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This guide is designed to prepare you to reach out to your classmates, answer their questions, and encourage them to support Tufts. Additional resources—ranging from sample conversations to university statistics—are available online at giving.tufts.edu/tfgo/resources.

Please don’t hesitate to contact me if you have questions, concerns, or want to rehearse a call before contacting a fellow Jumbo. I’ll send you monthly giving reports for the classmates you are calling as well as news from the Hill.

Thank you again from all of us here at Tufts. We are grateful for your commitment to the university.

Best,
Erica R. Wilcoxson
Associate Director, Volunteer Management
Erica.Wilcoxson@tufts.edu
617.627.4682
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Call a friend and multiply your support for Tufts

Why support the Tufts Fund?

Contributions to the Tufts Fund for Arts, Sciences & Engineering are used immediately to support priorities such as student financial aid, research, student services, and faculty development.

- Tuition and fees cover only a portion of the total cost of educating a Tufts student. The university relies on generous annual gifts to cover the remainder.
- Whether you paid full tuition or not, some portion of your Tufts experience was funded by future generations of Jumbos.
- Every gift made by alumni like you—no matter the size—demonstrates your commitment to preserving the Tufts experience for future generations of Jumbos.

Why does alumni participation matter to Tufts?

The number of alumni who contribute to the annual fund is often used as an indicator of alumni satisfaction by organizations that rank colleges and universities and by grant-making institutions.

- If every Tufts graduate contributed $10 each year, these combined gifts would equal the spending power of $14 million in the endowment.
- Every gift—no matter the size—makes a difference to Tufts. More than 75 percent of all gifts to the Tufts Fund are less than $250.

The art of asking:

Have fun. Remember, this is an opportunity to connect with old and new friends and ask them to support a cause that is important to you.

Make your own gift. It is easier to ask a classmate to make a gift knowing that you have already done so yourself. Lead by example.

Email before the call. It often helps to send a short email the day before you call to let the person know you will be contacting them.

Encourage monthly gifts. If your classmate would prefer to give monthly by credit card, please call the Tufts Fund with the monthly gift amount and credit card information.

End with a thank you. Whether or not your classmate made a gift, thank them. If she or he makes a gift, send along a personal thank you by mail or email.

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Ways to Give

- Online: Visit www.tufts.edu/giveonline to pay with a credit card
- Phone: Call 1.866.351.5184 to pay with a credit card
- Mail: Send checks, payable to Trustees of Tufts College, to The Tufts Fund for Arts, Sciences & Engineering, Tufts University, P.O. Box 3306, Boston, MA 02241-3306.

Additional Resources

- How is an annual gift different from a capital gift?

Annual gifts (contributions to the Tufts Fund) are the most common type of gift made by Tufts alumni, parents, and friends. These gifts are usually given without restrictions, allowing the money to be directed to core operations and urgent needs. Annual gifts are used in the year they are received and generally range from $25 to $100,000.

Packard Society

The Packard Society recognizes donors who give $1,000 or more to the Tufts Fund. Graduates of the last 10 years can join the Packard Society with a gift of $100 for every year since graduation (i.e., 3 years out = $300).

Capital gifts are designated to support special, large-scale projects. These gifts can be used immediately or invested in the university endowment and dispersed over a longer period of time. These restricted gifts are frequently made to name a building, endow a scholarship, etc. Capital gifts are often made alongside annual gifts and generally start at $100,000.

A combination of annual and capital gifts are necessary to finance the short- and long-term needs of the university. Both types of gifts provide critical funds for financial aid, faculty salaries, research projects, academic and athletic programs, and library and technology acquisitions.

What is Beyond Boundaries: The Campaign for Tufts?

Beyond Boundaries is a university-wide campaign to raise $1.2 billion by June 2011. The campaign has raised more than $1 billion since its launch in July 2002. Every gift made to Tufts—both annual and capital—will be counted toward the campaign’s goal.
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Why support the Tufts Fund?

Contributions to the Tufts Fund for Arts, Sciences & Engineering are used immediately to support priorities such as student financial aid, research, student services, and faculty development. Other important reasons to support the Tufts Fund, include:

• Tuition and fees cover only a portion of the total cost of educating a Tufts student. The university relies on generous annual gifts to cover the remainder.
• Whether you paid full tuition or not, some portion of your Tufts experience was funded by generations of alumni and parents who came before you. Giving back is a Tufts tradition.
• Every gift made by alumni like you—no matter the size—demonstrates your commitment to preserving the Tufts experience for future generations of Jumbos.
• Annual gifts give the president and the deans the flexibility to address exciting programmatic opportunities and pressing needs as they arise.
• Every student, every day, benefits from gifts made to the Tufts Fund.

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Ask for a specific gift. Most people say the reason they haven’t given before is that they haven’t been asked. Explain why you decided to support Tufts and ask them to join you.

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- U.S. News & World Report uses our alumni participation rate as a leading factor to determine our institutional ranking. As our ranking increases, so does the value of your Tufts degree.
- Grant-making foundations and corporations look at our rate of alumni participation as an indicator of a healthy institution worthy of additional support.
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