Annual Giving Class Reunion Gift.*** As usual there is a competition of classes and the percentage of givers are **BOLDLY** made known. Every dollar counts when we put them all together to further the programs of St. Olaf College.

There are three easy ways to make your gift this year. You can give online at [stolaf.edu/giving](http://stolaf.edu/giving), you can call St. Olaf at 800-733-6523, or you can mail your gift in the enclosed envelope.

Mark your calendars to gather on the campus next May to celebrate our success and reminisce about our time on the Hill.

Sincerely,

John Hagman    Kathryn T. Hanson    Mickey Matzke Monsen

Be **BOLD** and go for the **BLACK & GOLD!**

