



The Barnard fund
VOLUNTEER
GUIDE

The Case for Support

Unrestricted gifts. Annual gifts made to The Barnard Fund are unrestricted, immediately expendable contributions that help meet the College's current operating expenses.

In contrast to many of its peer institutions and major competitors, Barnard College was not started with an endowment. The current endowment, while growing, is about one-fifth to one-eighth of the amounts maintained by these other colleges. The Barnard Fund creates a "living endowment," providing resources to help pay for financial aid, faculty support, and maintenance for buildings and grounds.

At most private colleges and universities, tuition covers only part of the full cost of a student's education. The same is true at Barnard, where the cost of a student's education exceeds tuition by approximately one-third. Annual gifts provide critically needed support to help bridge the gap.

Reunion giving. For many alumnae, reunion is a time to reflect upon the accomplishments they have experienced over the years, and they find that making a special reunion gift is a way to celebrate this important landmark. For Barnard, reunion year contributions are a driving force behind giving growth and a time when we encourage alumnae to stretch their giving.

Participation. We focus on alumnae participation in giving because there is strength in numbers -- many gifts add up to a large sum. Every gift has the power to generate additional resources for the College. Foundations from whom we seek grants see annual alumnae giving as an expression of alumnae satisfaction, and, by extension, institutional worthiness. Similarly, college ranking reports in magazines and other media examine alumnae participation when compiling their lists.

Every gift makes a difference!



Making the Call

Before your call – Gearing up

Please read the information in your packet. Know the ask amount and giving history of your classmate or fellow alumna.

Make your own pledge or gift before you start calling. Asking an alumna for her support becomes much easier when you have made your commitment first.

Discuss the best ways to “make the ask” with your staff liaison and fellow volunteers. If you are making calls from home, you may want to send your assignments an introductory e-mail or note telling them you plan to phone.

During Your Call

Connect. Introduce yourself as a Barnard alumna calling on behalf of the College and thank your fellow alumna for any past support. If you are celebrating a reunion, encourage your classmate to attend.

Ask for a specific amount. Ask for the amount indicated on your call sheet. For example: “I hope you will consider making a gift of \$ (ask amount) to support Barnard.” The amount was stated in the letter she received prior to your call.

Stay positive. Don’t be apologetic when introducing the ask amount—this minimizes the importance of the gift.

Wait for the response. Allow her to consider her answer. Wait through the silence. Let your classmate be the next person to speak.

Be prepared to negotiate. Don’t be shy about stressing the importance of stretch gifts, especially in a reunion year. If she says:

Yes – thank her and share the various ways to make a gift.

Maybe – inform her of ways to make a gift and stress the importance of participation.

No – ask if she might consider a smaller, participation-level gift to be a part of the overall effort.

I already sent in my gift – thank her for her support.

Verify contact information, including e-mail addresses.

Ask if she or her spouse/partner works for a matching gift company. Suggest she contact their human resources offices to learn how to obtain a matching gift for Barnard.

Explain follow-up. If your classmate makes a pledge, explain that she will receive a gift envelope and a pledge reminder from the College. All gifts must be paid by June 30, the end of our fiscal year.

After Your Call

Incomplete Calls

Jot down the time of the call and why you were unable to make contact. Try again another time if you can.

Completed Calls

Once you have made contact, regardless of the outcome, please fill out the call report form as soon as possible. Sign and return the report form promptly to:

**The Barnard Fund, Barnard College, 3009 Broadway,
New York, NY 10027-6598**

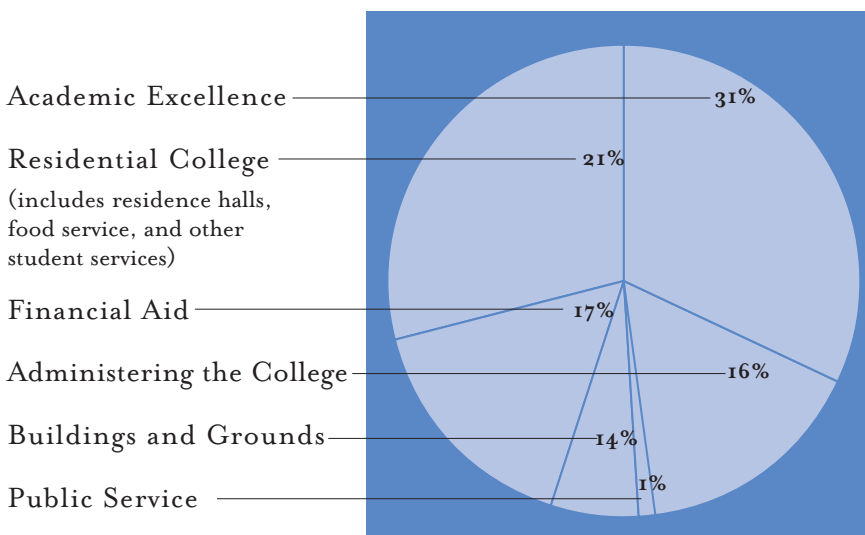
Gift – indicate amount of gift and write down the credit card information on your call sheet. Send the alumna a short thank you note or e-mail.

Specific Pledge – indicate amount of pledge on your call sheet. Send a short thank you note or e-mail.

Unspecified Pledge or Consider – check the appropriate box on your call sheet and send a brief thank you note or e-mail.

Refusal – indicate that a gift was refused and note any comments.

How Barnard Allocates Its Resources



How to Make a Gift

Gifts by Check

Checks should be made payable to Barnard College and mailed to the address listed above.

Credit Card Gifts

Donors can send credit card information (cc #, date of expiration, card holder's name as it appears on the card, and amount) to the address above, or give the information to a volunteer caller who will pass it on to The Barnard Fund Office. Visa, Mastercard and American Express are accepted.

Donors can call The Barnard Fund Office toll-free, 866.257.1889, and give their credit card information over the phone.

Use the secure online giving site through the Barnard Web site: giving.barnard.edu/gift

Donors can select an installment payment plan to pay off their annual pledge. The College can automatically charge their card monthly, quarterly, or split the payment over two tax years.

Gifts of Securities (Stocks, Bonds, Mutual Funds)

Donating appreciated securities that you have owned for more than a year entitles you to an income tax deduction for the full, fair-market value of your gift and avoidance of federal capital gains tax on the transfer. If a donor would like more information on gifts of securities, please have them contact Barnard's Office of Planned Giving, 212.854.2001, or send an e-mail to plannedgiving@barnard.edu.

Corporate Matching Gifts

Many employers will match gifts to charitable institutions made by their employees or their employees' spouse/partner.

Donors should check with their human resources departments for the appropriate paperwork.

For more information go to our matching gifts page on our Web site: giving.barnard.edu/matching

For updated progress on The Barnard Fund visit:
giving.barnard.edu/totals

Check out your class's reunion Web site at:
alum.barnard.edu/reunion

Barnard Directory

Barnard College Web Site www.barnard.edu

The Barnard Fund

E-mail: thebarnardfund@barnard.edu
212.854.2001 Toll free 866.257.1889

Alumnae Affairs

E-mail: alumnaeaffairs@barnard.edu
212.854.2005

Admissions

E-mail: admissions@barnard.edu
212.854.2014

Career Development

E-mail: ocd@barnard.edu
212.854.2033

President Circle Leadership Giving Societies

The Annie Nathan Meyer Society \$50,000 +

The Elizabeth Milbank Anderson Society \$25,000 - \$49,999

The Zora Neale Hurston Society \$10,000 - \$24,999

The Ella Weed Society \$5,000 - \$9,999

The 1889 Society \$1,889 - \$4,999

\$1,889 - \$4,999 for alumnae who have graduated more than 10 years ago, parents and friends.

\$100 - \$1,000 for alumnae who have graduated in the last ten years.

The Barnard Fund Scholars Program

The Barnard Fund Scholars is a current-use financial aid program that connects students with donors who wish to support their education. By making a gift of \$10,000 or more to The Barnard Fund, a donor can create a one-year scholarship for an individual student. A donor who establishes a Barnard Fund Scholarship receives written reports about his or her student, and the student learns the name of the donor as well as any other information the donor wishes to share. Each spring, donors are invited to meet their scholars at the Torchbearers Reception, a gathering that celebrates the special relationship between students and their champions.

Thank you! As a volunteer, you are helping to ensure Barnard continues to offer women an outstanding educational experience.



BARNARD

www.barnard.edu

Correspondence for The Barnard Fund Volunteers

Sample Thank You for a Gift

Dear {____},

Thank you so much for your generous gift to The Barnard Fund. Your participation makes a strong statement about your commitment to Barnard.

Thank you for supporting the future generations of Barnard women.

Best wishes,

Sample Thank You for Considering a Gift

Dear {____},

Thank you so much for considering a gift to The Barnard Fund. Your participation makes a strong statement about your commitment to Barnard.

Please support the future generations of Barnard women.

To make a gift online at: <http://giving.barnard.edu/gift> _____

or you can write a check to Barnard College and mail it to:

Barnard College
The Barnard Fund - Box AS
3009 Broadway
New York, NY 10027

The Fund year ends on June 30, 2007. If you have already made your gift and it has crossed with this (email or mail), you have my warmest thanks.

Best wishes,

Sample Reunion Thank You

Dear {____},

Thank you so much for your very generous gift to The Barnard Fund. Your gift will help our Class reach its goal for our {_th} Reunion, while providing much needed support to Barnard students and faculty. I hope you will be able to join us at Reunion! There are so many great events planned.

Best wishes,

Sample Corporate Match Follow-Up

Dear _____.

I am writing to thank you for your {Month, Year}, \${____} gift to The Barnard Fund. I am grateful that you are such a loyal supporter of the College. I have a note that {you/your husband/your partner} work {s} for {____}, which is listed as a matching gift company. Have you filed your matching gift form for your latest gift?

These matching gifts expand the giving power of our alumnae community and are so important to the College. If your matching gift form can still be completed, please send it to The Barnard Fund at 3009 Broadway, 115 Milbank, NY, NY 10027.

If you are no longer eligible for a match, please let me know so that your record can be updated. You can feel free to reply to this email.

Thank you for your time and support of the current Barnard students. Be sure to visit www.barnard.edu/alum to find out the great events and activities that are going on!

With Warm Wishes,

Participation

PAST DONORS

Hi _____ -

My name is _____ and we graduated from Barnard together in { }. I am working with some other volunteers from the Class of { } to increase our class participation in giving to The Barnard Fund.

I know that you have given to the College in the past, and I thank you for your support! I hope you will consider making a gift again this year. Annual participation is critical because it sends a strong message to students, prospective students, funding sources, and organizations that rank schools.

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or you can write a check to Barnard College and mail it to:

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New York, NY 10027

The Fund year ends on June 30, 2007. If you have already made your gift and it has crossed with this (email or mail), you have my warmest thanks.

Best regards,
_____ { }

P.S. You may have access to a matching gift from your company. To see if a company matches, just check out this database...you can double or even triple the size of your gift!
<http://giving.barnard.edu/matching>

NON-DONORS

Hi _____ -

My name is _____ and we graduated from Barnard together in '{ }'. I am working with some other volunteers from the Class of '{ }' to increase our class participation in giving to The Barnard Fund.

I hope that you will consider supporting the College this year. A gift of any size is so appreciated, as alumnae giving is crucial to the future of Barnard. Participation is critical because it sends a strong message to students, prospective students, funding sources, and organizations that rank schools.

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or you can write a check to Barnard College and mail it to:

Barnard College
The Barnard Fund - Box AS
3009 Broadway
New York, NY 10027

The Fund year ends on June 30, 2007, so I hope that we will hear from you by then.
If you have already made a gift and it has crossed with this email, you have my warmest thanks.

Best regards,
_____ { }

P.S. You may have access to a matching gift from your company. To see if a company matches just check out this database...you can double or even triple the size of your gift!
<http://giving.barnard.edu/matching>

Set-Up Email for Leadership Gift Call

Dear { },

Hi, My name is { } and I am contacting you on behalf of Barnard {also include your title if you have one}. In the next week or so I hope to speak with you on the phone regarding your {reunion} gift to Barnard this year.

Looking forward to speaking with you.

Best,