



## Holy Cross Fund Final Push Action Plan

With only one month until the close of the 2009 Holy Cross Fund, it is time to put your efforts into high gear! This year, more than ever, your classmates need to hear from you. We've made great strides with our participation efforts over the past few years—culminating with 55.5% participation last year. We *can reach* our goals again this year, but one thing is certain: *we can't get there without you!*

In preparation for the Final Push, the Fund staff has created the following action plan for success:

- ✓ **Begin with a class letter:** We'll provide you with a template to get you started. Remember to include an update on your progress toward donor and dollar goals, and try to send the letter out as soon as possible. This will give classmates plenty of time to send their gift in the enclosed envelope.
- ✓ **Call AND email your classmates:** In this packet, you will find a list of **Delayed LYBUNTS**. These are classmates who made a gift BEFORE June 1, 2008. This is the group at greatest risk of becoming lapsed donors, so please concentrate on this group for the next 10 days.  
On June 10, we will send you a list of SYBUNTS, along with your complete list of LYBUNTS.
- ✓ **Gifts of all sizes matter!** Especially this year, classmates may not be able to contribute as much as they have in the past. It is imperative that you remind them how much a gift of any size benefits the College. In addition to boosting our participation, which is always a point of pride, every dollar helps Holy Cross continue to provide students with the best Jesuit, liberal arts education.  
*Every gift helps!*
- ✓ **Encourage gifts to *Financial Aid and Faculty Resources*:** Over the years, we have heard alumni ask for the opportunity to give to specific programs. This year Holy Cross offers the chance to invest in our two most pressing priorities, Financial Aid and Faculty Resources. These designations are within the Holy Cross Fund, and so gifts to these areas count toward both your donor AND dollar goals.  
Remember: alumni can also invest in our 27 varsity sports, through the Crusader Athletics Fund!
- ✓ **Ask us for updates:** Your Fund liaison will be in touch with you regularly throughout the month, but if you are looking for an update, don't hesitate to call us. The Fund Office will be open extended hours throughout June. Monday - Thursday, May 26 - June 30, the Office will be staffed from 8:30 a.m. - 8:30 p.m. Friday hours are 8:30 a.m. - 5:00 p.m. We'll also be open Saturday, June 20 & 27 from 7:00 - 10:00 a.m. **If you are calling outside of regular business hours, please use the main line, (508) 793-2421 or toll-free (877) 433-1843.**

**Special Note:** Updates on gifts that were processed during the day are available after 6:30 p.m.

(over)

- ✓ **Visit our Volunteer Website – *Volunteer Tools & Resources*** online at: [www.holycross.edu/alumni/support/giving/fund/volunteers.html](http://www.holycross.edu/alumni/support/giving/fund/volunteers.html) Here you will find various reports to track your progress. These are live reports that provide you with the most up-to-date numbers available. You will also find information to help with your final push efforts. This website is updated frequently, so check back often!
- ✓ **Encourage online giving:** Did you know we have a new url that takes you straight to “Make A Gift”? You can direct classmates to [www.holycross.edu/give](http://www.holycross.edu/give). Online giving is the fastest and easiest way to make a gift, and classmates can give to any of the College’s priority designations there.
- ✓ **Don’t forget you can accept credit cards over the phone:** The College accepts – Visa, MasterCard, and American Express. Please be sure to record: Name, Gift Amount, Card Type, Expiration Date, and the Account Number (16 digits for Visa & MC, 15 for AmEx). For your convenience, a credit card log is included in this packet. Fax your log to the Fund Office at (508)793-2626. Please don’t email credit card gifts, as it isn’t a secure means of communication.
- ✓ **Hold a class Phonathon:** Get some of your class agents and other loyal donors to help make calls. This year we are offering phonathons in Boston and New York, in addition to Worcester. **NYC – June 9; Boston – June 15;** and multiple dates in Worcester. Space is limited, so call your Fund liaison to reserve your date today, and invite 5-8 classmates to join you. This is a great way to cut down the class chair’s workload, while still reaching the majority of your class.
- ✓ **Remember the 2009 Fund officially closes on June 30:** Gifts to Holy Cross must be postmarked no later than June 30 to be included in this year’s Fund.

**THANK YOU!** The money that you help raise allows Holy Cross to remain at the forefront of Jesuit, liberal arts education. Your time and effort are the keys to our success. **We deeply appreciate your commitment to Holy Cross!**

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*“Shall we just leave well enough alone or forge ahead, and take a more conspicuous, a more commanding, a more influential position among the institutions of the country?”*

*-Rev. Joseph F. Hanselman, S.J.  
14<sup>th</sup> President of the College of the Holy Cross*