TUFTS FUND
FOR ARTS, SCIENCES & ENGINEERING
Gift Officer
Thank you for your dedication to Tufts University! This handbook will provide insight into the various components that come together to create the *Tufts Fund for Arts, Sciences & Engineering Gift Officer Program*. You will become well acquainted with the Tufts Fund for Arts, Sciences & Engineering; you will learn successful fundraising techniques; and you will participate in the process of securing gifts to the Tufts Fund. The information provided here is designed to assist you in becoming the very best Gift Officer you can be. Happy Fundraising!

I. Case for the Tufts Fund for Arts, Sciences & Engineering
   - Packard Society
   - Beyond Boundaries Summary

II. Tufts Fund for Arts, Sciences & Engineering Gift Officer Program

III. The Art of Asking
   - Eight Successful Fundraising Tips
   - Sample Scripts, Emails, Letters

IV. Ways to Give

V. Frequently Asked Questions/Comments

VI. General Information
   - Points of Pride
   - Fast Facts
   - Peer School Comparison
   - Gift Planning 101
   - Articles of Interest

VII. Glossary of Terms

VIII. Donor Strategy Chart & Contact Information
Case for the
THE TUFTS FUND FOR ARTS, SCIENCES & ENGINEERING

The Tufts Fund provides an opportunity for alumni, parents, and friends to actively participate in the daily life of Tufts University. Annual giving is an investment in people and programs. Through their philanthropy, donors help make Tufts University one of the country’s premier academic institutions.

There are 2 types of gifts that can be made to Tufts.

**Annual Fund Gifts** - A *yearly unrestricted* gift given to support: student scholarships, faculty & student research, academic and athletic programs, facilities, and technological and media resources. These are similar to *birthday gifts*. They are given every year and are sometimes a little more generous during milestone years, such as during reunion years.

**Capital Gifts** – A *restricted* gift given to support specific long term projects such as: bricks and mortar, endowed scholarships, faculty chairs or planned gifts. These are similar to *graduation gifts*. They’re given on special occasions in addition to birthday gifts and are traditionally larger in dollar amount.

What does the Tufts Fund do?

- Closes the gap between the cost of tuition and what each student actually pays.
- Reflects the priority of school deans and their visions for sustaining and strengthening teaching and learning.
- Meets earmarked projected annual budgets.
- Contributes to a strong financial foundation for future generations.
- Stabilizes day-to-day operations.
- Keeps Tufts flexible by providing critical resilience against unexpected challenges or contingencies.

Participation matters too. When more people give, it demonstrates the value of investing in Tufts. The percentage of alumni who give each year is one of the factors considered by corporations, foundations, and ranking organizations when making philanthropic decisions.

The fiscal year of the Tufts Fund is July 1-June 30. All gifts and pledge payments must be received by **Monday, June 30, 2008 at noon** to receive credit for this fiscal year.

* For additional information on the Tufts Fund and where the money goes see the “Every gift counts.” insert in the front inside cover of your padfolio.*

Questions or comments contact: Travis W. Wanner, *Program Coordinator, Tufts Fund for Arts, Sciences & Engineering* at travis.wanner@tufts.edu or 617-627-4517.
The Packard Society

Packard Society members provide a powerful and flexible source of funding for the president and deans to enhance student financial aid; recruit exceptional faculty members, distinguished scholars and researchers; and build innovative academic programs preparing Tufts students for their work as tomorrow’s active global citizens.

- Acknowledges alumni, parents, and friends who play a leadership role in supporting the university by donating $1,000 or more annually to the Tufts Fund for Arts, Sciences & Engineering.
- Founded in 1973
- Honors Silvanus Packard, an early benefactor for Tufts College
- Membership for Tufts’ young undergraduate alumni begins at the Ivory Tusk level by giving $100 multiplied by the number of years since their class graduation.

Levels of The Packard Society

<table>
<thead>
<tr>
<th>Level</th>
<th>Contribution Range</th>
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<tbody>
<tr>
<td>Trustees Circle</td>
<td>$50,000+</td>
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<tr>
<td>President’s Circle</td>
<td>$25,000 - $49,999</td>
</tr>
<tr>
<td>Society of Tufts Fellows</td>
<td>$10,000 - $24,999</td>
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<tr>
<td>Founders</td>
<td>$5,000 - $9,999</td>
</tr>
<tr>
<td>Cornelia M. Jackson</td>
<td>$2,500 - $4,999</td>
</tr>
<tr>
<td>Silvanus Packard</td>
<td>$1,500 - $2,499</td>
</tr>
<tr>
<td>Henrietta Noble Brown</td>
<td>$1,000 - $1,499</td>
</tr>
<tr>
<td>Gardner C. Anthony (ENG only)</td>
<td>$1,000 - $1,499</td>
</tr>
<tr>
<td>The Ivory Tusk Society</td>
<td>$100 x yrs. since grad. (the first 10 years)</td>
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Questions or comments contact: Travis W. Wanner, Program Coordinator, Tufts Fund for Arts, Sciences & Engineering at travis.wanner@tufts.edu or 617-627-4517.
CAMPAIGN AT A GLANCE

BY SCHOOL

- SCHOOL OF ARTS AND SCIENCES $425 million
- SCHOOL OF ENGINEERING $150 million
- SCHOOL OF MEDICINE $255 million
- TISCH COLLEGE OF CITIZENSHIP AND PUBLIC SERVICE $60 million
- SCHOOL OF DENTAL MEDICINE $40 million
- THE FLETCHER SCHOOL $100 million
- FRIENDMAN SCHOOL OF NUTRITION SCIENCE AND POLICY $50 million
- CUMMINGS SCHOOL OF VETERINARY MEDICINE $100 million
- CROSS-UNIVERSITY INITIATIVES $50 million

BY PRIORITY

- SUPPORTING THE STUDENT EXPERIENCE $380 million
- FOSTERING AN OUTSTANDING FACULTY $333 million
- BUILDING/ENHANCING PHYSICAL INFRASTRUCTURE $277 million
- ANNUAL SUPPORT FOR CURRENT INITIATIVES $83 million
- SUPPORTING ACADEMIC INNOVATION $127 million

TOTAL: $1.2 Billion

Every donor to the Tufts Fund is a Campaign donor, too!

One of the main objectives of the Campaign is to increase the impact of annual giving. Collectively, Tufts schools aim to raise $120 million in annual fund support over the course of the campaign.

Questions or comments contact: Travis W. Wanner, Program Coordinator, Tufts Fund for Arts, Sciences & Engineering at travis.wanner@tufts.edu or 617-627-4517.
TUFTS FUND FOR ARTS, SCIENCES AND ENGINEERING
Gift Officer Program

The Tufts Fund for Arts, Sciences and Engineering Gift Officer Program is a volunteer-based annual giving fundraising initiative that allows you to develop relationships with alumni while demonstrating your support for the continued growth of Tufts University. As a Tufts Fund Gift Officer you will actively participate in and support everyday life at Tufts. By raising money annually for the Tufts Fund for Arts, Sciences, and Engineering, Gift Officers demonstrate leadership among fellow alumni and allegiance to Tufts University.

Types of Gift Officers
1) Tufts Fund Gift Officer (TFGO) – Solicits gifts to the Tufts Fund by region, career, affinity etc. (You are a Tufts Fund Gift Officer)
2) Reunion Class Gift Officer (RCGO) – Solicits gifts to the Tufts Fund during their reunion year. Participate in reunion committee. Often continue to volunteer in non-reunion years as a Class Gift Officer.

How does the program work?
In the Tufts Fund, we continue to work towards simplifying the process for Gift Officers so it can be the most effective and efficient program possible. Because we know you are very busy and active people, your participation should only require a total time commitment of 5-10 hours annually. We appreciate your dedication and welcome your suggestions as we continue to develop this program.

Tufts Fund Gift Officers:
- are given alumni lists from which to choose “contacts”. The alumni chosen or assigned are referred to as “contacts” throughout the handbook. TFGO’s may also select “contacts” through the Tufts Online Community webpage or by providing a list of criteria to the Tufts Fund. (Instructions at end of this section)
- choose 15-20 contacts for initial communications. This is your core list of contacts. We will also supplement your list with additional contacts if you’d like.
- make strategic asks with guidance from a “Donor Strategy Chart” located in Section VIII of the handbook. Asks can be made via phone, email, written mail or in person at informal breakfasts, luncheons etc.
- send pledge cards to contacts following conversation, if so discussed.
- communicate progress of asks on regular basis to Travis W. Wanner in the Tufts Fund Office via phone or email.
- follow up with a thank you note.
- are provided monthly updates (on the 2nd Friday of the month) by the Tufts Fund Office regarding status of contacts giving.
- feel a deep sense of satisfaction and fulfillment for your hard work.

Questions or comments contact: Travis W. Wanner, Program Coordinator, Tufts Fund for Arts, Sciences & Engineering at travis.wanner@tufts.edu or 617-627-4517.
Why Tufts Fund Gift Officers are so important to the Tufts Fund for AS&E

Among its alumni and friends, Tufts has enough potential donors with the means to ensure the University’s continued development and growth. In order to reach our goals, however, we must reach as many prospective donors as possible on an individual basis. By sharing your personal experiences at Tufts and fondness for the institution with other alumni, you will be influencing them to participate in annual giving and therefore making a major difference in the lifeline of Tufts. TFGO’s, who believe in Tufts enough to support the University personally, and to ask others to join them, are Tufts’ most effective advocates. Committed alumni volunteers are more successful than professional fundraisers because their unselfish commitment to higher education and their alma mater impresses their contacts with the importance of the cause.

Recruiting additional Gift Officers

Another important part of this program is encouraging others to join in our effort to reach as many alumni as possible. If you come across someone who you think would make a good Gift Officer, please don’t hesitate to recruit them to our effort or direct them to Travis W. Wanner.

Ways to identify future Gift Officers

- Shows interest in what is happening at Tufts University.
- Asks questions about how you became involved with fundraising.
- Has a consistent giving history.
- Was an active member of the community while a student at Tufts.
- Talks about or refers to other universities, non-profits or charities they’re involved with.
- Has a professional background in fundraising.
Tufts Online Community

Searching for fellow alumni

1. Login to the Online Community at www.alumniconnections.com/tufts
2. Click on Alumni Directory under ALUMNI SERVICES, at the top of the page:

3. Click on Search the Directory
4. Click on ADVANCED SEARCH, just above the Basic Search window.
5. Enter search criteria, such as class year, city, state, career category, or school.

6. Select how to sort your results at the bottom of the page before clicking “Search”.

Tips for Finding Contacts

Class Year is an important connection to some, but not for everyone, so don’t be afraid to search for people outside of your class year.

Vicinity can be an important factor, especially when calling alumni you do not personally know. Alumni enjoy knowing there are local jumbos in their area. Plus, it will make conversation easier when you have more things to talk about. The easier the conversation, the easier it is to get to know each other. (Try searching by state and then selecting the option to sort by city. This will give you people who are in your area, but not necessarily in your town.)

Career Category can help you find people that are in your field or one that is closely related.
Features of the Online Community

- **Find fellow alumni** and read about what they are doing.
- **Send invitations** to friends. (i.e. dinner or meet up when Tufts is playing in town)
- **Read/Post Class Notes.** (i.e. engagement, wedding, child pictures and announcements)
- **Network** among the Tufts Alumni Community, socially and/or professionally.
- Use the **Career Center** to post/view resumes and job opening.
- Join a discussion group.
- Access **online libraries** of articles and abstracts, sponsored by the Alumni Association and the Tufts libraries.
- View **Regional Alumni WebPages**.

Registration

1. Go to www.alumniconnections.com/tufts
2. Click on the link **Click Here To Register Now!**
3. Enter your name and class year (if your name has changed since graduation you may need to use your name as it appeared at that time):

   - Select a User ID and password
   - Provide an email address where you can receive communications from the community
   - Agree to the Terms and Condition of User for the Online Community.

Questions or comments contact: Travis W. Wanner, *Program Coordinator, Tufts Fund for Arts, Sciences & Engineering* at travis.wanner@tufts.edu or 617-627-4517.
III The Art of Asking

Asking for money is a task that evokes passionate and strong emotions. Many find fundraising a fulfilling and invigorating experience while others at first may be a bit intimidated by the process. The more experience you have asking for gifts to the Tufts Fund, the more comfortable and natural it will become to you. Don’t forget, there is always trained development staff here at the University happy to help, even if you just need words of encouragement.

Preparing for the call...
- Review the handbook.
- Think about why Tufts is important to you.
  - Why did you contribute to the Tufts Fund for AS&E?
  - Why did you become a Gift Officer?
  - Has Tufts recently been in the news?
- Understand the importance of the Tufts Fund for AS&E. Review important facts & figures.
- Believe in yourself and be confident, remember you are reaching out to your fellow alumni with whom you share a common bond.

Making the call...
1. **Ask for your contact.** *(Sometimes starting with someone you know is easiest!)*
   If you do not know them personally, ask for them by their full name. Always keep a pleasant tone and don’t get discouraged.

2. **If your contact is unavailable or busy, ask if there is another time when you can speak with them.**
   If you get the wrong number, attempt to find out new information and update the Tufts Fund Office.

3. **Introduce yourself.**
   Whether or not you know your contact, explain you are a fellow alum volunteering for Tufts who is looking to connect with other alums, and update them on some of the changes at the university, including the Beyond Boundaries Campaign.

4. **Personalize the conversation.**
   - Each call is an opportunity to talk about Tufts.
     - Has Tufts recently been in the news?
     - Choose an item from the General Information section.
     - Scan the Tufts Magazine for an interesting article to discuss.
     - Visit **Beyond Boundaries: the Campaign for Tufts** website at http://giving.tufts.edu/campaign for inspirational stories about alumni giving.
   - Thank your contact for their previous support of Tufts, if applicable.
   - Encourage your contact to reconnect with Tufts if they have not been back to campus or involved as an alum for years.
   - Make the case by talking about how and why Tufts should be important to them as well as you.

Questions or comments contact: Travis W. Wanner, Program Coordinator, Tufts Fund for Arts, Sciences & Engineering at travis.wanner@tufts.edu or 617-627-4517.
5. Ask for the gift.
   - Ask your contact to consider a gift of a specific amount.
   - Invite them to join the Packard Society with a gift of $1,000 or more, if appropriate.
   - Encourage stretch gifts especially if you are in a reunion year.
   - Attempt to find a giving level with which the donor feels comfortable
     - Consider suggesting a recurring gift
   - Emphasize why every gift matters.

   If you’re asked a question or hear a comment and you are unsure how to respond, please refer to Section V. Frequently Asked Questions/Comments.

6. Confirm payment and address information.

   - Ask your contact if they wish to pay with a credit card and/or spread the payment over the year with a monthly recurring gift – often helpful when asking for stretch gifts.
   - If someone does not feel comfortable giving this information over the phone, suggest the website, toll free number, or offer to send them the pledge card attached to the bottom of their contact sheet. You may also suggest they contact Travis W. Wanner directly to make their gift over the phone at 617-627-0644.
   - Ask if they or their spouse works for a company that matches charitable gifts. (A list of matching gift companies is in the inside front cover of your padfolio)
   - Confirm your contact’s address, phone number, and email with the information on the phone card.
   - Remember, all pledges must be paid by June 30th.

7. Thank your contact for their time.

   Regardless of the outcome, thank your contact for their time. Let them know that their support, at any level, is greatly appreciated.

Following up...

- Write a note to thank your contact for their pledge/gift. (See samples later in this section)
- If your contact said they wanted to think about a gift, send them a pledge card in the mail and then follow up with an additional phone call or email.
- Email an update to Travis W. Wanner regarding your contact as soon as possible so a pledge can be entered and your contact will receive regular reminders.
Two common questions from Gift Officers

1) How many times should I call my contact before I leave a message?
   *The rule of thumb is 3 times before you leave a message. If by the 3rd
time you haven’t reached a live person, leave a message on their
answering machine. (Sample below)*

2) If I leave a message and don’t hear back from my contact, should I call again
   and how much time should pass before I do so?
   *Leave at least 2 weeks for a return phone call. If your call is not
returned at that point, leave one more message with instructions on
how to make a gift online and let them know you will be sending them a
pledge card in the mail. Same holds true for an email.*

Sample Answering Machine Message

“Good Evening Johnny Tufts, this is Jane Jumbo, a fellow Tufts alum. I’m calling
tonight to ask for your support for the Tufts Fund for AS&E. I’m sorry I’m not able to
speak with you personally at this time, but I hope you will consider an annual fund gift
this year. Your participation in the Tufts Fund is critical to the success of much of the
university, including financial aid, faculty research and much more. I’d welcome the
opportunity to discuss Tufts further with you at your convenience. I can be reached at
111-222-3456. Thank you for your time, I look forward to hearing from you.”

Final Points to Remember

- Relax! You are asking for a gift for Tufts, not for yourself.
- Believe in yourself!
- Even if you don’t succeed in securing a gift from your contacts, you have opened
  communication between them and Tufts. This could lead to a future gift and further
  engagement.
- You are a volunteer, and that means you don’t have to know everything. Your greatest
  strength is your own enthusiasm and passion for Tufts University and your contacts
  will respect that.

Contact the Tufts Fund office at any time if you have questions or need more information.
Eight Successful Fundraising Tips

1. **Make your own gift.** Knowing you made your own gift will make you more confident and credible when asking others to do the same. You can more easily discuss your reasons for giving and why you feel it is important.

2. **Be prepared.** Prep for your call the way you would review for a business meeting. Review your handbook for a refresher on the Tufts Fund, fundraising tips, frequently asked questions/comments and/or general information.

3. **Know your contact.** Familiarize yourself with your contact’s information. If you have a personal relationship, talk about good memories you share from your days as a Jumbo. If you don’t have a personal relationship but find you work in a similar field, live near each other etc., use that as a conversation starter.

4. **Increase interest in Tufts University.** Use this opportunity to reconnect fellow alumni with Tufts. Part of your role is cultivating these alums so they will want to be a part of the advancement of Tufts. If Tufts has recently been in the news, mention it to your contact.

5. **Ask for a specific amount.** Most people say the reason they haven’t given before is because they haven’t been asked, so take this opportunity to ask for a specific amount. If you think a stretch ask is appropriate — go for it. Most people are flattered when others think they’re capable of significant gifts.

6. **Be patient.** Give your contacts time to say yes. If you’re being faced with a number of questions refer to the Frequently Asked Questions/Comments section of the handbook. But remember, you’re not expected to know everything, so if you can’t answer a question just tell them you’ll get back to them. Use your own people skills to persuade without bullying.

7. **Appeal to a person’s competitive nature.** Most alumni are very proud to be a Tufts alum and they want to feel like they’re a part of making Tufts the best it can be. Remind them of your class goals, if applicable, and stress their individual help is necessary to reach these goals.

8. **Be Yourself.** The most important thing when asking for money is to be you. Sound confident and comfortable when asking because you are confident and comfortable with what you are asking for. You volunteered to be a Gift Officer because you want to make a difference, that’s what will make the strongest impact.

Questions or comments contact: Travis W. Wanner, *Program Coordinator, Tufts Fund for Arts, Sciences & Engineering* at travis.wanner@tufts.edu or 617-627-4517.
Samples

Sample Thank You Note

Dear...:

It was great to talk with you last night! Thank you again for your support of the Tufts Fund this year. Although a final confirmation will come from the university, I want to reiterate our appreciation for your commitment of $___ to our 20th Reunion gift. I look forward to seeing you at Reunion!

Sincerely,

Or

Dear...:

Having just learned of your kind gift to the Tufts Fund, I wanted you to know how much I appreciate your participation in our fundraising effort this year. As you know, contributions like yours on a consistent basis are critical to sustaining our alma mater. Thank you for your support of Tufts.

Sincerely,

Please note: Either sample could be used for a reunion or non-reunion class – please personalize the letter as necessary and apply appropriate wording.
Sample Script for Non-Reunion Gift Officers

INTRODUCTION: The first thing to remember when introducing yourself is to remember you’re not a telemarketer. You’re calling to update your classmate about Tufts and the ways they can make an impact on their alma mater. Remember to keep a familiar tone; as if you’re calling an old friend. In many cases, you will be doing just that. There’s no need to be too formal.

“Hello, this is Johnny Tufts, may I speak to Jane Jumbo?”

Know the contact:
“Hi Jane. This is Johnny, from Tufts. How are things going?...”
“Hi Johnny. Things are great... What have you been up to?”
“Well... [catch up about living/ work/ friends/ spouses]... So, I recently became more involved with Tufts and I wanted to see if you have been back to campus anytime recently?

Don’t know the contact:
“Hi Jane. I am a fellow alum of Tufts University. I graduated in ’95, a couple years after you. I don’t think we had a chance to meet, but I recently became more involved with Tufts and wanted to see if you have had a chance to connect with the University...”

BONDING: Remember, bonding is an equally important part of the call. You are encouraging your fellow alumni to think about their connections to Tufts, and by merely calling them, you have made them feel part of the alumni community. Generally converse about Tufts, mentioning some of the points below and hearing about their experience as an alum. This will also provide a natural segue to discussing the Tufts Fund.

“...Did you have a chance to make it to your last reunion/ Are you planning to attend your next reunion?”
“... Have you read about Tufts’ big accomplishments/ additions? Do you receive Tufts Magazine? I would be happy to add you to the mailing list (it is free for alumni).”
“...I cannot believe how much Tufts has been in the news recently... “
“...Have you had a chance to try out the Online Community? I just found an old friend I had lost touch with after I posted an engagement announcement on the Class Notes page.”

THE ASK

“As I mentioned, I’ve become more involved with Tufts recently and it has become more and more apparent how much our support of the Tufts Fund has made Tufts what it is today. It’s funny – when we were students, I had no idea how much the help of alumni kept the school running and growing.”

Previous Donor:
“I want to thank you for your past support and ask if you would consider a gift of $250 (see ask amount on contact sheet) to the Tufts Fund this year.”
Non-Donor:
“Would you consider joining me in giving to the Tuft Fund this year? How would you feel about a gift of $250?”

--Silence-- silence is normal, often they just need time to think about a big ask – it may seem like forever, but being patient is the best thing you can do.

“Boy, that’s a lot. I don’t know.”
“I know it sounds like a lot, but the Tufts Fund is what closes the budget gap every year. Annual dollars not only sustain, but they also provide funding for programs to expand and try new things, as well as keep many of the outreach programs running.”

If they say yes:
“Great! Thank you for your support of Tufts. There are a few simple ways for you to make your gift. First, I’d be happy to take your gift over the phone using a credit card, second, you could go online to use the online giving site, or third, I could send you a pledge card in the mail for you to send to the Tufts Fund.”
“I’ll go online and use my credit card.”
“Alright, let me give you the address...www.tufts.edu/givenow. Again, thank you for supporting Tufts.”

If they say no:
“Would you feel more comfortable with $100?”
“You know, I really don’t know if I can give this year.”
[You don’t need to keep pushing if they have distinctly said no, but it is often worth reminding them about participation to see if they would consider a token gift.]
“I completely understand. But don’t forget that a gift of any size, $30 or $20, undoubtedly makes a difference and keeps our participation strong.”
“Alright, I’ll think about it.”

CLOSING – THANKS Regardless of their decision of whether or not to give, thank them for their time, end on a good note, and make yourself available in case they have any other questions.

“Do you have any other questions about Tufts? If you would like to know more about the Beyond Boundaries Campaign, I’d be happy to have Tufts send you a brochure.”
“Sure, that would be great. I’ve been wondering what the campaign is all about.”
“Okay, I’ll have them put that in the mail. Have a good night. And again, thank you for your time/support. Please don’t hesitate to contact me if you have any other questions.”

*At some point during the conversation please confirm the mailing address and try to obtain an email address.*
Sample Script for Reunion Class Gift Officers

**INTRODUCTION:** The first thing to remember when introducing yourself is to remember you’re not a telemarketer. You’re calling to update your classmate on your upcoming Reunion, Tufts and the way they can make an impact on their alma mater. Remember to keep a familiar tone; as if you’re calling an old friend. In many cases, you will be doing just that. There’s no need to be too formal.

“Hello, this is Johnny Tufts, may I speak to Jane/ Jane Jumbo, (depending on familiarity)?”

If NO - Ask when would be a good time to call back, or ask them to have your classmate call you back.

If Yes – “Hi Jane, I don’t know if you remember me but I’m a fellow member of Tufts Class of 1963. I’m calling tonight because I’m on our 45th Reunion planning committee and I wanted to update you on some of what we have planned. How are you?” (if you have a relationship with the person use appropriate opening.)

**UPDATE:** This is a good opportunity to rebuild a relationship and get comfortable with your contact again. Try to pull from past memories to garner some nostalgia.

“As you may know, Reunion weekend is May 16-18, 2008. We’ve already begun the planning of our class specific events and welcome others to participate on the committee and share their ideas. *(Explain what’s been planned to date.)* Do you have any interest in participating on the committee? Are there any suggestions you’d like me to share with the committee?”

**THE ASK**

“Another extremely important part of our reunion is our class giving. My role on the committee is primarily to increase annual giving participation and dollars within our class.”

**IF CURRENT DONOR** – “First, I’d like to thank you for your continued support of Tufts. Some of the things your dollars have greatly assisted with are financial aid, student/faculty research projects as well as the current every day operating expenses of the university. Annual dollars make the university run day in and day out. Can we count on your support again this year? Since this is our reunion year, would you consider making a stretch gift of $4500 *(see ask amount on contact sheet)* to honor this special occasion?

**IF SOMETIME or NON-DONOR** – “In the past our class has shown great leadership among the other reunioning classes and this year, we don’t want it to be any different. Some of the things our dollars have greatly assisted with are financial aid, student/faculty research projects as well as the current every day operating expenses of the university Annual dollars make the university run, day in and day out. Can we count on your support this year? Since this is our reunion year, would you consider
making a stretch gift of $4500 (see ask amount on pledge card) to honor this special occasion?”

IF YES – Thank you very much for your gift of $4500 (agreed upon amount). Would you like to put your gift on a credit card this evening? (If they don’t want to put their gift on a credit card, tell them you’ll send them a pledge card in the mail or direct them to the online giving site www.tufts.edu/givenow.)

IF NO – “Since participation is so important, even a small gift will make a major impact. Would you consider a gift of $45? Is that more comfortable for you?

IF YES – follow the above YES response

IF NO – Are there any reason’s in particular you don’t want to make a donation to Tufts?” (See FAQ section of handbook for responses.)

What to do if you get an answering machine: If you do not reach a live person by your third attempt, leave a friendly message that includes your purpose:

“Good Evening Jane Jumbo, this is Johnny Tufts. I’m calling tonight to ask for your support for the Tufts Fund for AS&E. I’m sorry I’m not able to speak with you personally at this time, but I hope you will consider an annual fund gift this year in honor of our reunion. Your participation in the Tufts Fund is critical to the success of much of the university, including financial aid, faculty research and much more. I’d welcome the opportunity to discuss Tufts further with you at your convenience. I can be reached at 111-222-3456. Thank you for your time, I look forward to hearing from you.”

CLOSING

GIFT – “Once again, thank you for supporting Tufts. Your gift truly makes a difference. Looking forward to seeing you in May!”

NO GIFT – “Thanks for your time; I hope to see you at Reunion in May. If you change your mind about making a gift or have any other questions please don’t hesitate to contact me or visit the online giving site at www.tufts.edu/givenow.”

*At some point during the conversation please confirm the mailing address and try to obtain an email address.*
Sample Email Solicitation

Reunion:

Dear Ms. Jumbo [appropriate salutation],

Can you believe our [insert appropriate year] reunion is almost here? As you may know, I've been involved with some of our reunion planning activities and wanted to encourage you to consider joining us on campus during reunion weekend, May 16-18, 2008 (http://www.tufts.edu/alumni/c-reunion.html). I'd also like to ask you to join me in making a gift to the Tufts Fund for Arts, Sciences & Engineering (http://giving.tufts.edu/ways_to_give/ase_fund.html) in honor of our reunion year of [enter amount]. The experiences and memories we share of our time at Tufts has been a major influence in my life and with our support we can continue to provide an outstanding educational experience for Tufts students of the future.

If you’d like to learn more about the Tufts Fund for Arts, Sciences & Engineering or other ways to support Tufts, please don’t hesitate to contact me.

To make your gift online please visit: www.tufts.edu/givenow or email me and I will send you a pledge card in the mail.

Thank you for your support. Look forward to seeing you at Reunion Weekend!

All best regards,
[Your Name]

Non-Reunion:

Dear Ms. Smith [appropriate salutation],

Hello from a fellow Jumbo! I’m sure you have noticed how much Tufts has been developing and expanding in recent years. It feels like a week doesn’t go by without hearing about Tufts in the news regarding some accomplishment in science, education, or world affairs. It certainly makes me proud to be a Tufts alum!

Tufts remarkable accomplishments would not have been possible without the annual support of alumni like us. Will you join me in supporting the Tufts Fund for Arts, Sciences & Engineering with a gift of [enter amount] (http://giving.tufts.edu/ways_to_give/ase_fund.html)? The experiences and memories we share of our time at Tufts has been a major influence in my life and with our support we can continue to provide an outstanding educational experience for Tufts students of the future.

If you’d like to learn more about the Tufts Fund for Arts, Sciences & Engineering or other ways to support Tufts, please don't hesitate to contact me at [insert email and phone].

To make your gift online please visit: www.tufts.edu/givenow or email me and I will send you a pledge card in the mail.

Thank you for your support!

All best regards,
[Your Name]
IV  Ways to Give

By check:
(payable to “Trustees of Tufts College”), mail to:
The Tufts Fund for Arts, Sciences & Engineering
Attn: Travis W. Wanner
80 George Street, Suite 300-5
Medford, MA 02155

By credit card:
(American Express, MasterCard, Visa or Discover)
Give online at: www.tufts.edu/givenow, or call The Tufts Fund at: 617-627-3014 or 1-866-351-5184. A member of our staff will be happy to record the gift and credit card number and pass it along to our gift processing department.

A gift of securities:
Contact Treasury Operations for details:
Treasury Operations
Tufts Administration Building
269 Holland Street
Somerville, MA 02155
617-627-3171

Office of Gift Planning:
For gifts that provide an income for life or bequest information.
Contact Rebecca Scott at:
Tufts University
Office of Gift Planning
80 George Street, 3rd Floor
Medford, MA 02155
(617) 627-3616
rebecca.scott@tufts.edu
V  Frequently Asked Questions/Comments

When people are being asked to part with some of their hard earned money, they may respond with some questions. Don’t be intimidated by this, it’s a natural part of the process. Below are some responses that will assist you in handling these situations. However, don’t forget to be yourself; you may have a personal relationship with the person, so your own answer may be more appropriate. Use your own discretion.

“What is the Tufts Fund for Arts, Sciences & Engineering?”
Annual Giving is Tufts’ first fundraising priority because it supports critical operating expenses such as student financial aid, curriculum development, student & faculty research initiatives etc. It’s money that directly assists Tufts in bringing in the best and most competitive students and faculty. It’s how Tufts runs!

“I want to support the campaign Beyond Boundaries.” or “What is Beyond Boundaries?”
Beyond Boundaries: the Campaign for Tufts is a university-wide campaign that will raise $1.2 billion for financial aid, endowed professorships, new research facilities, and initiatives in citizenship and public service, among other priorities. All money raised, whether annual or capital, between July 2002 to July 2011 is credited as part of the Beyond Boundaries campaign. (For more information on Beyond Boundaries: the Campaign for Tufts visit giving.tufts.edu/campaign/)

“Why are you asking for so much?” or “I can not afford it.”
I understand it may be a large commitment. Unfortunately, we have no way of knowing what current circumstances may affect your ability to give – so the only way to find the appropriate pledge amount is to ask. What would you feel comfortable giving? Would you be able to consider a gift of this size with an extended payment schedule over the next few months or as a monthly recurring gift throughout the year?

“I am paying back loans.” or “I am in graduate school.”
Since almost half of Tufts students receive financial aid, we understand many of our recent graduates are paying off student loans. Our objective is to find a level of support you and other recent graduates would be comfortable giving. Participation is a very important measure. Any gift you feel you could make would have a direct impact on Tufts. The level of your gift at this time is not as important as the fact that you’re willing to renew your commitment each year and show your support for the University.

“I don’t want to commit over the phone.” or “Can you send me something to review?”
I understand and respect that. I’m sure you can appreciate the telephone allows us to speak with you personally, listen to your interests, and obtain your feedback on Tufts. I’d be happy to send you information about participating in the Tufts Fund. I will call you again in a couple of weeks to follow up and answer any questions you may have. You can also give online at www.tufts.edu/givenow.

“I just had a baby.”, “I just bought a house.”, “I am not working.” or “I am between jobs.”
Your annual gift to Tufts represents your belief in the value of education and in your alma mater. Participation is a very important measure. Given your other current obligations, I hope you will consider making Tufts a priority when you can. Each year, we hope all alumni will participate at some level. Participation is just as important as the amount and even a token gift is greatly appreciated.

Questions or comments contact: Travis W. Wanner, Program Coordinator, Tufts Fund for Arts, Sciences & Engineering at travis.wanner@tufts.edu or 617-627-4517.
“Tufts does not need my money, I give to organizations in dire need of funds.”
We understand and are proud our alumni support other charities. What causes are you interested in? It is likely something is happening at Tufts that supports your area of concern. Without philanthropic support, Tufts would not be able to engage in the programs and research that make a difference in shaping our world.

“I am waiting to see if I can recover losses from the stock market.”
We hope even in times of economic uncertainty, you will consider investing in Tufts because the dividends are known – academic excellence, scientific advancement and community service.

“Why should I give to Tufts, my child/grandchild was not admitted?”
Tufts is one of the most competitive institutions in the country and among the most selective. It is easy to understand you are disappointed your child/grandchild was not admitted...you obviously enjoyed your experience at Tufts and we hope your support will continue to be based on your own personal experience. Out of curiosity, where is he/she going to school? Does he/she like it? Did things work out? (Distraction to something positive is a great way to spin towards the positive again.)

“I hated my experience at Tufts, I have no intention of supporting it financially.”
I’m very sorry to hear that, but I appreciate your honesty. May I ask why you feel that way? Would talking to a current staff member at Tufts who could articulate a bit more on the advances and improvements at Tufts be a beneficial experience for you?

“Why do I only hear from Tufts when they need money?”
Do you receive Tufts Magazine each quarter? Are you a registered member of the Tufts Online Community? Do you get invited to Alumni events in your area? These are all great tools Tufts uses for communicating with its alumni. However, it is true the university needs your support and that’s why we continue to ask.

“I already gave to Hillel or to the Cummings/Medical/Fletcher/Dental School.”
The Dental School has its own separate fund, and is not part of the Tufts Fund for Arts, Sciences & Engineering. Similarly, Hillel exists independently from the operating budget of the School of Arts & Sciences and the School of Engineering. The university appreciates your support, but it is vital that alumni continue to support faculty resources, financial aid, libraries, museums, and student life for the undergraduate population. These programs are enhanced by Tufts Fund dollars. Would you consider making an additional gift of [specific amount] to the Tufts Fund in recognition of your undergraduate education?

“I’m retired.” or “I’m on a fixed income.”
A number of alumni are in a similar situation. Though they may not be able to contribute as much as in the past, they still want to support Tufts at a level that’s reasonable for them. Would you be more comfortable with a gift of [specific amount]? Would you be interested in receiving information about gift planning?

“I’m not interested.”
Find out why your contact is not interested. What other causes are they interested in? Tufts may have programs related to their interest they can support. Also, try to find out if the alum had or has a problem with higher administration, or a specific faculty or staff member. Spend some time listening to their concerns, and try to clear up any misconceptions they may have about Tufts if you feel confident. Ask if they would like a staff member to follow up with them.
“Didn’t Tufts just raise tuition?”
Tuition, room and board alone do not fully support the cost of a student’s education at Tufts. Tuition only covers about 50% of the operating budget of the University. The gap is closed by the generous support of our alumni, parents, and friends.

“I asked Tufts not to call me to ask for money.” or “Didn’t I ask to be taken off the Telefund list?”
In the past one of your contacts may have asked to be removed from our student calling system, Telefund. You are not Telefund, which is why it is okay for you to be calling them. Explain you’re calling as a fellow alum, not a student Telefund caller. You’re a volunteer whose purpose is to reconnect with fellow Jumbos and the university as well as garner support for the Tufts Fund because you feel so strongly about the importance of it. If your contact still does not want to be contacted, thank them for their time and ask if email would be a better way to connect with them.

Please notify Travis W. Wanner if you encounter questions or comments not covered on this list.
School of Arts & Sciences: Mission Statement

Broadly recognized as one of the premier liberal arts colleges within a research university, the School of Arts and Sciences at Tufts University educates students for transformational leadership in communities around the world. Tufts’ tradition of innovation dates to the School’s founding in 1852. Today, a multi-disciplinary and experiential approach defines scholarship and teaching. Faculty and students use the curricular framework of the arts and sciences to address the great intellectual and social challenges of the 21st century.

The School has a distinctive style. Excellence in scholarship and teaching are the School’s highest priorities; translating inquiry and research into action is a defining theme. The Faculty of Arts & Sciences, the largest of Tufts’ seven schools, explores collaborative research opportunities across the University’s professional schools and around the world. More than 5,000 students at the undergraduate and graduate levels represent the broad range of intellectual, creative and personal attributes. The creation of new knowledge in traditional and emerging disciplines; a dedication to globalism and active citizenship; a commitment to humanitarianism and diversity in its many forms; and a belief that intellectual discourse and discovery serve the common good are deeply held ideals.

A&S at a Glance

- Accredited by the New England Association of Schools and Colleges (NEASC), November 2003
- The largest School at Tufts, enrolling approximately 4,600 undergraduate students and 1,000 graduate students
- Conferred 1,223 Bachelor degrees and 481 graduate degrees in 2005-2006, 59% of total University degrees
- Offered 3,286 courses with total student enrollment of 51,118 in 2004-2005
- During the 2006-2007 academic year, there are 598 faculty members within the School of Arts and Sciences; the A&S faculty size has increased by 14 tenured/tenure-track positions since AY 2004-2005
- Roughly 40% of Tufts undergraduates have an overseas study experience, placing Tufts among the top five research universities. The Kaplan College Guide named Tufts one of America’s 25 Hot Schools, recognizing it as the "Hottest for Studying Abroad."
- Record applicant pool for undergraduate admissions in 12 of the past 13 years
- During the 2005-2006 academic year, GSAS Travel Awards allowed 185 graduate students to present their research at national and international conferences throughout the US and in 10 countries abroad

Questions or comments contact: Travis W. Wanner, Program Coordinator, Tufts Fund for Arts, Sciences & Engineering at travis.wanner@tufts.edu or 617-627-4517.
School of Engineering

The School of Engineering, founded in 1898, houses six departments, as well as the Gordon Institute for Engineering Management.

Undergraduate degrees include ABET-accredited Bachelor of Science programs in Chemical, Civil, Computer, Electrical, Environmental, and Mechanical Engineering, as well as Bachelor of Science programs in Biomedical Engineering, Computer Science, Engineering Physics, Engineering Psychology, Engineering Science, and Engineering.

Graduate degree programs include Master of Science, Master of Engineering, Master of Science in Engineering Management, and Doctor of Philosophy degrees. The School is particularly noted for its cross-disciplinary research and education programs. A number of interdisciplinary graduate programs are offered that have close ties or formal connections with other professional Schools at Tufts. These include programs in Water: Systems, Science, and Society, Biotechnology Engineering, and Human Factors.

The School maintains formal dual degree programs with the School of Arts and Sciences, the Fletcher School of Law and Diplomacy, and the Gordon Institute. In addition, undergraduate students in the School of Engineering may earn early acceptance into the Schools of Dental, Medical, and Veterinary Medicine.

At the undergraduate level, the School of Engineering has an average net student attrition rate of zero, whereas the average American engineering school loses about a third of its class. In part, this is due to our remarkable undergraduate advising system and the close integration of engineering students with those of its sister School of Arts and Sciences. The School of Engineering also has an excellent track record and an ongoing commitment to increasing the number of women and underrepresented groups among its students and faculty. For example, women currently account for 31%, 26%, and 18% of the undergraduate students, graduate students, and full-time faculty, respectively.

Questions or comments contact: Travis W. Wanner, Program Coordinator, Tufts Fund for Arts, Sciences & Engineering at travis.wanner@tufts.edu or 617-627-4517.
Points of Pride

- One of the nation's first radio stations was created by a Tufts graduate and based on the Medford/Somerville campus.
- Tufts has the only mascot (Jumbo) listed in Webster's dictionary... and may be home to the world's largest collection of elephant statues.
- Tufts was the first university to adopt a new set of strenuous climate change goals drafted by international leaders from the U.S. and Canada. Tufts was also the first university to join the Chicago Climate Exchange.
- Tufts graduate Roderick MacKinnon earned a Nobel Prize for his groundbreaking research on the inner workings of cells.
- Tufts professor Alan Cormack earned a Nobel Prize for his research that ultimately resulted in the development of the CAT-scan.
- Tufts is among the top 10 research universities for the percentage of undergraduates who study abroad.
- For the last several years, Tufts has ranked as one of the top Peace Corps suppliers among universities its size.
- Tufts professor Krishna Kumar was named one of the world's 100 Top Young Innovators by Technology Review, for his cutting-edge research on proteins that may have many medical uses.
- The Reach toothbrush was invented by Tufts researchers.
- The first phone call was made by a Tufts professor (Amos Dolbear) from Ballou Hall.
- Every year, Tufts graduates help secure between 30 and 50 Emmy nominations for TV shows, including "Will and Grace," the "Simpsons," "West Wing" and "The Late Show with David Letterman."
- A Tufts graduate was the first Red Sox pitcher to ever win a Cy Young award (Jim Lonborg, a dental school graduate)
- The football "huddle" was invented at Tufts at one of the first American college football games.
- Three Tufts graduates were named to Worth Magazine's list of the nation's "Top 25 Most Generous Young Americans."
- Tufts founded the nation's first community health clinic, working with Sen. Ted Kennedy.
- Tufts was ranked by Boston Magazine as one of the best places to work in Boston.
• Two Tufts graduates were named to Hollywood Reporter's list of the entertainment industry's most powerful women.

• Tufts' Fletcher School of Law and Diplomacy is the oldest continuous international relations graduate program in the country.

• Tufts is home to New England's only Veterinary School.

• Tufts' Veterinary School was the first to establish a Center for Animals and Public Policy, and the first to develop a veterinary ethics textbook.

• Tufts' Gerald J. and Dorothy R. Friedman School of Nutrition Science and Policy is the only independent graduate school of nutrition in North America.

• Tufts' Jean Mayer Human Nutrition Research Center on Aging is the world's largest institute studying nutrition and aging. It is one of only six USDA research centers in the country, and leads the world in research in nutrition and genomics (how nutrition, health and genes interact.)

• While most medical schools began as "men-only" institutions, women were admitted to the very first class of Tufts School of Medicine.

• Tufts School of Dental Medicine faculty and students provide dental care to more than 10,000 people in the Boston area per year. Many of these patients represent underserved segments of our population, including the disabled, those without dental insurance and others.

• Tufts' Dental School is home to the nation's largest craniofacial pain center.

• The Sackler School Dean Emeritus, Dr. Lou Lasagna M.D., wrote a modern version of the Hippocratic Oath for medical students which is now used at dozens of medical school commencements every year. He also is considered the "Father of Modern Pharmacology."

**Tufts Class of 2012 Statistics**

• **15,642 candidates for admission**
• **1,303 members of the Class of ’12 matriculated in September 08**
• **43 states and 33 nations represented**
• **55 freshmen enroll as National Merit Scholars**
• **85 percent graduated in the top 10% of their high school class**
• **46 valedictorians and 43 salutatorians**
• **708 average SAT score for Critical Reading, Math & Writing**
• **147 are the first in their family to attend college**
• **90 are the sons and daughters of Tufts alumni**
## Enrollment

<table>
<thead>
<tr>
<th></th>
<th>Full-time</th>
<th>Part-time</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Enrollment</strong></td>
<td>8,921</td>
<td>868</td>
</tr>
<tr>
<td><strong>Undergraduate</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Engineering</td>
<td>706</td>
<td>2</td>
</tr>
<tr>
<td>Arts &amp; Sciences</td>
<td>4,124</td>
<td>37</td>
</tr>
<tr>
<td>3-yr. Arts-Eng.</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Study Abroad Prog.</td>
<td>147</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total Undergraduate</strong></td>
<td>4,977</td>
<td>39</td>
</tr>
<tr>
<td><strong>Full-time Equivalent</strong></td>
<td>4,997</td>
<td></td>
</tr>
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</table>

<table>
<thead>
<tr>
<th><strong>Graduate</strong></th>
<th>Full-time</th>
<th>Part-time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fletcher</td>
<td>443</td>
<td>7</td>
</tr>
<tr>
<td>GSAS</td>
<td>762</td>
<td>239</td>
</tr>
<tr>
<td>GSOE</td>
<td>341</td>
<td>176</td>
</tr>
<tr>
<td>Friedman S.N.S.P.</td>
<td>174</td>
<td>11</td>
</tr>
<tr>
<td>Sackler</td>
<td>228</td>
<td>1</td>
</tr>
<tr>
<td>Dental (MS)</td>
<td>21</td>
<td>0</td>
</tr>
<tr>
<td>Medical</td>
<td>99</td>
<td>62</td>
</tr>
<tr>
<td>Cummings – Vet. (MS)</td>
<td>15</td>
<td>0</td>
</tr>
<tr>
<td>Cummings – Vet. (PhD)</td>
<td>7</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total Graduate</strong></td>
<td>2,090</td>
<td>496</td>
</tr>
<tr>
<td><strong>Full-Time Equivalent</strong></td>
<td>2,338</td>
<td></td>
</tr>
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</table>

<table>
<thead>
<tr>
<th><strong>First Professional</strong></th>
<th>Full-time</th>
<th>Part-time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dental (DMD)</td>
<td>686</td>
<td>0</td>
</tr>
<tr>
<td>Medical</td>
<td>705</td>
<td>0</td>
</tr>
<tr>
<td>Cummings – Vet. (DVM)</td>
<td>315</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total First Professional</strong></td>
<td>1,706</td>
<td>0</td>
</tr>
<tr>
<td><strong>Full-Time Equivalent</strong></td>
<td>1,706</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Other</strong></th>
<th>Full-time</th>
<th>Part-time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Certificate – Dental</td>
<td>106</td>
<td>0</td>
</tr>
<tr>
<td>Unclassified</td>
<td>42</td>
<td>333</td>
</tr>
</tbody>
</table>

## Admissions

<table>
<thead>
<tr>
<th></th>
<th>Applied</th>
<th>Accepted</th>
<th>Enrolled</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Undergraduate</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Engineering</td>
<td>1,951</td>
<td>636</td>
<td>188</td>
</tr>
<tr>
<td>Arts &amp; Sciences</td>
<td>13,417</td>
<td>3,593</td>
<td>1,185</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>15,368</td>
<td>4,229</td>
<td>1,373</td>
</tr>
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<table>
<thead>
<tr>
<th><strong>Transfers</strong></th>
<th>Applied</th>
<th>Accepted</th>
<th>Enrolled</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transfer</td>
<td>763</td>
<td>68</td>
<td>27</td>
</tr>
<tr>
<td>Applicants</td>
<td>9%</td>
<td>40%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Graduate</strong></th>
<th>Applied</th>
<th>Accepted</th>
<th>Enrolled</th>
</tr>
</thead>
<tbody>
<tr>
<td>GSAS</td>
<td>1,837</td>
<td>782</td>
<td>332</td>
</tr>
<tr>
<td>GSOE</td>
<td>587</td>
<td>318</td>
<td>141</td>
</tr>
<tr>
<td>Fletcher</td>
<td>1,636</td>
<td>558</td>
<td>183</td>
</tr>
<tr>
<td>Friedman S.N.S.P.</td>
<td>268</td>
<td>123</td>
<td>62</td>
</tr>
<tr>
<td>Sackler</td>
<td>782</td>
<td>76</td>
<td>31</td>
</tr>
<tr>
<td>Medical (MS, MPH)</td>
<td>488</td>
<td>249</td>
<td>108</td>
</tr>
<tr>
<td>Cummings – Vet. (MS)</td>
<td>30</td>
<td>16</td>
<td>13</td>
</tr>
<tr>
<td><strong>Total Graduate</strong></td>
<td></td>
<td></td>
<td>1,082</td>
</tr>
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<table>
<thead>
<tr>
<th><strong>Professional</strong></th>
<th>Applied</th>
<th>Accepted</th>
<th>Enrolled</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dental</td>
<td>4,268</td>
<td>307</td>
<td>166</td>
</tr>
<tr>
<td>Medical</td>
<td>6,854</td>
<td>493</td>
<td>173</td>
</tr>
<tr>
<td>Cummings – Vet.</td>
<td>750</td>
<td>158</td>
<td>77</td>
</tr>
</tbody>
</table>

Questions or comments contact: Travis W. Wanner, Program Coordinator, Tufts Fund for Arts, Sciences & Engineering at travis.wanner@tufts.edu or 617-627-4517.
### Degrees Granted

<table>
<thead>
<tr>
<th>Degree Type</th>
<th>2005/06</th>
<th>2006/07</th>
</tr>
</thead>
<tbody>
<tr>
<td>A&amp;S/Engineering</td>
<td>1,861</td>
<td>1,792</td>
</tr>
<tr>
<td>Bachelorate Degrees</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Graduation Rate (6yr.)</td>
<td>92%</td>
<td>89%</td>
</tr>
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</table>

### Entering Class Characteristics

#### Average SAT Scores

<table>
<thead>
<tr>
<th>Section</th>
<th>Verbal</th>
<th>Math</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engineering</td>
<td>686</td>
<td>726</td>
</tr>
<tr>
<td>Arts &amp; Sciences</td>
<td>707</td>
<td>696</td>
</tr>
<tr>
<td>All Entering Freshman</td>
<td>704</td>
<td>701</td>
</tr>
</tbody>
</table>

#### Geographic Location

<table>
<thead>
<tr>
<th>Location</th>
<th>Gender</th>
</tr>
</thead>
<tbody>
<tr>
<td>From Massachusetts</td>
<td>Female</td>
</tr>
<tr>
<td>Other New England</td>
<td>Male</td>
</tr>
<tr>
<td>Outside New England</td>
<td></td>
</tr>
</tbody>
</table>

#### Ethnicities (Full-Time)

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>proportion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non resident alien</td>
<td>5.6%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>6.6%</td>
</tr>
<tr>
<td>Black, non-Hispanic</td>
<td>6.9%</td>
</tr>
<tr>
<td>Native American</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>White, non-Hispanic</td>
<td>56.4%</td>
</tr>
<tr>
<td>Unknown</td>
<td>12.2%</td>
</tr>
<tr>
<td>Asian or Pacific Islander</td>
<td>12.1%</td>
</tr>
</tbody>
</table>

#### International Students

<table>
<thead>
<tr>
<th>Type</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total International Students</td>
<td>1,145</td>
</tr>
<tr>
<td>Total Undergraduate</td>
<td>292</td>
</tr>
<tr>
<td>Total Graduate &amp; 1st Professional</td>
<td>687</td>
</tr>
<tr>
<td>Total Other Students</td>
<td>166</td>
</tr>
</tbody>
</table>

#### Top Ten Countries

<table>
<thead>
<tr>
<th>Country</th>
<th>Undergrad</th>
<th>Graduate &amp; 1st Professional</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>3</td>
<td>93</td>
<td>122</td>
</tr>
<tr>
<td>India</td>
<td>23</td>
<td>60</td>
<td>99</td>
</tr>
<tr>
<td>Canada</td>
<td>27</td>
<td>53</td>
<td>93</td>
</tr>
<tr>
<td>Republic of Korea</td>
<td>32</td>
<td>50</td>
<td>90</td>
</tr>
<tr>
<td>Japan</td>
<td>11</td>
<td>48</td>
<td>67</td>
</tr>
<tr>
<td>Turkey</td>
<td>20</td>
<td>22</td>
<td>52</td>
</tr>
<tr>
<td>Greece</td>
<td>8</td>
<td>20</td>
<td>32</td>
</tr>
<tr>
<td>Germany</td>
<td>2</td>
<td>21</td>
<td>30</td>
</tr>
<tr>
<td>Taiwan</td>
<td>3</td>
<td>21</td>
<td>26</td>
</tr>
<tr>
<td>UK</td>
<td>16</td>
<td>3</td>
<td>25</td>
</tr>
</tbody>
</table>

Questions or comments contact: Travis W. Wanner, Program Coordinator, Tufts Fund for Arts, Sciences & Engineering at travis.wanner@tufts.edu or 617-627-4517.
### Finance

#### Undergraduate Financial Aid

<table>
<thead>
<tr>
<th>Financial Aid Awards</th>
<th># of Students Aided</th>
<th>Amount</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuition</td>
<td>2,418</td>
<td>$29,798</td>
<td>64%</td>
</tr>
<tr>
<td>Average Award</td>
<td></td>
<td>$29,798</td>
<td>64%</td>
</tr>
<tr>
<td>Total Aid ($1,000's)</td>
<td></td>
<td>$72,052</td>
<td>42%</td>
</tr>
</tbody>
</table>

#### Components of Aid Packages

<table>
<thead>
<tr>
<th>Package</th>
<th>Amount ($1,000s)</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>University Scholarships</td>
<td>$40,700</td>
<td>56%</td>
</tr>
<tr>
<td>Federal Aid Scholarships</td>
<td>$2,723</td>
<td>4%</td>
</tr>
<tr>
<td>State Scholarships</td>
<td>$945</td>
<td>1%</td>
</tr>
<tr>
<td>Private</td>
<td>$2,332</td>
<td>3%</td>
</tr>
<tr>
<td>Guaranteed Employment</td>
<td>$2,332</td>
<td>4%</td>
</tr>
<tr>
<td>Long Term Loans</td>
<td>$22,485</td>
<td>31%</td>
</tr>
</tbody>
</table>

#### Endowment

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>$1,496,852,896</td>
</tr>
<tr>
<td>2006</td>
<td>$1,181,971,509</td>
</tr>
<tr>
<td>% Change</td>
<td>26.6%</td>
</tr>
</tbody>
</table>

#### Private Contributions:

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Contributions and Grants ($1,000’s)</td>
<td>$131,994</td>
</tr>
<tr>
<td>Physical Plant</td>
<td>$17,071</td>
</tr>
<tr>
<td>Annual Fund</td>
<td>$15,309</td>
</tr>
<tr>
<td>Restricted Development</td>
<td>$44,727</td>
</tr>
<tr>
<td>Endowment</td>
<td>$54,107</td>
</tr>
<tr>
<td>Student Loans</td>
<td>$780</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$131,994</strong></td>
</tr>
</tbody>
</table>

#### Analysis of Gifts by Source

<table>
<thead>
<tr>
<th>Source</th>
<th>% of Gifts</th>
<th># of Donors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alumni</td>
<td>44%</td>
<td>19,272</td>
</tr>
<tr>
<td>Parents</td>
<td>14%</td>
<td>6,117</td>
</tr>
<tr>
<td>Friends &amp; Relatives</td>
<td>36%</td>
<td>15,729</td>
</tr>
<tr>
<td>Corporations</td>
<td>2%</td>
<td>832</td>
</tr>
<tr>
<td>General Foundations</td>
<td>0.5%</td>
<td>197</td>
</tr>
<tr>
<td>Family Foundations</td>
<td>0.5%</td>
<td>194</td>
</tr>
<tr>
<td>Others</td>
<td>3%</td>
<td>1,113</td>
</tr>
</tbody>
</table>

#### Sponsored Research

<table>
<thead>
<tr>
<th>Type</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Federal Sponsored Research</td>
<td>$104,680</td>
</tr>
<tr>
<td>Total Non-Federal Sponsored Research</td>
<td>$31,364</td>
</tr>
<tr>
<td><strong>Grand Total Research</strong></td>
<td><strong>$136,044</strong></td>
</tr>
</tbody>
</table>

### Student Expenses

#### Undergraduate Tuition and Fees

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuition</td>
<td>$33,906</td>
<td>$35,842</td>
</tr>
<tr>
<td>Room</td>
<td>$5,020</td>
<td>$5,220</td>
</tr>
<tr>
<td>Board</td>
<td>$4,750</td>
<td>$4,940</td>
</tr>
<tr>
<td>Health Service Fee</td>
<td>$576</td>
<td>$600</td>
</tr>
<tr>
<td>Activity Fee</td>
<td>$248</td>
<td>$258</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$44,500</strong></td>
<td><strong>$46,860</strong></td>
</tr>
</tbody>
</table>

#### Tuition Rates by School

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Fletcher</td>
<td>$31,986</td>
<td>$32,394</td>
</tr>
<tr>
<td>GSAS/GSSE</td>
<td>$33,672</td>
<td>$35,052</td>
</tr>
<tr>
<td>Friedman S.N.S.P.</td>
<td>$21,932</td>
<td>$23,029</td>
</tr>
<tr>
<td>Sackler</td>
<td>$19,325</td>
<td>$19,325</td>
</tr>
<tr>
<td>Dental</td>
<td>$45,500</td>
<td>$48,300</td>
</tr>
<tr>
<td>Medical</td>
<td>$44,735</td>
<td>$46,524</td>
</tr>
<tr>
<td>Cummings – Vet.</td>
<td>$34,965</td>
<td>$36,190</td>
</tr>
</tbody>
</table>

### Faculty and Staff

#### Paid Personnel

<table>
<thead>
<tr>
<th>Category</th>
<th>Full-Time</th>
<th>Part-Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Officials</td>
<td>282</td>
<td>9</td>
</tr>
<tr>
<td>Faculty</td>
<td>781</td>
<td>429</td>
</tr>
<tr>
<td>Non-Faculty</td>
<td>1,176</td>
<td>154</td>
</tr>
<tr>
<td>Clerical</td>
<td>531</td>
<td>127</td>
</tr>
<tr>
<td>Technical</td>
<td>312</td>
<td>45</td>
</tr>
<tr>
<td>Crafts and Trades</td>
<td>51</td>
<td>0</td>
</tr>
<tr>
<td>Service Workers</td>
<td>265</td>
<td>9</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>3,298</strong></td>
<td><strong>773</strong></td>
</tr>
<tr>
<td>Total Faculty</td>
<td>1,210</td>
<td></td>
</tr>
<tr>
<td>Total Staff</td>
<td>2,861</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL Employees</strong></td>
<td>4,071</td>
<td></td>
</tr>
</tbody>
</table>

### Library

#### Total Volumes

<table>
<thead>
<tr>
<th>Library</th>
<th>Volumes</th>
<th>Circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tisch</td>
<td>884,898</td>
<td>256,792</td>
</tr>
<tr>
<td>Edwin Ginn</td>
<td>122,399</td>
<td>41,007</td>
</tr>
<tr>
<td>Hirsch</td>
<td>168,009</td>
<td>41,007</td>
</tr>
<tr>
<td>Health Science</td>
<td>17,631</td>
<td>1,417</td>
</tr>
<tr>
<td>Webster Veterinary</td>
<td>17,631</td>
<td>1,417</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1,192,937</strong></td>
<td><strong>313,219</strong></td>
</tr>
</tbody>
</table>

Questions or comments contact: Travis W. Wanner, Program Coordinator, Tufts Fund for Arts, Sciences & Engineering at travis.wanner@tufts.edu or 617-627-4517.
## Peer School Comparison

Updated August, 2008

<table>
<thead>
<tr>
<th>Peer School</th>
<th>Endowment</th>
<th>Total Students</th>
<th>Undergraduate</th>
<th>Faculty</th>
<th>Established</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tufts University</td>
<td>$1.5B</td>
<td>8,921</td>
<td>4,977</td>
<td>1,208</td>
<td>1852</td>
</tr>
<tr>
<td>Boston College</td>
<td>$1.7B</td>
<td>14,395</td>
<td>9,081</td>
<td>660</td>
<td>1827</td>
</tr>
<tr>
<td>Brown University</td>
<td>$2.8B</td>
<td>8,025</td>
<td>5,821</td>
<td>679</td>
<td>1764</td>
</tr>
<tr>
<td>Columbia University</td>
<td>$7.15B</td>
<td>24,820</td>
<td>6,923</td>
<td>3,392</td>
<td>1754</td>
</tr>
<tr>
<td>Cornell University</td>
<td>$5.7B</td>
<td>19,800</td>
<td>13,510</td>
<td>2,722</td>
<td>1865</td>
</tr>
<tr>
<td>Dartmouth College</td>
<td>$3.8B</td>
<td>5,849</td>
<td>4,164</td>
<td>940</td>
<td>1769</td>
</tr>
<tr>
<td>Georgetown University</td>
<td>$1B</td>
<td>14,148</td>
<td>6,853</td>
<td>1,202</td>
<td>1634</td>
</tr>
<tr>
<td>Johns Hopkins</td>
<td>$2.8 B</td>
<td>19,708</td>
<td>5,738</td>
<td>3,370</td>
<td>1876</td>
</tr>
<tr>
<td>Northwestern University</td>
<td>$7 B</td>
<td>15,129</td>
<td>7,976</td>
<td>2,563</td>
<td>1851</td>
</tr>
<tr>
<td>University of Pennsylvania</td>
<td>$6.78B</td>
<td>23,743</td>
<td>11,922</td>
<td>4,822</td>
<td>1740</td>
</tr>
<tr>
<td>Washington University – St. Louis</td>
<td>$5.6B</td>
<td>13,355</td>
<td>7,386</td>
<td>4,845</td>
<td>1853</td>
</tr>
</tbody>
</table>

The schools above have been identified by President Lawrence S. Bacow as comparative universities based on their admissions information and graduate and professional schools\(^1\).

---

\(^1\) Information was compiled from each school’s website, where available, otherwise the National Center for College Statistics, run by the Department of Education, was used. Many endowment figures are from articles written by reputable news sources (i.e. NY Times) due to the out-dated figures on many of the school’s websites.

Questions or comments contact: Travis W. Wanner, Program Coordinator, Tufts Fund for Arts, Sciences & Engineering at travis.wanner@tufts.edu or 617-627-4517.
Gift Planning: 101

Gift Planning is an opportunity to include Tufts University in one’s will or other estate plans. It offers several ways to support Tufts while planning for retirement and supporting loved ones.

The Charles Tufts Society
Named after Charles Tufts, whose gift of twenty acres in Medford, Massachusetts, led to the establishment of the University, the society brings together donors who have included Tufts in their will or other estate plans by providing a bequest or life income gift. There are currently 808 members of the Charles Tufts Society, with new members joining every week. Every spring, they are invited to a luncheon with the president in gratitude for their support.

Charitable Bequests
Bequests made through a will or living trust can be tailored to complement one’s personal lifestyle and financial goals. A bequest allows many alumni and friends of Tufts to make sizable gifts they would otherwise be unable to afford. Specific bequest language and guidance is available through the Gift Planning Office. All requests for information are treated confidentially if one so desires.

Life Income Gifts
- A Charitable Gift Annuity is a gift of cash or appreciated securities to Tufts that provides the donor with a fixed stream of income based on their age (appropriate for $10,000 or more).
- Charitable Remainder Trust is a trust established to provide variable or fixed income for life or a fixed term. After the donor passes away, the assets of the trust can be left to Tufts or divided among multiple charitable organizations (appropriate for $100,000 or more).

Qualified Retirement Plans
Alumni or friends can make Tufts the beneficiary of assets remaining in a qualified retirement plan after their lifetime. When left to individuals other than their spouse, these assets are subject to both estate and income taxes. However, leaving the retirement fund to Tufts eliminates both estate and income taxes. If a donor is interested in this type of gift, they can contact their retirement administrator and simply ask for a ‘change of beneficiary’ form.

Securities and Real Estate
A gift of securities and/or real estate may provide more significant benefits than a gift of cash, particularly when an appreciated property has been held long term (more than one year).

Tangible Personal Property
A donor is entitled to a charitable deduction for gifts of tangible personal property, such as works of art, rare books, or stamp and coin collections.

For further information please contact:

The Gift Planning Office
giftplanning@tufts.edu 1-888-PGTUFTS (or 617-627-4541)

We will treat your request confidentially if you so desire.
There is a great way to keep informed of how Tufts appears in the news and on the web that we want to share with you. It is a free service from Google, called Google Alerts, which will notify you when a keyword, such as "Tufts", appears on the internet. Through one email a week, you can keep abreast of Tufts’ accomplishments, activities, and sports while also seeing the many leadership roles Tufts is playing on a global level (i.e. health and medicine, diplomacy, environment). This information will also help you inform and enthuse your contacts about Tufts.

Signing up for Google Alerts is very simple and safe. Anytime you want to change or cancel the alerts, you can click on a link at the bottom of the email. Below are instructions for signing up and a sample email of a Tufts Alert:

**Sign Up:**
1. Go to [www.google.com/alerts](http://www.google.com/alerts)
2. Enter "Tufts" as the search term, choose how often to receive the emails, and enter your email address
3. Click "Create Alert"
4. A test email will be sent to your inbox for verification, simply click on the link to verify your account.

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3. Click "Create Alert"
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---

**Google News Alert for: Tufts**

Overtime goal stings men's soccer team
Bates College Sports News - USA
LEWISTON, Maine -- Dan Jozwiak scored in the fifth minute of overtime to give winless Tufts University a 1-0 NESCAC men's soccer victory over Bates College ...

See all stories on this topic

Internationally renowned artists turn Tufts Art Gallery into The ...
Tufts Daily - Medford,MA,USA
"The Center of Cosmic Energy," now installed at the Tufts University Art Gallery in Aidekman, is an artistic experiment. The exhibit, created by Ilya ...

See all stories on this topic

**Google Blogs Alert for: Tufts**

What is in a name?
By gaddeswarup(gaddeswarup)
When Tara Espiritu arrived at Tufts, she was the rare young woman planning to become a computer scientist. Her father is a programmer, and she took Advanced Placement computer science in high school. Because she scored well on the AP ...

Gaddeswarup's blog - http://gaddeswarup.blogspot.com/

---

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Create another alert.
Manage your alerts.
Articles of Interest
Tufts University junior Dean Ladin expected to owe as much as $40,000 in student loans upon graduation and assumed he'd need to postpone for years his dream of working in youth services.

But now he's planning to apply for a low-paying teaching job in a high-need setting. By doing so, he will become eligible for a program, launched earlier this year, to help Tufts graduates pay down their debts if they go to work in a public service field.

The program has "put the notion into my mind that I might be able to do something other than big business," the political science major says.

Eager to encourage public service and give debt-burdened graduates more options, several colleges and universities are trying new initiatives.

This fall, for instance, eight 2008 Princeton University graduates are the first group to begin two-year, federal jobs as a pre-condition for pursuing a free Princeton master's degree. Harvard Law School said earlier this year it will, starting in 2010, waive one year's $41,500 tuition for third-year students who commit to work five years in government or non-profit fields. Tufts became the nation's first university this year to offer loan repayment assistance to all its graduates, not just those from a particular professional school.

**Recruiting students for Uncle Sam**

Undergraduates at 15 colleges are for the first time this fall receiving stipends to discuss their federal internship experiences and recruit classmates to work for the federal government. Meanwhile, the year-old Public Service Loan Forgiveness Program eventually will discharge outstanding balances on federal student loans for anyone who, after October 2007, works full-time for 10 years in government or non-profit groups.

Supporters of new initiatives say the programs are necessary to create opportunities for students and society alike. The average new college graduate owes almost $22,000 on student loans, a 63% inflation-adjusted increase from 1993 when the average graduate owed $9,300.

"We've heard nothing but concern," says Christine Lindstrom, director of higher education for U.S. PIRG, the federation of state Public Interest Research Groups. "Some say, 'I want to be a teacher, but if I'm staring at $600 worth of loan repayments a month, maybe that's not a good idea.'"

Public service fields also need to recruit fresh talent. Public schools must attract 2 million new teachers over the next decade, according to federal projections. The nation's nursing shortage could reach 500,000 by 2025, says a 2008 Vanderbilt University report. And the federal government, facing a wave of baby boomer retirements, is trying to fill nearly 200,000 jobs in two years.
"The cost of education is a major barrier to the pursuit of government jobs and public service professions," says Max Stier, president of the Partnership for Public Service, a non-profit that encourages careers in government. "When you don't have the right talent in government, you don't get good government. And we're seeing demands on government that are extraordinary," such as management of the financial industry bailout.

Program benefits still unclear

Not everyone is convinced, however, that financial incentive programs have a big impact on career decisions. Don Heller of the Center for the Study of Higher Education at Pennsylvania State University reviewed scholarly literature on the subject last year for the College Board and found evidence to be inconclusive. It's unclear "whether … all you're doing is forgiving the loans of students who would have gone into (a public service) profession anyway," Heller says.

Some graduates pursue public service jobs despite heavy debt burdens. Ivy Hest, a 2007 Brandeis University graduate, didn't let $36,000 in student loans scare her away from a job as a political organizer at Rosie's Place, a Boston shelter for poor and homeless women. She has worked three jobs and has three roommates in order to pay down principal each month. But she says she's not tempted to take a higher-paying job.

"I feel I need to be working right now with people who are low-income and underserved because I don't want them to feel lost," Hest says.

For Tufts senior Jennifer Bailey, however, the arc of her public service career is determined largely by financial incentives. She's a Truman Foundation scholar, which means she'll receive up to $30,000 toward a master's degree in exchange for working three years in public service after graduate school. Knowing grad school won't require huge loans, she says she can afford to teach for a year or two after college and forgo a higher-paying job.

Institutions supporting new public service initiatives hope others will follow their leads. Princeton, for example, last year brought together representatives from 24 colleges and universities to encourage wider adoption of the programs.

But because private incentives are costly to endow and replicate, some who dream of a public service renaissance have set their sights on Congress. A "Roosevelt Scholars" bill, which would create an ROTC-type program to make college less expensive for future civil servants, is pending in the House of Representatives Committee on Education and Labor.
May 4, 2007
by Brian Kladko - Journal staff

The area's most august universities not only trounce their lesser-known counterparts in sheer donations, but also in their fund-raising efficiency.

The Massachusetts Institute of Technology, Tufts University and Harvard College are three of the four most efficient development operations in Greater Boston, as measured by a ratio of fund-raising expenses to donations received in the 2005 fiscal year. MIT spent 9 cents for every dollar raised, while Tufts and Harvard spent 11 cents. The average among area schools was 38 cents.

At the bottom of the list was Simmons College, which, according to figures reported to the Internal Revenue Service, spent 98 cents for every dollar raised in 2005. But Simmons says those numbers are misleading, and the school actually spent 30 cents per dollar raised that year.

It's unclear how much of the difference between MIT and Simmons -- and all of the schools in between -- reflects the schools' wide variations in size, age and alumni profiles, and how much of it speaks to the effectiveness of their respective leaders in setting the right priorities and carrying them out. The numbers also may reflect widespread accounting disparities.

Still, the efficiency ratios demonstrate how bigger, older or more elite institutions are able to generate much bigger returns on their fund-raising investments. Maintaining alumni address lists may cost the same from one school to the next, but some lists are more lucrative than others, owing to differences in alumni wealth and participation rates -- a philanthropic reality that helps reinforce higher education's hierarchy.

"The ones who have what looks like relatively efficient fund-raising operations, it's because of the big gifts," said Glenn Strehle, a former treasurer of MIT who is now a consultant to universities. "There's no way that Boston University can begin to have as effective a fund-raising operation as MIT."

Although board members may be pleased to hear how much their institutions receive in donations, they usually don't look at how much the schools are spending on development, said Strehle, who headed MIT's fund-raising campaign in the 1980s. If a smaller school is spending more than 25 cents for every dollar raised, he said, board members should ask some hard questions about the president's involvement and how the development office is run.

That doesn't necessarily mean cutting costs. It could, in fact, mean spending more in targeted ways. When Simmons ended its last campaign in 2004, it increased the size of its staff to lay the groundwork for the next one, expected to launch in the next two years.

"You need the resources to make sure you steward the people who made gifts in this campaign, so that in the next campaign they'll want to give to you again," said Kristina Schaefer, Simmons' vice president for advancement.

That move, combined with the expected drop-off in donations after the campaign ended, drove up Simmons' efficiency ratio in 2005. But Schaefer also said the school counts alumni relations, communications, and even the annual commencement dinner as fund-raising expenses because all of those functions fall under the office of advancement -- thus making Simmons seem much less efficient than it really is.

Questions or comments contact: Travis W. Wanner, Program Coordinator, Tufts Fund for Arts, Sciences & Engineering at travis.wanner@tufts.edu or 617-627-4517.
Curry College, which had the second most inefficient operation, offered the same accounting explanation. When only direct fund-raising costs are considered, the school estimates it spent 49 cents for every dollar raised in 2005, not 88 cents, said Fran Gately, Curry's communications director. Still, the school is intent on lowering its ratio to 20 cents to 25 cents.

"Our plan is to reduce this ratio dramatically by keeping our fund-raising expenses constant and successfully implementing new initiatives, which will increase our philanthropic revenue," Gately said.

Lesley University's seemingly high level of efficiency -- 11 cents spent for each dollar raised -- is exaggerated by the $4 million payout received from the trust of a deceased benefactor, money that the university counted as a donation for federal reporting purposes. Lesley estimates its actual efficiency ratio to be 18 cents on the dollar, which is still better than most in the area.

The Council for Advancement and Support of Education last examined the efficiency of schools' fund raising in 1990, finding that schools spent an average of 16 cents for each dollar raised. CASE is planning to do another such study within the next year.

_Brian Kladko can be reached at bkladko@bizjournals.com_

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Increased aid enables biggest freshman class in Tufts history

By: Christy McCuaig
Posted: 8/29/07

Although Tufts only planned to enroll 1,300 freshman this year, an additional 75 new Jumbos will take part in Matriculation today due to an increased admissions yield.

Dean of Admissions Lee Coffin attributes the increase to the growth in the amount of financial aid given out this year.

"A substantial increase in our financial resources ... had a pronounced impact on our projection," he said in an e-mail to the Daily.

The ability to offer this aid is due to the success of Beyond Boundaries, Tufts' ongoing capital campaign, which was unveiled in November and aims to make admissions need-blind.

"The admissions department brought in a class that said 'yes' in a larger than anticipated number and the reason for that is primarily, they say, that the campaign goal of increasing financial aid ... allowed for a lot more people to [attend]," Dean of Student Affairs Bruce Reitman said.

According to Director of Financial Aid Patricia Reilly, the amount of money Tufts gave out this year increased by over $3 million. While the Class of 2010 received around $10 million in financial aid, the Class of 2011 is getting $13.2 million.

"Because we offered more financial aid awards to more students than we had in the past, it was difficult to predict the yield on this group," Reilly said.

As a result of a higher-than-usual yield, Tufts had to cut the number of transfer students from a planned class of 60 to 15, according to Coffin.

Another impact of the increase is that the Class of 2011 is the most economically diverse group that the university has enrolled "in recent memory," he said.

While a number of students benefitted from the extra $3 million Tufts was able to offer, some groups, such as international students, haven't yet felt the increase.

"We always offer a limited number of financial aid awards to international students," Reilly said. In the Class of 2011, there are 10 international students receiving financial aid.

Although the size and demographics of the incoming class differ from others, other trends have remained constant.

According to Coffin, the academic qualifications of the new freshmen match those of the rest of the students on campus.

"The enrolled Class of [2011] maintains the academic excellence of recent entering classes," he said. Around 15,380 students applied last year, and 27 percent were admitted.

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VII Glossary of Terms

**Annual Gift:** An annual gift is a yearly contribution to the Tufts Fund, meant for current use. Most annual gifts are unrestricted, meaning they are donations made without specifications for their use. Such gifts allow Tufts to apply the money to the areas with the greatest need. Most annual gifts are directed to the Tufts Fund.

**Bequest:** A bequest is one of the simplest, and most meaningful, planned gifts that a donor can make to Tufts University. A bequest may be designated for general support or for a specific purpose, such as a class gift or financial aid. It may be structured as a specific dollar amount, a percentage of an estate, or as the remainder of an estate, and may consist of a variety of assets. Individuals who include a bequest to Tufts in their will or trust are entitled to membership in the university’s Charles Tufts Society.

**Capital Gift:** In most cases, a capital gift is a contribution given to support a specific project. This may include gifts to underwrite building construction or the establishment of a permanent endowment such as a scholarship or book fund. Planned gifts are also considered capital gifts.

**Endowed Gift:** The endowment is a permanent fund that is invested to produce income, with only a portion of the investment earnings being spent. The rest of the earnings are channeled back into the fund, so that the endowment grows and becomes a perpetual source of funding. Over time, a well-managed endowment grows faster than the usual rate of inflation providing a continual source of revenue. As of June 2005, Tufts’ endowment was $812 million. Since then, it has grown to about $1.4 billion.

**Fiscal Year:** The fiscal year begins July 1 and ends June 30. All pledges to the Tufts Fund must be paid by noon on June 30 in order for the gift to count during the current fiscal year.

**Gift of Securities:** A gift of securities is a gift of stock. Donors who plan to make a gift of securities should contact the Tufts Treasury Office at 617-627-3171.

**Life Income Plan:** A life income plan is a gift to Tufts that allows the donor to make a substantial contribution to the University while also providing for personal financial needs. Several options exist, including charitable gift annuities, charitable remainder trusts, charitable lead trusts, and the Tufts Income Fund. These plans are appealing because they increase annual income, provide an immediate income tax deduction (for a portion of the gift value), reduce capital gains tax liability when funded with appreciated assets, and entitle the donor to Charles Tufts Society membership. As with bequests, donors may use a life income plan for general support or for a specific purpose.

**LYBUNTS:** LYBUNTS is a term used to describe the giving history of a specific group of donors. A LYBUNT is a donor who gave money Last Year But Unfortunately Not This year to Tufts.

**Matching Gift:** Many employers will match an employee’s charitable contribution, thereby doubling or even tripling the amount of the gift. Employees should consult their employer’s benefits department to learn about matching gift policies. Matching gifts are credited toward a class gift and counted toward membership in the Packard Society.

Questions or comments contact: Travis W. Wanner, Program Coordinator, Tufts Fund for Arts, Sciences & Engineering at travis.wanner@tufts.edu or 617-627-4517.
**Non-Donor:** A non-donor is someone who has not made a gift to Tufts.

**Non-restricted gift:** A gift that is not designated to a specific project, fund, etc. Most annual fund gifts are non-restricted.

**Packard Society:** Alumni, parents and friends who make a leadership gift to the Tufts Fund become members of the Packard Society. The university recognizes members as Tufts’ most distinguished supporters. (See *Case for the AS&E Tufts Fund* section for giving levels)

**Parents Fund:** A part of the Tufts Fund for Arts, Sciences & Engineering, the Parents Fund raises annual gifts from parents of current students and parents of alumni to help support the operating budget. Members of the Parents Fund Committee communicate with parents throughout the year about the importance of giving to Tufts and to remind them that their tuition dollars do not cover the total expenses of a Tufts education.

**Participation:** Participation is the percentage of alumni who make a gift to Tufts University within a given year. It is a factor in the annual *US News & World Report* rankings.

**Phonathon:** A phonathon is a method of soliciting alumni by telephone to ask for their annual contribution. Volunteers get together to call potential donors during a specific period of time, i.e. one evening, group of evenings, etc. Tufts has a Telefund department comprised of current Tufts students who come together each night to call potential donors.

**Planned Gift:** A planned gift is a creative way to give to Tufts University. Planned gifts can be made with many types of assets, from the most common (such as cash and securities) to the more unusual (such as property, collectibles and retirement assets). A planned gift provides the opportunity for donors to achieve philanthropic and financial objectives simultaneously. Often, a planned gift also enables donors to make a larger contribution than they previously thought possible.

**Restricted Gift:** A gift that is designated to a specific fund. Usually a capital or major gift.

**Reunion Class Gift:** The Reunion Class Gift is a five-year cumulative total of all gifts (annual, capital, endowment and planned) given by all members of a class since their last reunion. It includes the current year Reunion Tufts Fund Gift.

**Reunion Tufts Fund Gift:** The Reunion Tufts Fund Gift is made by a specific alumni class at the end of their reunion year. It is the sum of all gifts made by classmates to the Tufts Fund in a single year.

**SYBUNTS:** SYBUNTS is a term used to describe the giving history of a specific group of donors. A SYBUNT is a donor who gave money Some Years But Unfortunately Not This year to Tufts.

**The Tufts Fund:** The Tufts Fund for Arts, Sciences & Engineering (or annual fund) provides money on a yearly basis to support the general operating budget of the School of Arts & Sciences and the School of Engineering. Currently, the president and deans consider student financial aid, new academic programs, faculty development, initiatives in athletics, the arts, library acquisitions, and student life to be their top priorities.

Questions or comments contact: Travis W. Wanner, *Program Coordinator, Tufts Fund for Arts, Sciences & Engineering* at travis.wanner@tufts.edu or 617-627-4517.
**Donor Strategy Chart**

**Different Types of Donor Giving**

<table>
<thead>
<tr>
<th>Giving Types</th>
<th>Comments/ Strategy</th>
<th>Giving Likelihood</th>
<th>Goal</th>
<th>Time to Contact</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Consistent Donor</strong></td>
<td>Will most likely give - Up the Ask *</td>
<td></td>
<td>Upgrade</td>
<td>Before they give again</td>
</tr>
<tr>
<td>(gives every year)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Sometime Donor</strong></td>
<td>Encourage them to be a Consistent Donor *</td>
<td></td>
<td>Renew</td>
<td>Before date of last gift</td>
</tr>
<tr>
<td>(gives some years)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>First-Time Donor</strong></td>
<td>Engage them in a welcoming and grateful voice.</td>
<td></td>
<td>Renew</td>
<td>Before date of last gift</td>
</tr>
<tr>
<td>(last year was their first gift)</td>
<td>What inspired them to give (Reunion, Telefund)?</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Non-Donor</strong></td>
<td>Engage - focus on discussing Tufts, reunion, interests</td>
<td></td>
<td>Acquire</td>
<td>Before December</td>
</tr>
<tr>
<td>(has never given to Tufts)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note: For Sometime & Non-Donors, contacting them prior to Dec 31 may be an incentive to give for tax purposes.

*Keep the Packard Society in mind: encourage contacts to join or to reach for the next giving society level!*

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