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Dear Reunion Volunteers,

On behalf of the University of Virginia, thank you for serving on the Reunion Giving Committee for your undergraduate class reunion. Your reunion is the time to **Come Back** to Grounds, **Give Back** to the University, and celebrate with classmates. We hope that the information in this manual provides you with the tools you need to be an effective volunteer. The Reunion Giving program offers alumni opportunities to reconnect with classmates, increase philanthropic support, and make a lasting impact on the University. The Reunion Giving program would not be as successful as it is without your work as a lead volunteer.

The class giving effort offers an array of giving opportunities so that every individual can participate in the class fundraising efforts by making a commitment that is personally meaningful and supports the University’s goals. We hope that collaborating on this commemorative weekend will bring you closer to UVA and strengthen the connections between you and your classmates.

The following pages outline essential information to help you develop and execute a successful Reunion Giving effort. Included in this manual you will find a Reunion Giving timeline, details regarding your role as a volunteer, and tips to help you be successful.

Thank you again for your commitment of time and resources to help the University maintain its position as a leader among institutions of higher learning.

Warm regards,

Beth Bishop, Com ’87  
Director of Reunion Giving  
University Advancement
**Reunion Program Overview**

Your reunion is the time to Come Back to Grounds, Give Back to the University by making a special gift, and celebrate the anniversary of your undergraduate years with classmates. It provides opportunities for reuniting with old friends, networking, exploring new buildings, and reconnecting with the University of Virginia. And, of course, there will be a party or two!

The reunion program is designed for undergraduate alumni celebrating their 5th - 60th Reunions. The classes of 1958 - 1983 (60th - 35th) celebrate May 31 - June 3, 2018, while the classes of 1988 - 2013 (30th - 5th) celebrate June 8 - 10, 2018.

The Reunion Giving Office (University Advancement) works closely with the Reunion Giving Committees for each of the 12 undergraduate classes to achieve the fundraising and giving participation goals set by each class. Reunion Giving Officers recruit and oversee the Reunion Giving Committees.

The Alumni Association plans all activities, facilitates the reunion registration process, and coordinates the Reunion Networking effort. Class Directors at the Alumni Association oversee the Reunion Networking Committees.

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**UVA Reunion Program Structure**

[Diagram showing the structure of the reunion program with roles and responsibilities]
2017 - 2018 Reunion Giving Timeline

May - August 2017
- Fiscal year begins July 1, 2017
- Recruit Giving Committee volunteers
- Committee Chairs set individual class fundraising and giving participation goals

September - November 2017
- Volunteer Training Workshop: Classes of 1958 - 2013: September 23, 2017
- Class-specific Volunteer Training Webinar available
- Volunteers claim classmates to contact in UVA Volunteers in Action (VIA)
- Reunion Giving Office sends targeted fall letter and email solicitations
- First committee conference calls scheduled
- First volunteer contact period

December 2017
- Volunteers continue calls/emails to non-donors
- Reunion Giving Office sends end of calendar year email solicitation
- 100 percent Giving Committee gift/pledge documentation by December 31st

January - March 2018
- Second volunteer contact period
- Alumni Association mails Virginia Reunions registration materials
- Reunion Giving Office sends targeted spring letter and email solicitations
- Thank you email sent to all class donors on behalf of Committee Chairs

April - May 2018
- Third volunteer contact period
- Conference calls scheduled

June 2018
- Virginia Reunions Weekends
  - Classes of 1958 - 1983 (60th - 35th) celebrate May 31 - June 3, 2018
  - Classes of 1988 - 2013 (30th - 5th) celebrate June 8 - 10, 2018
- Class winners announced – trophies awarded for highest dollars and highest giving participation
- Reunion Giving Office sends final email solicitation to non-donors
- Student calling to reunion non-donors
- Fiscal year ends June 30, 2018

August 2018
- Virginia Reunions 2018 final results for all classes announced via email
The Role of a Volunteer

Reunion Giving Committees reflect the top student activities and school makeup of each class during its time on Grounds and comprise 35-100 undergraduate alumni per class. The Giving Committees are responsible for encouraging classmates to come back to Grounds to celebrate their class reunion and to support the University by giving back to an area that is meaningful to them. Giving Committee volunteers work throughout the year to successfully help the class achieve and (hopefully) exceed fundraising and giving goals. Come Back, Give Back!

What’s Expected of You as a Reunion Giving Committee Volunteer

1. Make a Reunion Gift
   Make a personal gift or five-year pledge to any area of the University and consider a leadership level gift. Committee members are asked to document their gift/pledge by December 31, 2017.

2. Attend the Volunteer Training Workshop and Webinar
   It’s a wonderful way to meet your fellow volunteers and learn more about the University. You may also participate in a class-specific webinar.

3. Reach Out to Classmates
   Use UVA Volunteers in Action (VIA), our online volunteer management system, to pair with the classmates you wish to contact. Email templates, talking points, and a timeline are provided to make the process effortless. Contact peers 3-4 times throughout the year. If classmates make a gift, simply thank them for their generosity and encourage them to attend the Reunion.

4. Lend Your Name to the General Fundraising Effort
   Your name will be included on our website and letterhead.

5. Attend Virginia Reunions
   Enjoy the results of your hard work and reconnect with the University, old friends, and former classmates!

Your Chair/Co-chairs and Reunion Giving Officer will update you throughout the year about the Reunion Giving effort. We can provide you with class lists, donor lists, templates, talking points, and other reports as needed. Email will be used as much as possible.

Frequently Asked Questions About Serving on the Reunion Giving Committee

1. Reunion Gifts

   What counts as a reunion gift? Gifts to any area of the University made in your reunion year (between July 1, 2017 and June 30, 2018) will automatically be included in the class totals. This includes gifts to annual and endowed funds, capital projects, employer matching, future support gifts, and pledges.

   There is not a class-specific gift to one particular project or area. We have found that individuals are most generous when given the opportunity to support areas that are personally meaningful to them. All gifts must be designated to an area(s) of the University.

   A Note About Giving Committee Gifts. As you know from personal experience, it is difficult to convince others to take action when you have not yet convinced yourself. You will be a more credible solicitor if you make your own gift or pledge before asking your friends to do the same.
Take a moment to think about why the University is important to you and deserving of your financial support before making your own commitment and then tap into this passion to convince others to do the same. **Please make your gift or pledge before December 31, 2017.** If you would like information about a particular area, please reach out to your Reunion Giving Officer for a confidential conversation.

**Reunion Pledges.** Committee members are encouraged to make a five-year pledge and are asked to encourage their classmates to join them. Five-year pledges initiated in your reunion year will count in full. For example, a pledge of $5,000 per year for five years will result in a reunion commitment of $25,000. The entire $25,000 will count toward the class giving total and the pledge payments will help sustain the University until your next reunion.

**Future Support Gifts.** A growing number of alumni are choosing to support the University through financial and estate planning. These types of gifts are counted in the class giving totals for the 20th - 60th Reunions, if documented.

*Please see Page 29 for a Reunion Giving Pledge form.*

2. **What Will Be Covered at the Volunteer Training Workshop and Webinar?**
   During the Volunteer Training Workshop and within the webinar, the class fundraising and giving participation goals will be announced. These goals are chosen based on class giving history, capacity, and past reunion results. Following the plenary session, each committee will strategize on how to achieve their fundraising goals. Classmates should be asked to consider a stretch gift in the form of a five-year pledge, an outright donation, or future support commitment.

3. **Reaching Out to Your Friends and Former Classmates**
   Once you’ve attended the Volunteer Training Workshop or watched the webinar, you will select the classmates you want to contact using UVA Volunteers in Action (VIA), our online volunteer management system. Please select 10-20 classmates you feel comfortable contacting and soliciting for a reunion gift. These classmates might be from your school, first-year dorm, fraternity or sorority, athletic team, club, or various other organizations and affiliations to which you belonged during your undergraduate years. If you’re not comfortable using VIA, your Reunion Giving Officer can provide you with a list of classmates to review.

   Email templates, talking points (Page 25), and a timeline will be provided to make the process effortless. We ask volunteers to contact peers 3 - 4 times throughout the year by email, phone, or letter. You can also use social media (Facebook, Twitter, and LinkedIn, etc.) to reach out to classmates. If a classmate makes a gift, be sure to thank them for participating in the class efforts and encourage them to attend your reunion.

**How Will My Classmates Respond to My Request for Support?**

**Yes.** If a classmate agrees to support the University there are several ways to confirm the gift.

- **Say thank you** and ask if he/she is comfortable discussing the specifics with you. If yes, determine how much they would like to give and where would they like to direct their support. Record the payment schedule of the gift or pledge in an email and forward it to your Reunion Giving Officer to process.
- **Direct them to give online** by providing the link: www.virginia.edu/reuniongiving.
- **Accept a verbal pledge** and relay the amount and designation to your Reunion Giving Officer, who will then follow up to officially document the gift or pledge.
• **Alumni can mail in a gift or pledge** by completing and returning any University-related pledge form. The Reunion Giving Pledge form is available on Page 29. Alternatively, it can be printed from our website at [www.virginia.edu/reuniongiving](http://www.virginia.edu/reuniongiving).

• **If the classmate is not comfortable** discussing specific gift information with you, offer to have a Reunion Giving Officer contact them to discuss their personal situation in confidence.

*Maybe.* It is not unusual for someone to want time to think carefully before committing to a gift. Ask if you can contact them again in a week or two to follow up.

*No.* Thank the classmate for their time and consideration. Express the hope that they will consider participating in the class effort by making a gift before June 30, 2018 and, of course, encourage them to attend the Reunion in June.

**After Contacting Classmates.** Update your Reunion Giving Officer with progress and results by entering your notes into VIA.

**Thank You Note.** No matter what the response, please consider sending a personal thank you note or email and encourage attendance of the Reunion. A thank you template will be available in VIA.

**Keep Discussions Confidential.** Making a charitable gift is a personal decision and may involve discussion of a classmate’s financial situation. It is essential that we treat sensitive information with respect.

**A Note About Other Callers.** Fundraisers from the schools and units across the University make a special effort to engage alumni who will be celebrating their reunion. They facilitate gift discussions and/or proposals. Student callers will call former donors throughout the year. If a classmate has already been called by a fundraiser or a student and made a gift, simply thank them for their support and remind them that they have contributed to the class total.

4. **Lending Your Name to the Effort**
   The names of all Giving Committee members will be listed on the Reunion Giving class website. Your name will also be included on the letterhead of class-specific letters.

5. **Virginia Reunions**
   You are encouraged to attend two events where you will be recognized for your committee service, one of which is sponsored by the President. Committee members are also encouraged to attend class-sponsored events, such as class dinners and class panels. But above all, the reunion is about reconnecting with your classmates and having fun!
University Giving Societies

The University of Virginia relies heavily on the charitable contributions of alumni to sustain its programs. Donors provide annual fund gifts that fuel day-to-day operations, endowment gifts that generate support in perpetuity, capital gifts for new construction or restoration of aging structures, and estate gifts for the future benefit of students and faculty. In its own way, each gift helps to secure the University’s place among the nation’s finest institutions of higher learning.

The Rotunda Society
The Rotunda Society recognizes leadership donors whose combined household giving (including matching gifts) to annual funds across the University equals $2,500 or more within a fiscal year (July 1 - June 30). Members are recognized each Fall in an annual report. Gifts to endowed funds and capital projects are stewarded in other ways. Membership in the Rotunda Society is recognized at the following levels:

<table>
<thead>
<tr>
<th>Level</th>
<th>Amount</th>
</tr>
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<tbody>
<tr>
<td>Dome Level</td>
<td>$25,000 +</td>
</tr>
<tr>
<td>Colonnade Level</td>
<td>$10,000 to $24,999</td>
</tr>
<tr>
<td>Serpentine Level</td>
<td>$5,000 to $9,999</td>
</tr>
<tr>
<td>Pavilion Level</td>
<td>$2,500 to $4,999</td>
</tr>
<tr>
<td>Portico Level:*</td>
<td>$1,000 to $2,499</td>
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</tbody>
</table>

*For alumni who completed their degrees within the last five years.

The Lawn Society
The Lawn Society honors alumni and friends who have made cumulative lifetime gifts of $100,000 or more.

The Cornerstone Society
The Cornerstone Society recognizes donors who have documented future support gifts to the University through bequests, beneficiary designations of retirement accounts, as well as charitable remainder trusts and charitable gift annuities, which benefit the University while providing income to the donor. These commitments may be for any amount and directed to any school, program, or University-related foundation.

Each school at the University has a giving society (www.giving.virginia.edu/giving-societies/). Giving Levels vary by school, see Page 20 for more information.
Undergraduate Schools’ Donor Recognition Societies

Arts & Sciences Benefactors Society
College Club:
  5-9 years out of school: $500+
  10-14 years out of school: $1,000+
Pavilion Level: $2,500+
Serpentine Level: $5,000+
Colonnade Level: $10,000+
Dome Level: $25,000+
Qualifying donations: cash and matching gifts to annual accounts

Commerce School McIntire Dean’s Society
Comm Club:
  Alumni of last 9 classes: $1,000+
Pavilion Level: $2,500+
Serpentine Level: $5,000+
Colonnade Level: $10,000+
Dome Level: $25,000+
Lawn Society: $100,000+

Curry School
  Dean’s Circle of Friends: $1,000+
  Dean’s Leadership Council: $2,500+
Qualifying donations: cash gifts

School of Architecture Dean’s Forum
  Associate Level (5-9 years out): $500+
  Principle: $1,000+
  Professional: $2,500+
  Partner: $5,000+
Qualifying donations: cash, pledge payments, and matching gifts to annual accounts

School of Engineering Thornton Society
  4-6 years out of school: $600+
  7-9 years out of school: $1,200+
  General minimum: $2,500+
Qualifying donations: cash and matching gifts

School of Nursing Dean’s Circle
  Genesis Level: $250+
  Dean’s Level: $1,000+
  Partnership Level: $2,500+
  Leadership Level: $5,000+
  Executive Level: $10,000+
Qualifying donations: cash and matching gifts
Funding Your Gift

Your gift may be made in the form of cash, certificates of deposit, stocks and bonds, mutual funds, real estate, or personal property such as art, fine furnishings, and rare books and manuscripts. Different assets offer different tax advantages. Please consult your financial advisor to select the best way to fund your gift.

Monthly Giving
Gifts will be automatically transferred from your bank account on or around the 10th of each month. We recommend that you set the time frame to five years to correspond with your next reunion. You can set up a monthly gift on our website: www.virginia.edu/reuniongiving.

Check
Checks should be made payable to the University of Virginia with the gift designation recorded in the memo field or on the pledge form. Mail your pledge form or check to:

University of Virginia
Gift Processing Services
P.O. Box 400331
Charlottesville, VA 22904-4331

Credit Card
The University accepts the following major credit cards: American Express, MasterCard, Visa, and Discover. Credit card gifts can be made online at www.virginia.edu/reuniongiving, by calling the Reunion Giving Office at (800) 688-9882, or by completing and returning the Reunion Giving pledge form, which can be found on the Reunion Giving website at www.virginia.edu/reuniongiving and on Page 29 of this manual.

Five-Year Pledge
When you make a five-year pledge of support for the University, you can make your initial gift right away or defer your first payment. Pledges can be made online or by completing and returning the Reunion Giving Pledge form which can be found on the Reunion Giving website at www.virginia.edu/reuniongiving and on Page 29 of this manual.

Matching Gifts
If you work for a company that will match your gift to the University, you can often double or sometimes triple your contribution. For most companies, you can obtain a form from your Human Resources office. You should include that form when you make your gift. To find out if you work for a matching-gift company, please visit our company search website at www.matchinggifts.com/uva/.

Community Foundations and Charitable Donor Advised Funds
Many of our donors enjoy the flexibility a Donor Advised Fund provides to them. If it is your intention to make your reunion gift by recommending a multiyear grant through your charitable foundation or Donor Advised Fund, please contact your Reunion Giving Officer and ask them to prepare a Letter of Intent for your review. This will preserve the charitable status of your contributions to the Donor Advised Fund and allow the University to document your gift appropriately.

Stock Gifts
Stock gifts provide attractive tax advantages; capital gains taxes are avoided and the full market value of the stock can be tax deductible. Please contact your Reunion Giving Officer at (800) 688-9882 before any transfer so the University can make arrangements with its broker to receive the stock.
Electronic Transfer of Stock
Giving stock through electronic transfer is easiest when a donor maintains holdings in a brokered account. When you wish to make a gift of stock, provide the following information to the transferring broker. Please send your Reunion Giving Officer the type of stock, number of shares, and date of transmission to ensure proper documentation of your gift.

<table>
<thead>
<tr>
<th>Account Name</th>
<th>University of Virginia Gift Account</th>
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<tr>
<td>Account Number</td>
<td>N7M-001327</td>
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<tr>
<td>DTC Number</td>
<td>443</td>
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<tr>
<td>Clearing Broker</td>
<td>Pershing LLC</td>
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<tr>
<td>Reference</td>
<td>[Donor’s Name]</td>
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Stock Certificates and Stock Powers
To send a stock certificate or stock power, please contact the Office of Gift Planning at (800) 688-9882.

Mutual Funds
The process of giving mutual fund shares requires obtaining a share transfer form from your fund company and takes a bit longer than transferring stock so we ask that you plan accordingly. For directions on how to complete the form, please call the Office of Gift Planning at (800) 688-9882.

Future Support Gifts
A growing number of alumni are choosing to support the University through retirement plan or life insurance beneficiary designations, will provisions, or life income gifts. These types of gifts are all counted in the class giving totals for the 20th - 60th Reunion classes, if documented. For more information about documenting a future support gift, please contact your Reunion Giving Officer.

Charitable IRA Rollover
If you are 70 ½ years of age or more and must take an unneeded required minimum distribution (RMD) from your traditional or ROTH retirement plan, you might consider making a tax-free distribution of up to $100,000 directly to the University (a qualified charity) instead. The distribution cannot be included in your federal taxable income nor claimed as a charitable deduction, but it might prevent you from entering a higher income bracket. Please consult your financial advisor to determine if this opportunity makes sense for you.
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<td>Fiscal Year Calendar</td>
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Talking Points

Why Support the University?
• Your participation sends a strong message of support for UVA as an institution, conveys satisfaction with your undergraduate experience, and shows a desire to provide today’s students with the opportunities you were afforded.
• In the 2016 - 17 fiscal year, the University’s academic division received only 9.3 percent of its operating budget from the state, far less than most of our public peers.
• Private support is critical for maintaining essential high quality academic programs and retaining and attracting excellent faculty.

Presidential Priorities
President Sullivan has outlined three priorities of focus which the University’s administration will work to strengthen and support in the coming years.

Scholarships (Seeding the Future)
The University of Virginia’s commitment to affordability makes it possible for undergraduate students with strong academic credentials to find the University’s doors open to them, regardless of their financial circumstances. Private support will allow us to continue Jefferson’s vision—to enable talented students from all walks of life to come to Charlottesville, study with outstanding professors, grow intellectually, and develop as citizen leaders.
• In recent years, approximately one-third of UVA students have received some form of financial assistance.
• UVA meets 100 percent of undergraduate students’ demonstrated financial needs and is one of only two public universities in the country to do so.

Jeffersonian Grounds Initiative
The Jeffersonian Grounds is one of the hallmarks of the University of Virginia, with the Rotunda as the centerpiece. The comprehensive effort to restore, renovate, and renew the Academical Village is a vital undertaking so that future UVA students can experience Mr. Jefferson’s University in the way that past generations have. The historic Grounds are a monument to Jefferson’s vision of knowledge, character, and democracy.
• The Academical Village is designated as a UNESCO World Heritage Site. Unlike other important historical landmarks, the Jeffersonian Grounds have been continuously used since the University’s founding.
• Thanks to the support of alumni, parents, and friends, the Rotunda has been returned to the center of student life. With new classrooms, expanded study space, and extended hours for student use, it is once again being used as our founder intended.
• JGI is turning its attention to restoring the rest of the Academical Village, including the Lawn and its student rooms, gardens, colonnades, and pavilions.

Faculty Support
Faculty is at the core of the University of Virginia. They push the limits of knowledge, advance our understanding of the world, and challenge our students to reach beyond the easy answers. Close student-faculty interaction is key to the student experience and central to the University’s longstanding reputation for undergraduate excellence. There is no UVA as we know it without a highly engaged and superb faculty.
• Of the 1,000 tenured faculty members at the University today, 300 are projected to reach retirement age by 2018.
• UVA ranks 29th in the American Association of Universities salary rankings, while peer institutions like Stanford, Duke, and UC Berkeley rank in the top 15.
• The University must add faculty to maintain a 15-to-one student-to-faculty ratio and sustain its reputation for close student-faculty interaction.

**Bicentennial Scholars Fund**
The Bicentennial Scholars Fund (BSF) is a matching program that endows access and affordability.

**The Program**
After careful study of some of the top matching scholarship programs in the nation, the Board of Visitors committed $100 million from the Strategic Investment Fund to encourage private support of one of the University’s most pressing priorities: permanent, sustainable funding of undergraduate scholarships. The Bicentennial Scholars Fund will match any commitment to endowed undergraduate scholarships of $100,000 or more, payable over up to five years, with a fifty-cent match on every dollar. If a donor wishes to commit $1 million or more and pay the total within one year, the gift will be matched dollar for dollar.

Gifts to the Bicentennial Scholars Fund will ensure that UVA can continue to recruit the very best and brightest students, regardless of their ability to pay. Over time the fund will also relieve the burden of steadily increasing tuition to cover financial aid, creating instead a long-term endowment built on private philanthropy. Donors can:

• Invest in UVA excellence, knowing that UVA’s own board has committed matching funds
• Create a named endowment that will be awarded and recognized in perpetuity
• Designate up to two preferences for recipients (for example, a student from the state of Virginia and in the School of Architecture)

This is an opportunity for alumni and friends of the University to leverage their philanthropy, confirming to the commonwealth and the nation that we are as committed to affordability as we are to excellence.

**How it Works**
Donor John W. Doe Jr. decides to create the Doe Bicentennial Scholarship with a commitment of $100,000, paid over five years, to fund the endowment. The Doe Bicentennial Scholarship will be awarded according to Mr. Doe’s two preferences: a student from Virginia (first preference), who is enrolling in the College of Arts and Sciences (second preference). The Bicentennial Scholars Fund then provides $50,000 to create an endowment of $150,000.

Donor Jane Connor Doe agrees to donate $1 million to create the Kenneth Elzinga Bicentennial Scholarship in honor of her favorite professor at UVA, and to pay it in full in one year or less. The Fund then applies $1 million in matching funds to create an endowment of $2 million, which would provide approximately $100,000 a year in support for students.

**A Watershed Moment**
Gifts to the Bicentennial Scholars Fund will not only fortify our commitment to educating the nation’s stellar students, but solidify our role as America’s public university. To succeed, we need the support of alumni, parents, and friends. Your help will enable the University to continue educating talented students from all backgrounds and circumstances.
Helpful Websites

Reunion Giving Website:
www.virginia.edu/reuniongiving
The Reunion Giving website is designed to keep you apprised of progress toward your class goals. Class giving totals and a list of donors organized by school affiliation are posted daily.

Matching Gifts:
www.matchinggifts.com/uva
If you work for a company that will match your gift to the University, you can often double or sometimes triple your contribution. For most companies, you can obtain a form from your Human Resources office. You should include that form when you make your gift.

UVA Volunteers in Action (VIA)
www.uvavolunteers.org
VIA is a secure online volunteer management system that will allow you to choose classmates to contact about Reunion Giving and Virginia Reunions.

Alumni Association Reunions Website
www.virgniareunions.com
Visit this site for all the latest reunion event information and to find a list of classmates who are planning to attend.

HoosOnline
www.hoosonline.virginia.edu
Stay connected with your fellow alumni. This service is brought to you by the Alumni Association and the schools of the University.

About the University
www.virginia.edu/overview
Historical facts about the University.

Facts at a Glance/About UVA
www.virginia.edu/facts
Find useful information and facts about rankings, current enrollment, alumni, financial aid, schools, and more.

UVA Today Daily Report
www.news.virginia.edu/
Get all of the current up-to-date stories about UVA.

Facebook and Twitter:
The 5th - 45th Reunion classes have both Facebook and Twitter pages. Please search for these pages and Like or Follow your class for up-to-date, real-time information about the University and Reunions Weekend. Facebook and Twitter can also be great tools for reaching out to classmates to spread the word about your reunion goals.
This year marks a special milestone. I want to honor my reunion by making the following gift(s). (See below for giving options.)

One-time Gift $__________________________ to benefit ____________________________

- OR -

5-Year Pledge $__________________________ (To be designated as outlined below.)

$__________________________ to benefit ____________________________ Before June 30, 2018

$__________________________ to benefit ____________________________ Before June 30, 2019

$__________________________ to benefit ____________________________ Before June 30, 2020

$__________________________ to benefit ____________________________ Before June 30, 2021

$__________________________ to benefit ____________________________ Before June 30, 2022

GIVING OPTIONS

University of Virginia's Greatest Need

President's Fund for Excellence

University Priorities
  Jeffersonian Grounds Initiative
  Provost's Fund for Faculty Excellence
  Scholarships

Schools
  School of Architecture
  College of Arts & Sciences
  Graduate School of Arts & Sciences
  Frank Batten School of Leadership and Public Policy
  School of Continuing and Professional Studies
  Curry School of Education
  Darden School of Business
  School of Engineering and Applied Science
  School of Law
  McIntire School of Commerce
  School of Medicine
  School of Nursing
  UVA Wise

University Programs/Services
  Alumni Association
  Arts and Arts Grounds
  Center for Politics
  Global Education and Research on Grounds and Abroad
  Jefferson Scholars Foundation
  Miller Center
  Parents Fund
  President’s Commission on Slavery and the University
  Research and Innovation
  Student Life and Leadership Fund
  University Library
  Virginia Athletics Foundation

University of Virginia Health System
  Cancer Center
  Children's Hospital
  Heart & Vascular Center
  Neurological Programs
  UVA Medical Center

Other ____________________________

See Reverse Side for Billing Information
Thank you for your gift!

Return by Mail
University of Virginia
P.O. Box 400331
Charlottesville, VA 22904-4331

Give Online
Make a secure gift online at:
www.virginia.edu/reuniongiving
Volunteer Nondisclosure & Confidentiality Agreement

The following information about the University of Virginia’s Development program, its donors, and prospects, shall not be shared with non-employees of the University.

- Personally identifiable information about faculty, employees, students, parents
- Information on donors and prospects such as:
  - Lists of names, address, and phone numbers
  - Giving interests
  - Gift club membership
  - Giving categories and other relevant materials
  - Giving history and interests

As a volunteer representing the University of Virginia, I understand and agree to the following:

- I am provided with this information in strict confidence to enable me to perform my functions as a volunteer.
- I will not share this information outside of the circle of University Advancement employees and volunteers acting on behalf of the University of Virginia.
- I will ensure the information I receive is kept safe and secure from any unauthorized access, which includes preventing access to my computer files, paper files, or other media which contain University of Virginia data.
- When my status as a volunteer is inactive, I will destroy all electronic copies and shred all paper copies of the data I have received.

Read and Understood (Signature)             Date

Print Name

Reunion Class, Year, and School

Please send original to:
University of Virginia
Reunion Giving Office
400 Ray C. Hunt Drive
PO Box 400807
Charlottesville, VA 22904-4807
Frequently Asked Questions

How are Giving Committee members asked to participate throughout the year?
You are asked to be an active member of the giving committee. This includes making a gift or pledge to any area of the University, reaching out to 10 - 20 classmates, and lending your name to the general effort. The committee will only meet formally once—for the Volunteer Training Workshop on September 23, 2017. Those who are unable to attend the workshop are asked to participate via webinar. Conference calls and emails will also be arranged to supplement communication throughout the year.

How many classmates are on the Giving Committee?
Committees vary in size from 35 to 100 people. The size of each committee is relative to the size of its respective class (i.e., larger classes will have larger committees).

When do I contact my classmates?
The Giving Committee will receive reminders to contact claimed classmates 3-4 times during the year: once in the fall, before the end of the calendar year, in the spring, and right before Reunions.

How do I select my classmates and get their contact information?
You will select your classmates through our online volunteer management system, UVA Volunteers in Action (VIA). The system will also have your classmates’ contact information. If needed, the Reunion Giving Office can provide you with contact information (e-mail, phone numbers, addresses) for the people you have paired with. Online tools such as Facebook, Twitter, and LinkedIn are also great resources. Please note: not all contact information is complete; we rely on alumni to keep us updated.

What is the preferred method of reaching out to classmates?
You may contact people by whichever means you are most comfortable; however, nothing is more effective than a phone call from an old friend. We will provide you with up-to-date contact information. Due to the varying degrees in which people keep in contact with the University, full contact information may not be available for all alumni and may limit the means by which you can contact them.

How will I know what to say to classmates?
As a Giving Committee member, your primary role is to encourage philanthropic support to the University throughout your reunion year. Your committee chairs and Reunion Giving Officer will provide you with e-mail and letter templates, talking points, solicitation strategies, and information on giving opportunities. You will be prepared and comfortable before you start the solicitation process. If a classmate has already made a gift, thank them and encourage them to attend the reunion!

Will I have any responsibilities during my Reunion?
You are encouraged to attend two events where you will be recognized for your committee service—one of which is sponsored by the President. Committee members are also encouraged to attend class-sponsored events, such as class dinners and class panels. But above all, the reunion is about reconnecting with your classmates and having fun!

What gifts are included in my class totals?
Gifts to any area of the University made between July 1, 2017 - June 30, 2018 will count toward reunion class totals. This includes annual gifts, matching gifts, and endowed gifts, as well as future support gifts for the 20th - 60th Reunions. Five-year pledges are highly encouraged as they provide an expected revenue stream for the University. The entire pledged amount will count toward the class goal. For example, $5,000/year x 5 years = $25,000 towards the class goal.
Where will my name be listed?
Your name will be listed as a member of the Giving Committee on the Reunion Giving website, class-specific appeals and, once you make your donation, on the online donor honor roll.

Is there an expected donation amount to serve on the Giving Committee?
All committee members are asked to make a gift. Committee members are asked to consider a leadership level gift (see Page 20 for undergraduate schools leadership levels), but inability to do so does not prohibit anyone from committee membership. Donor interest and capacity varies greatly among the committee membership, therefore no stipulated giving level or amount is expected. We simply ask that you make a gift to an area of the University that is meaningful to you.

Is attendance required at the reunion?
Attendance at the reunion is highly encouraged but is not a requirement for being on the Reunion Giving Committee. Your reunion is a fun, action-packed event where you will be able to connect with classmates, make new friends, and enjoy your time on Grounds.

How do I report on my progress?
You will be able to report on your progress through our online volunteer management system, UVA Volunteers in Action (VIA).

What if a classmate asks me questions that I am unable to answer?
If a classmate asks you a question that you are unable to answer or not comfortable answering, please contact your Reunion Giving Officer. The Reunion Giving Officer can help you answer the question or contact the donor directly. Remember, your Reunion Giving Officer is there to assist you every step of the way with gift discussions.
<table>
<thead>
<tr>
<th>Useful Terms</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Alumni Association/Reunions Office</strong></td>
<td>The Reunion office at the Alumni Association plans the reunion and works closely with the Networking Committees.</td>
</tr>
<tr>
<td><strong>Annual Funds</strong></td>
<td>Critical unrestricted resources that allow the leaders of the University to support students, faculty, and programs. Donors have the option to designate these gifts to the school(s) or program(s) of their choice.</td>
</tr>
<tr>
<td><strong>BSF</strong></td>
<td>Bicentennial Scholars Fund. A matching program that endows access and affordability.</td>
</tr>
<tr>
<td><strong>Calendar Year</strong></td>
<td>The period between January 1 and December 31. Some donors choose to give toward the end of the calendar year for income tax purposes. For those who itemize, deductions can be taken for the calendar year.</td>
</tr>
<tr>
<td><strong>Capital Gifts</strong></td>
<td>Gifts generally made to support a specific long-term project such as the construction or renovation of a building.</td>
</tr>
<tr>
<td><strong>Endowment Gifts</strong></td>
<td>Funds that are invested by the University to support long-term initiatives or projects such as scholarships, professorships, and programs. The University relies on endowment income, not the principal itself, for financial support.</td>
</tr>
<tr>
<td><strong>Fiscal Year</strong></td>
<td>The period between July 1 and June 30. The University uses this time frame for the solicitation and recording of gifts. Reunion gifts must be made in the fiscal year that corresponds with the reunion year.</td>
</tr>
<tr>
<td><strong>Five-Year Pledge</strong></td>
<td>Commitments that are payable over a period of time and count in full toward reunion totals. A five-year pledge provides the opportunity to maximize your reunion support and carries you to your next reunion.</td>
</tr>
<tr>
<td><strong>Future Support Gifts</strong></td>
<td>Future support gifts permit you to provide a future benefit to the University while meeting your current financial and personal goals. Donors may designate the University as beneficiary of their will, retirement plan, or life insurance policy. They may also establish a charitable gift annuity or trust that pays them income for life. All future support gifts documented during one’s reunion year will be counted in the class total at current market value.</td>
</tr>
<tr>
<td><strong>Gift Processing</strong></td>
<td>The Gift Processing department processes all charitable gifts at the University.</td>
</tr>
<tr>
<td><strong>Major Gift</strong></td>
<td>Defined by the University as a commitment of $100,000 or more.</td>
</tr>
<tr>
<td><strong>Matching Gifts</strong></td>
<td>Many companies match the amount of an individual’s gift and occasionally that of a spouse/partner. Often this match is dollar for dollar, but can be as generous as 3-to-1. Matching gift forms are available from the company’s Human Resources department.</td>
</tr>
<tr>
<td><strong>Operating Budget</strong></td>
<td>The pool of money used annually to support the University’s expenditures. Dollars raised by the annual fund are directed to the operating budget, as are revenues generated by tuition and the endowment. In fiscal year 2017 - 18 UVA’s academic budget was $1.39 billion.</td>
</tr>
<tr>
<td><strong>Restricted Gifts</strong></td>
<td>Also known as designated gifts, these are targeted for a specific purpose, such as an academic department or a sport.</td>
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<tr>
<td><strong>Reunion Gift</strong></td>
<td>A gift to any school or area of the University made during the reunion year (July 1 - June 30). Your commitment can be in the form of an outright gift, a future support gift or a five-year pledge where the entire amount counts toward your class total.</td>
</tr>
<tr>
<td><strong>Reunion Giving</strong></td>
<td>The Reunion Giving office is charged with helping classes in their undergraduate reunion years achieve fundraising goals and works closely with the Giving Committees.</td>
</tr>
<tr>
<td><strong>Reunion Giving Officer</strong></td>
<td>The development officer assigned to your class to help facilitate the class giving effort and manage the Reunion Giving Committee.</td>
</tr>
<tr>
<td><strong>University Advancement</strong></td>
<td>University Advancement is the central development office; this is where the Reunion Giving department is housed. University Advancement is located in Fontaine Research Park, 400 Ray C. Hunt Drive, Charlottesville, VA 22903.</td>
</tr>
<tr>
<td><strong>Unrestricted Gifts</strong></td>
<td>Gifts that are not designated by the donor for a specific purpose.</td>
</tr>
</tbody>
</table>
Thank you for your commitment to the University. Your support and service are essential for UVA to achieve the vision of our founder, and to sustain its level of excellence in alumni outreach, faculty teaching and research, and recruitment and retention of the best and brightest students. We value your time, talent, efforts, and appreciate your support.
come back, give back!