



# ROOSEVELT FOR GENERATIONS CAPITAL CAMPAIGN CLASS GIFT STRATEGY

## OVERVIEW

- To encourage individual classes to set collective class goal and raise pre-determined amount to support *Roosevelt for Generations* campaign

## INTENDED OUTCOME

- To develop enthusiasm, momentum, and campaign support through collective class gift

## TIMING

- June 2021: Initiate for classes with major gift potential that already have member who has donated to campaign and is willing to offer a class “challenge”
- September – December 2021: Activate other classes through process outlined below

## PROCESS

- Recruit leaders: Identify 2-3 class “leaders” willing to oversee their individual class initiative
  - Identify class leaders through TRHS Foundation records (giving history, Rider Cup, R parties; reunion participation, etc.)
  - Emphasize milestone years: 50 year class; 45 year class; etc.
  - Determine if any Cabinet members are willing to assume class leader role
- Orientation: Plan and implement a “Class Leaders” zoom call to provide conceptual overview of the strategy and develop enthusiasm for the concept
- Committee: Class leaders recruit small class committee (4-5 persons per class)
  - Class committee determines class goal with guidance from Campaign co-chairs
  - Class committee identifies one or two “lead gifts/challenge gifts” that can be leveraged to get additional donations from classmates
- Promotion: Class committee promotes the class gift initiative via
  - Facebook and other social media
  - Small group parties and activities
  - Email blasts
  - Other
- Recognition: Two-fold – collective and individual
  - Class gifts of \$5,000 and above will be recognized by class year (collective amount) in recognition materials and activities
  - Individual donations of \$5,000 and above will also be recognized in recognition materials and activities