

2016

CLASS AGENT KIT



We are committed to exceeding 50 percent alumni participation — it is a point of pride, distinction, and energy

As I write this note, we are “basking in the glow” of Give Purple’s success — more on this below. More than 6,200 alumni, parents, students and members of the Holy Cross community rallied to meet the challenge issued by a group of alumni from the Class of 1982. The \$1.9 million raised Feb. 5 – 6 will be used for all aspects of life on campus, from financial aid and academic programs to faculty resources and athletics. Bravo!

Like many of you, I watched Give Purple closely, hitting “refresh” many times throughout the day to see the numbers continue to rise. We would not have had the same results without your outreach — the countless phone calls, social media posts, texts and emails — all made a difference. I continue to be inspired by your commitment to Holy Cross and am truly grateful for the work you do as a volunteer. **Thank you so much!**

So, why did I say “basking in the glow” above? Well, Holy Cross has never measured itself on two days of success alone. We are committed to exceeding 50 percent alumni participation — it is a point of pride, distinction, and energy. Give Purple has made this goal easier in 2016, but we have to remain focused on maintaining this momentum and finishing the fiscal year on June 30, dare I say, with record participation.

Thank you for serving your class, current and future students, and Holy Cross through your work as a Class Agent. Holy Cross is exceptional because of volunteers like you. As we approach our final push, please let me know if there is anything I can do to help.

Sincerely,

Shaun Mathews '77
National Chair, Holy Cross Fund



P.S.

On March 30, students and members of the campus community celebrated Philanthropy Day, the symbolic day on which revenue from tuition, room, board and auxiliary services has been spent and the College operates on the generosity of alumni, parents, and friends through the end of June. This is a chance to both educate students about the importance of giving back and thank the College’s benefactors.

HERE'S HOW IT WORKS

WHERE TO START

- If you haven't already done so, make your own gift to Holy Cross. Asking others to join you in supporting Holy Cross can be very persuasive.
- Establish a case for giving. We have provided a "Case for Support" section to use as a reference. Remember to share the reasons why you volunteer and support Holy Cross.
- Be prepared to answer questions about alma mater. Read e-news emails or visit www.holycross.edu. Consider signing up for Blogtrotter: go to <https://blogtrottr.com/> and enter URL: <http://news.holycross.edu/> for news about Holy Cross. We have also provided a section regarding *Become More: Campaign for the Future of Holy Cross*, to help answer questions you may receive about the comprehensive campaign.

CONTACTING CLASSMATES, ADVICE AND BEST PRACTICES

1. In April/May, please contact your assigned classmates on behalf of the 2016 Holy Cross Fund. You may wish to send an email, place a phone call, or mail a letter to your classmates. **Please start by contacting your classmates who did not make a gift last year and then expand your calls to everyone else.**
2. We ask that you personally thank those classmates who have already made a gift to the College. All gifts are appreciated! Please note on your assignment report there is a new column that indicates whether your classmate made a gift during the Give Purple challenge. More than 6,200 alumni, parents, and friends made a gift during the challenge and we request that you send a personal thank you to those donors assigned to you.
3. In early June, you will receive a printed Class Agent progress report. If we have your email address on file, you will also receive weekly update emails every Sunday. **The password for these reports is hc1843.** At this time, please contact all 2016 non-donors a second time. A phone call is the preferred method for this follow-up contact — and don't forget to let your classmates know that time is running out!
4. Throughout June, contact the Holy Cross Fund office toll free at **877-433-1843** to learn who on your list still hasn't made a gift, or refer to your class's *Honor Roll of Donors*: www.holycross.edu/fy16donors. This list is updated every night, so it is an excellent resource to use throughout your outreach efforts. Then, please make one more attempt to make contact with those who have not made their gift. **The 2016 fiscal year closes on June 30**, so all gifts must be received by or postmarked by this date.
5. Please notify the Holy Cross Fund office with any classmate news or changes in address, phone number, or email address that you discover through your outreach. Also, if you are able to collect cell phone numbers and share those with us it is greatly appreciated. **Please email changes and updates to hcfund@holycross.edu or call 877-433-1843.**
6. Please let the Fund office know once you've been successful in contacting your assigned classmates by emailing hcfund@holycross.edu or returning the purple card, if applicable. To help us continue to improve the Holy Cross Fund results, we'd like to know what you hear about why alumni will or will not give this year.
7. For more information or resources, go to: **www.holycross.edu/classagentkit**. There you will find information about this year's fundraising priorities, progress to date, and sample text for your conversations with classmates.

THANK YOU

FOR YOUR CONTINUED EFFORTS ON BEHALF OF HOLY CROSS!

THE CASE FOR SUPPORT

WHY SUPPORT HOLY CROSS?

Gifts to Holy Cross support every aspect of the educational experience — students, faculty, academic programs, residential life, facilities, athletics, and more. And devoted alumni keep our participation rate above 50 percent annually, a very significant and proud Holy Cross tradition.

Generation after generation, gifts from alumni not only sustain the College, but help it to prosper. By March 30, the revenue that comes from tuition, room, and board will have been spent, and the College will fund operational expenses from the contributions of alumni, parents, and friends through June 30, the end of the fiscal year. Every gift counts and adds up, and helps Holy Cross.

Your gift is a way to pay it forward and honor those alumni who came before you and made gifts to help provide the quality education that you received at Holy Cross. Just as previous generations supported you when you were students, it is now your opportunity to make a difference for current and future Crusaders.

Let's keep the momentum going and keep Holy Cross great for many generations to come.



HANDLING CONCERNS AND OBJECTIONS

“Does my gift make a difference?”

Yes! Each and every gift helps maintain our proud tradition of strong alumni participation. This past February, the average gift size during the Give Purple challenge was \$147, and last year 63 percent of donors gave gifts of \$100 or less for a total of \$563,407. Every gift counts and makes a great impact.

“I don’t like the new logo.”

Did you know that the new logo is drawn directly from the center of our formal seal, which is heavily influenced by Jesuit tradition? Similarly, the “sunburst” in the middle of the shield comes from the traditional imagery from the Society of Jesus. The shield will never be separated from the text “College of the Holy Cross,” so it will always be viewed in the context of the full name of our institution and its Catholic, Jesuit identity. The familiar College seal continues to be used for all formal correspondence, such as diplomas, presidential reports, other important documents and on signage (like the beautiful Linden Lane sign).

“Can I make a gift to support social justice activities or faith/service opportunities?”

Yes, you can! We now offer the opportunity to make a gift to support faith and service. To make a gift to this area, you can go online to make a gift, write “Faith and Service” on your reply card and in the memo of your check or call the Holy Cross Fund and notify us that you would like to make a gift in support of Faith and Service.

“My child/grandchild was not accepted.”

Listening is key here. The fact that the person is upset means that he or she cares about Holy Cross. One way to answer is, “That’s certainly disappointing. I know how competitive college admissions have become.” Try to ask for a participation gift by using clues you pick up during the conversation. For example, suggesting that an individual could support a favorite sport, faculty member, or co-curricular activity may resonate.

“Can I choose how to direct my gift?”

Absolutely. Any gift to Holy Cross counts toward participation. There are many different areas you can support. To find a full list, visit: www.holycross.edu/give

“Why should I give to Holy Cross rather than another non-profit?”

Holy Cross educates thoughtful, imaginative, ethical leaders whom the world needs. Many of our graduates dedicate themselves to non-profits that directly serve the disenfranchised in our world. By helping to educate Holy Cross students, you are investing in instilling critical thought and empathy, faith and reason; radical creativity and unflinching discernment. The need for a Holy Cross liberal arts education — the kind that develops mind, body, spirit, and community — has never been more essential.

“I paid enough in tuition.” or “I am currently paying college tuition.”

One reason we need to ask for private support from alumni, parents, and friends is because tuition only covers a portion of the cost of a Holy Cross education. Holy Cross adheres to a ‘need-blind’ admissions policy. Holy Cross meets 100 percent of accepted students’ demonstrated need. This helps make a Holy Cross education more affordable than you might realize. It is through the gifts of alumni that we are able to continue to meet students’ demonstrated need.



Inspiring Creative Teaching and Learning = \$95 million

We are committed to providing our students with the broadest and deepest exposure to the liberal arts; to instilling the highest facility for communication; and to exploring and assessing the ethical dimensions of each discipline we offer. We hope to give our faculty the resources and support to create classes, labs, research opportunities and technological ventures that will allow our students to work at levels they never imagined possible in an undergraduate experience.

Living Our Faith = \$25 million

To enhance the Catholic and Jesuit nature central to the mission of Holy Cross, we will construct a new Contemplative Center, which will be home to The Spiritual Exercises and other retreat programs. This beautiful, cloister-like setting will create a new era of student reflection and discernment. We will create new programs that promote leadership, service, and social justice — both across the globe and in our local community, and expand our many existing outreach programs.

Enabling Access, Diversity, and Affordability = \$65 million

We will ensure our commitment to a needblind/meets-full-demonstrated need policy. Our need-blind commitment is one of the cornerstones of our mission and vision. We will increase recruitment of students with exceptional personal and intellectual characteristics. We will increase support for financial aid, keeping a Holy Cross education within the reach of all families.

Advancing Success, Leadership, and Citizenship = \$20 million

We will enhance common discernment initiatives to continue to prepare students to be thoughtful leaders and responsible, global citizens. We will increase opportunities for experiential learning, allowing students to grapple with real-world situations and problems, using hands-on methods of gaining knowledge, developing new and complex skills, and examining values and ethics as they unfold beyond the classroom. We will increase support for internships, student summer research, student-designed projects, study abroad opportunities, and enhanced mentoring.

OVERVIEW OF CAMPAIGN PRIORITIES

BECOME MORE | CAMPAIGN FOR THE FUTURE OF HOLY CROSS

Empowering Athletics, Health, and Wellness = \$85 million

We will build a new and improved Hart Center to service our 750 student-athletes, giving them the facilities they need to become champions in the years ahead and for decades to come. We will revamp our aging Field House, creating a top-flight recreation facility for the entire student body, featuring basketball courts, exercise studios, weight training rooms, and areas for an assortment of health, wellness, and fitness programming.

We will create a renewed sense of pride on campus and in the alumni community.

Sustaining Our Future, Our Mission, Our Vision = \$110 million

We will continue to increase support for the Holy Cross Fund. Current-use, unrestricted funds are essential to the future of the College — they enrich every aspect of the campus environment and academic enterprise and bolster all areas of the operating budget. We will work tirelessly to maintain our 50 percent (and higher) participation rate of alumni giving. The Holy Cross Fund supports every student, faculty member, and department on campus.

REASONS TO MAKE A GIFT TO HOLY CROSS

Participation matters — Holy Cross is one of the very few institutions able to boast a participation rate of more than 50 percent each year. Our hope is that 50 percent or more of alumni give again this year, which would be our 10th consecutive year of achieving this significant milestone.

You can choose where you want to make your impact — A gift to any purpose makes you a donor to the College. Visit www.holycross.edu/give to see all giving opportunities and ways to support Holy Cross.

A way to pay it forward — Many of the transformative experiences you had at Holy Cross were made possible by the generosity of past alumni, parents, and friends. As you remember your favorite moments at Holy Cross, consider giving back so future Crusaders can create their own lasting memories.

Holy Cross needs your support — Tuition, room, and board only cover part of the cost of the student experience at Holy Cross. Support from alumni, parents, and friends bridges the gap.

All gifts matter — 63 percent of our donors gave between \$1-\$100 last year. We appreciate them all!

Purple Pride — You wear purple with pride, attend Holy Cross events across the country, and still keep in touch with your college friends. Making a gift is a vote of confidence in the College and another way to show your support! You can mention that during Give Purple, the 43-hour giving challenge in February, more than 6,200 alumni, parents, friends, and students made gifts to the College, the largest number any liberal arts institution that we know of has ever had in a weekend!

Class pride — Every alumni class sets a participation goal, so your gift is important to the class as well as to the College. Help your class reach its participation goal.

Committed to providing access — Holy Cross is one of less than three percent of schools with a need-blind/meets-full-need admissions policy. In fact, more than 60 percent of Holy Cross students receive some form of financial aid, which is financed in large part by the generosity of alumni, parents, and friends. If everyone who didn't make a gift last year gave \$25, it would be enough to give six (and a half) incoming students full financial aid for their first year.

Be a part of Holy Cross history — All gifts made to Holy Cross this year will be counted as part of *Become More: Campaign for the Future of Holy Cross*.

Join the Linden Lane Society — The Linden Lane Society recognizes alumni, parents, and friends who have given consecutively to Holy Cross for five years or more, and alumni out 1-4 years who have given each year since graduation. Your gift of any amount will count toward your membership.

WAYS TO GIVE



ONLINE

Visit www.holycross.edu/give to make your gift!



CALL THE HOLY CROSS FUND DIRECTLY

To give your credit card or debit card information by phone, call 877-433-1843 during normal business hours, Monday – Friday 9 a.m. – 5 p.m. Starting in June, the Holy Cross Fund office stays open until 8:30 p.m. Monday – Thursday.



BY MAIL

Checks should be made payable to College of the Holy Cross, and mailed to:

The Holy Cross Fund
PO Box Dev
1 College Street
Worcester, MA 01610



RECURRING PAYMENTS

To set up scheduled payments, visit: www.holycross.edu/give.

Half-way down the page there is a box that says, "I would like to make scheduled payments." Click this button to find out the different schedule payment options that are available.



APPRECIATED SECURITIES OR CHARITABLE GIFT FUNDS

To give appreciated stock or to wire cash transfers, please contact us at 877-433-1843.



IRA CHARITABLE ROLLOVER

For those 70 ½ or older, the IRA Charitable Rollover is back and permanent. If you want to make a qualifying transfer, contact your IRA administrator and instruct that person to transfer funds to the charity (ies) you designate. Then contact our office and we will answer your questions and provide instructions for completing your gift. **Please note that there is no taxable income to report, therefore, there is not a charitable deduction associated with this gift.**



MATCHING GIFTS

Double the impact of your support by having your gift matched! Find out if your employer supports matching gifts by contacting your employer's Human Resources department. For instructions, go to www.holycross.edu/matchinggifts. Then complete and sign your matching gift form. Send the form, along with your gift, to:

The Holy Cross Fund
PO Box Dev
1 College Street
Worcester, MA 01610