Handling objections

Not every contact will result in a gift to Skidmore. In some cases, classmates may want to talk about the College; the conversation may focus on an area of concern, fund memories, or current College accomplishments. As an ambassador of the College you are asked to be patient and listen. If you have information to share, please do so. If you need to pass along their comments or concerns to the Skidmore Fund staff please let the alum know and then touch base with us so that we can answer the question or provide further information.

It is sometimes helpful to plan what you might say if a classmate refuses your request to participate. With that in mind, we offer this suggestion.

If a classmate says “No”: Because…of economic difficulties (or just because): I understand. Gifts of any size are important. All gifts from alumni add up to make Skidmore a better place for students. If you cannot commit now, maybe at some point before May 31.

Because… I’ll give later: That’s great. Thank you so much. All gifts are appreciated and will be counted toward this year’s total. If I can just mark you down for a pledge amount to be paid later, we’ll know we have your commitment now, maybe at some point before May 31, so that we can answer the question or provide further information.

If a classmate says “No”: Because…I’ll give later: Because…I’ll give later: That’s great. Thank you so much. All gifts are appreciated and will be counted toward this year’s total. If I can just mark you down for a pledge amount to be paid later, we’ll know we have your commitment now, maybe at some point before May 31.

Class fundraising volunteers

Fund Chairs, Friends of the Presidents Chairs, and Class Agents are an extension of our fundraising team, and we hope that this Volunteer Guide will equip fundraising volunteers with the resources to feel informed and empowered in their work on behalf of Skidmore College and their class.

Fund Chair(s): Fund Chairs help manage the roster of class agents, write letters to the class, and contact classmaters to encourage their support.

Friends of the Presidents Chair(s): FOP Chairs focus their efforts on FOPs in their classes, write letters, and communicate specifically with those who give or have given at the FOP level, encouraging them to continue or increase their level of support.

Class Agent(s): Class Agents are responsible for classmate-to-classmate outreach, securing gifts, reporting back to the Skidmore Fund staff with gift information, and/or relaying any questions or concerns that arise during conversations with alumni.

Volunteer Guide

Frequently asked questions

When calling or making your outreach, here are questions you may encounter and ways to help you answer them.

What is the Skidmore Fund?

The Skidmore Fund is a part of the College’s annual budget and is comprised of money raised via gifts from alumni, parents, and friends. Unlike gifts to specific projects or programs, contributions to the Skidmore Fund are invested in a variety of ways and where the College most needs them. Skidmore Fund gifts support scholarship, academic programs, and faculty initiatives, among others. The Skidmore Fund turns individual gifts of all sizes into a collective pool of support for every aspect of a Skidmore education.

Can I specify what my gift supports?

Yes. Although unrestricted giving is vital and allows the College to support the areas of highest need, donors can choose to direct their gifts to specific areas. Skidmore’s ongoing priorities are scholarship, faculty support, academic initiative support, student life, sustainability, multicultural and diversity initiatives, Friends of Skidmore Athletics, Friends of the Tang, and the Skidmore College Saratoga Classic Horse Show.

What is an endowment?

An endowment is comprised of permanently restricted funds that are invested by the institution. These investments then generate income used to support current operations. Endowment funds are often designated for a specific purpose (such as financial aid or faculty salaries). A college only spends a portion of the interest earned by its endowment. Skidmore’s endowment is approximately $330 million.

What is the 1903 Society?

The 1903 Society recognizes alumni for their loyalty and consistent support. Donors who have given for three or more consecutive years, or for more recent graduates, those who have given since graduation, are members of the 1903 Society.

How much money does the Skidmore Fund raise?

The Skidmore Fund goal changes each year but in 2013-14, the Skidmore Fund raised $7.1 million. The fundraising goal for 2014-15 is $7.3 million.

What is Skidmore’s annual alumni participation?

Skidmore’s annual alumni participation rate reflects the number of alumni donors divided by the number of alumni who receive appeals from Skidmore. In recent years Skidmore’s alumni participation rate has ranged from 26 percent to 33 percent.

What is the Friends of the Presidents (FOP)?

Established in 1966, the Friends of the Presidents giving society recognizes the College’s most generous donors, who set a standard of support and an example of leadership. There are a variety of giving levels within the Friends of the Presidents:

FOP - LEVELS OF GIVING

<table>
<thead>
<tr>
<th>Level</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Centennial Associates</td>
<td>$100,000</td>
</tr>
<tr>
<td>Lucy Skidmore Scribner Assoc</td>
<td>$ 50,000</td>
</tr>
<tr>
<td>Charles H. Keyes Associates</td>
<td>$ 25,000</td>
</tr>
<tr>
<td>Henry T. Moore Assoc</td>
<td>$ 10,000</td>
</tr>
<tr>
<td>Val H. Wilson Assoc</td>
<td>$  5,000</td>
</tr>
<tr>
<td>Joseph C. Palamountain Assoc</td>
<td>$  2,500</td>
</tr>
<tr>
<td>David H. Porter Assoc</td>
<td></td>
</tr>
<tr>
<td>$1,500</td>
<td>15-19 years since graduation</td>
</tr>
<tr>
<td>$1,000</td>
<td>10-14 years since graduation</td>
</tr>
<tr>
<td>$ 500</td>
<td>5-9 years since graduation</td>
</tr>
<tr>
<td>$ 100</td>
<td>1-4 years since graduation</td>
</tr>
</tbody>
</table>
Ways of giving

The Giving Year begins on June 1 and ends on May 31 each year. There are a number of ways to make a gift to Skidmore:

Restricted Gifts
Gifts that support all aspects of a Skidmore education, with no conditions as to how they are allocated.

Unrestricted Gifts
Gifts made available on the condition that the funds are used for a specific purpose, as designated by the donor. Some of these options include: scholarship, student life, and multicultural and diversity initiatives.

Give Online
By going to www.skidmore.edu/makeagift, alumni can choose to make a convenient one-time gift, or schedule a recurring gift (automated payments of the donor’s choosing).

By Mail
Donors may fill out a reply card (furnished by class agents or the College) and send credit card information or a check made payable to Skidmore Fund (automated payments of the donor's choosing).

Corporate Matching Gifts
Many employers will match employee contributions to educational institutions like Skidmore. You could double, or even triple, your gift if you (or your spouse) work for a company with a matching-gift program. Information should be available through your Human Resources Office. To see if your employer has a matching-gift program, visit www.matchinggifts.com/skidmore.

Other Gift Options
Donors can make a gift of stock or property, a charitable gift annuity, or a commitment to support the College through their estate plan. Learn more about these options at www.skidmore.edu/giftplanning or by calling 518-580-5655.

The Giving Year runs from June 1 to May 31 each year.

Making contact

After reading through the volunteer guide, reviewing the frequently asked questions, and logging into the online tool (if opting to use it), it is time to make contact with your assigned classmates. For class agents who do not use the online tool, the calling packets will have calling sheets, which provide phone numbers, mailing addresses, and e-mail. Those who use the online tool will find contact information in the report entitled “Class Agent Report.” The preferred method of contact is by phone, but you may reach out to classmates in whatever way is most appropriate. Some agents first write a brief note or e-mail and then make a follow-up phone call, while others use phone or e-mail exclusively.

Step 1 - Make your own gift
Call 1-800-584-0115 or go to: www.skidmore.edu/makeagift. It is far easier to ask for a commitment from a classmate when you’ve already done so yourself.

Step 2 - Reach out to assigned classmates
A) Introduce yourself and explain why you’re calling; take a few minutes to get updated information on your classmate and/or answer any questions.
B) If the person is a regular donor, say thank you and then make the case for ongoing annual giving: “Our support is critical for Skidmore to continue its tradition of excellence and for students to benefit from all it offers.”

Step 3 - Confirm contact information
During contact with an assigned classmate, please take the time to confirm the contact information that we provide. E-mail addresses change frequently and people relocate without informing us, so your help with keeping our records updated is greatly appreciated.

Step 4 – Thank your classmate for taking your call and making a gift to Skidmore
Conclude the phone call or e-mail with a thank you and encourage classmates to be in touch with any questions.