

**Class Agent Program  
Position Description**

Willamette University relies on the financial support of dedicated alumni to fulfill our motto, “Not unto ourselves alone are we born.” Class agents go a few steps further by making personal contacts with fellow alumni about the importance of giving, helping create a closer connection with the university.

Position Expectations:

- Attend a training session on January 19<sup>th</sup> or learn on your own through training materials and follow up with the Assistant Director of Annual Giving with any further questions.
- Make a gift to the Willamette Fund this fiscal year (before May 31<sup>st</sup>).
- Plan to solicit 8-10 members of your class by telephone (other means of communication can also be options). Multiple attempts through various channels may be necessary to make contact with your classmates. A successful contact may not always generate a gift, but will create a stronger connection between your classmate and WU. We will help you create your list of classmates.
- Create your own personal message to your classmates to be used in a mailing and e-mails. Your letter, which can be based off of provided templates and drafts, will be sent to each member of your class in order to garner support for the university. We will help you craft your message.
- Send an e-mail as follow up to your letter, reminding your classmates to take action and give back to your alma mater.
- Thank your classmates for their contributions by writing personalized thank-you notes provided to you by the Office of Annual Giving.
- Communicate with the Assistant Director of Annual Giving about any feedback you receive from your classmates

For additional information, please contact Kyla Postrel, Assistant Director of Annual Giving:

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