



Alumni Volunteer Council Handbook

2020–2021

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Alumni Volunteer Council Mission

The Alumni Volunteer Council facilitates alumni engagement and improves alumni participation in The Salisbury Fund. Members are passionate about Salisbury and eager to make a positive impact on the School.

General Volunteer Responsibilities

- Act as an ambassador for Salisbury School, engaging in professional networking with alumni and spreading the good word about Salisbury to prospective students and their families
- Encourage alumni attendance at regional receptions and on-campus events like Homecoming and Reunion
- Increase your class participation rate in The Salisbury Fund and lead by example by making your own gift by December 31 of each fiscal year
- Share your classmates' contact information and refer their questions and feedback to the Alumni & Development Office
- Collect class notes from classmates for publication in the *Salisbury Magazine*

Organizational Structure

Alumni Co-Presidents (2)

- Quarterly communications with all Head Agents to set priorities, inform, and engage
- Write a bi-annual letter to all alumni for the *Salisbury Magazine*
- Expected attendance at annual Alumni Volunteer Summit
- Report to the Board of Trustees on the activities of the Alumni Volunteer Council

Head Agent (1 per class)

- Recruit and manage team of Class Agents for the class
- Use volunteer management system (*Volunteer by EverTrue*) to track performance of Class Agents and train/encourage when necessary
- Assign classmates to Class Agents in *Volunteer by EverTrue*, create Outreach Plan for Class Agents to follow

Class Agent

- Coordinate with Head Agent to execute class outreach plan
- See above "General Volunteer Responsibilities"

2020-2021 Alumni Receptions and Important Dates

October

- October 8 – Founder’s Day (Wear your Sarum gear!)
- October 9-11 – Legends Weekend (Virtual Reunions for ’55, ’60, ’65)
- October 20 – Day of Giving (Rally your classmates to participate)
- October 29 – Alumni of Color Town Hall

November

- November 23-30 – Turkey Trot

December

- December 3 – Diversity, Equity, and Inclusion Panel Discussion and Q&A
- December TBD – Holiday Party (virtual)

** Winter & Spring Events and Dates TBD **

June

- June 30: Close of The Salisbury Fund for Fiscal Year 2021

The Salisbury Fund

The Salisbury Fund directly supports every aspect of Salisbury’s mission, and gifts to this fund are the easiest and most direct way to immediately benefit Salisbury. For those who would like to support a more specific priority within The Salisbury Fund, you may choose to direct your gift to Academics & Faculty Support, The Arts, Athletics, Campus Life, Financial Aid, or Sustainability.

2020-21 Salisbury Fund Goals

- Raise \$2.5 million
- Achieve 33% alumni participation

Beyond The Salisbury Fund, there are other ways to financially support the School, such as giving to an endowed fund, making a capital gift, or including Salisbury in your estate plans.

What happens when you give to the Salisbury Fund?

Your gift = more financial aid for talented students

Approximately 40% of students receive financial aid with an average grant of \$37,500.

The Salisbury Fund directly supports the Salisbury financial aid program.

You support our faculty and a challenging academic program

By giving to the Fund you are creating a partnership and demonstrating your support for our dedicated Salisbury faculty.

You build community on the Hilltop

The School's student body includes boys from 25 countries and 30 states. The Fund supports an admissions program that builds a diverse campus community with a global perspective.

You enrich Salisbury's special programs

Salisbury is known for its project-based learning, LEADS curriculum, and traditions of spirituality.

Your gift to the Fund helps enhance these programs that foster collaborative and leadership skills.

You support a thriving arts curriculum

From building a boat to creating a short film, Salisbury boys' creativity is inspired by the top-notch arts courses we offer. The Fund supports the diversity of the art offerings and the talented arts faculty.

You support the Crimson Knights

There are 31 interscholastic teams and 13 intramural programs offered to Salisbury students. Every boy can experience being part of a team, the excitement of winning and the acceptance of defeat.

The Fund supports our dedicated coaches, provides uniforms, facilities maintenance, transportation, and so much more for our Knights.

You help Salisbury boys reach beyond themselves

Salisbury boys participate in many community service projects and activities throughout the year that tie them into the local and global community.

Volunteer by EverTrue: Your Exclusive Class Agent Resource

<https://volunteer.evertrue.com>

Mobile or Web

- ✓ The Volunteer tool is available for web, iOS, and Android so you can complete your Class Agent tasks from anywhere.

Modern and Intuitive

- ✓ No training manuals, no learning curve—it's just as intuitive as the apps you already use in your daily life.

View Assignments

- ✓ Get a snapshot of who you're assigned to when you open the app. Then use filters to prioritize your prospect outreach.



Prospect Profiles

- ✓ The information you need, all at your fingertips. Assign classmates to yourself for outreach, then view useful biographical and giving data.

Social Integrations

- ✓ Learn even more about a prospect—including job title and interests—with the app's automatic connection to LinkedIn and Facebook.

Fast Outreach

- ✓ Contact information is conveniently stored on a prospect profile. Easily reach out to a prospect by phone, email, text, or social media.

Log Interactions

- ✓ Keep the Salisbury Alumni & Development team and fellow Class Agents in the loop. Submit notes about prospect calls, emails, texts, and more right in the app.

See Your Impact

- ✓ Understand the difference you're making. If one of your prospects makes a gift, you'll see the results reflected in the app.

Helpful Fundraising Tips

Asking for donations can seem intimidating at the beginning. Just remember—you and your classmates have common ground in your Salisbury experience.

Participating in The Salisbury Fund once a year is something we can all get behind as one of the most important factors in the continued success of Salisbury.

Rallying around an event like The Sarum Challenge in February can also be a great way to ask your classmates to join you in participating, since there is so much buzz around it already.

A few more tips:

- ✓ *Participation* is more important than the gift amount
- ✓ *Concentrate on those who donated last year first*, those who gave in the last 3-5 years second, first-time donors third. Use the info in your Volunteer app to contact classmates who gave last year but haven't yet this year, and go from there
- ✓ Remember to *thank past donors for their generosity to The Salisbury Fund*. This is a great ice-breaker and conversation starter
- ✓ *Work as a team*. Keep in touch with other Class Agents and share tips amongst yourselves
- ✓ Salisbury's Development Office is here to support you. *Let us know how we can help*

Meet the Alumni & Development Office

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Online Resources

WAYS TO GIVE

Online with credit card (one-time or recurring): www.salisburyschool.org/donate

Become a sustaining donor by setting up a monthly or annual recurring gift:
www.salisburyschool.org/giving/sustainer

Venmo: <https://venmo.com/Salisbury-School>

Check: Mail a check payable to *Salisbury School* to:

Salisbury School
Development Office
251 Canaan Rd.
Salisbury, CT 06068

Wire Transfer of Cash or Stock; Corporate Matching Gifts; Gifts of Appreciated Stock: See online instructions [here](#).

Planned Giving: To learn more about leaving your permanent mark on Salisbury, click [here](#).

Questions? Call the Development Office at 860-435-5751

SUBMIT A CLASS NOTE ONLINE

Click [here](#) to submit a Class Note online. Class Notes are published annually in the *Salisbury Magazine*.

ALUMNI EVENTS CALENDAR

Click [here](#) to see the calendar of alumni events online. This calendar is updated frequently as we add events over the course of the year.

