Call a friend and multiply your support for Tufts

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

• Tuition and fees cover only a portion of the total cost of educating a Tufts student. The university relies on generous annual gifts to cover the remainder.
• Whether you paid full tuition or not, some portion of your Tufts experience was funded by generations of alumni and parents who came before you. Giving back is a Tufts tradition.
• Every experience—in the classroom, in the labs, on the stage, or on the athletic fields—is supported by gifts to the Tufts Fund.
• Annual gifts give the president and the deans the flexibility to address exciting programmatic opportunities and pressing needs as they arise.
• Every student, every day, benefits from gifts made to the Tufts Fund.
• Every gift—no matter the size—makes a difference to Tufts! More than 75 percent of all gifts to the Tufts Fund are less than $250.

Why does alumni participation matter to Tufts?
The number of alumni who contribute to the annual fund is often used as an indicator of alumni satisfaction by organizations that rank colleges and universities and by grant-making institutions. Even gift made by alumni like you—no matter the size—demonstrates your commitment to preserving the Tufts experience for future generations of Jumbos.

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

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

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

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

Get acquainted. Explain why you are volunteering as a Gift Officer and why you decided to support Tufts. Talk about what matters most to you about your Tufts experience. Find out what your classmate has been doing and if she or he has been back to the Hill recently.

If you have any questions, please contact Travis W. Wanner at Travis.Wanner@tufts.edu or 617.627.4517.

Ways to Give

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

Additional Resources
By visiting giving.tufts.edu/tfgo/resources, you’ll find the following materials to help you reconnect to your classmates and explain the importance of giving to the Tufts Fund:
• sample conversations, emails, and thank you notes
• frequently asked questions and objections
• points of pride
• facts and figures for both the School of Arts & Sciences and the School of Engineering
• links to general information about Tufts
• articles of interest

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

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

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

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

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

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Welcome!

Thank you for joining the Tufts Fund for Arts, Sciences & Engineering Gift Officer Program. You are among the many alumni who generously volunteer their time to reconnect with classmates and encourage greater numbers of alumni to support Tufts each and every year. As a graduate, no one can make a stronger case to support Tufts than you.

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

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

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

Best regards,

Travis W. Wanner
Volunteer Program Coordinator
Travis.Wanner@tufts.edu
617.627.4517