



CLASS AGENTS

Every class typically has 1-3 Class Agents selected by the South Kent Alumni office and their classmates. The Class Agent role is to create and nurture a sense of community among alumni and keep classmates informed on the current state of the School while strengthening their connection to South Kent. They are the backbone of fundraising and engagement at South Kent.

The years between reunions are critical for Class Agents to work with the Development Office to keep classmates connected with each other and the School. The goal for the Class Agent Program is for each classmate to be contacted by an agent for three purposes; to ask for financial commitments to the South Kent Annual Fund, to ensure that the Development Office has accurate and up-to-date contact information, to keep classmates informed about recent South Kent news.

As ambassadors of the school, Class Agents will become knowledgeable about South Kent and will work to enlist the support of their fellow South Kent Alumni.

Job Description

- Lead by example: make a gift commitment early and encourage classmates to give to the South Kent Annual Fund
- Communicate specific donor interests and concerns to the Development Office
- Encourage classmates to participate in on-campus activities
- Keep classmates up-to-date on news and events from your class
- Every five years help in the planning and organizing of your class reunion

Class Agents are vital to the success of the Annual Giving Program and to the strength and well-being of South Kent.

Class Agent Program

Becoming a class agent is an opportunity to take a leadership role in the South Kent School community while helping to raise critical funds for the school. Our class agents represent the school and serve as the glue that holds the alumni community together. The class agents also engage their class.

Our class agent packets along with our alumni and development team are your primary resources for information. Each class agent is invited to work with the alumni and development team to help set and achieve its goals for the year. We will provide:

- Complete giving history of classmates
- Help in identifying prospects as well as introductions to classmates and potential donors

We hope that you will give early and that you are able to demonstrate your commitment to the Annual Fund. We are counting on you to provide us with:

- Help in updating alumni information and identifying prospects
- Assistance in recruiting classmates to join the class agent program
- Assistance in identifying non-donors and “lost” classmates

Outreach Examples

Many of you have had much success in your class agent work based on your knowledge of your class and expertise. We hope to draw on that experience to assist others. If you are new to class agent work, please feel free to use the scripts below. Class agent work is primarily done through e-mails, phone calls, and follow-up phone calls. Below are samples. You may develop your own style.

“Hello, this is (name) calling on behalf of the South Kent Annual Fund. Like you, I am a (class year) graduate of South Kent School, and I volunteer with the South Kent Development Office to raise money for students. Do you have a few minutes to speak with me?”

If the caller says:

YES.

“Great! The South Kent Development Office raises funds to support every aspect of the school’s operations, from financial aid to faculty salaries and professional development to the academic and athletic programs to extracurricular activities to the maintenance of buildings and grounds. I am calling in the hope that you will join us (again) this year by considering a gift of (amount).”

YES.

“Thank you so much! I will put you down for (amount) and have the Development Office mail you a pledge acknowledgment and reply envelope that you can use to make your gift. May I send you a reminder note? (Verify mailing address.) Also, are you employed by a company with a matching gift program? If so, please request a form from the Human Resources Office and mail it with your contribution. You will receive credit for the total amount of your gift, including the match.”

NO.

“OK. One of our goals tonight is to increase participation. Would a small participation gift be a possibility? In (largest gift year), you gave \$_____. Would you be willing to match that?”

You may also mention that there will be other opportunities throughout the year to make a gift.

NOT SURE.

“OK. Would there be a better time for me to check back with you?”

SEND ME INFORMATION

“OK, I’ll have the Development Office mail you a blank pledge card. I hope that we can count on your support. Is your address still (current address provided)? Thank you very much for your time; it was nice talking to you.”

Sample Email

Dear (name),

I hope this e-mail finds you well!

I am writing on behalf of South Kent’s Annual Fund, which raises funds to support every aspect of the school’s operations, from financial aid to faculty salaries and professional development to the academic and athletic programs to extracurricular activities to the maintenance of buildings and grounds. In order for South Kent to maintain its distinctive strengths and achieve its mission to become the finest small college preparatory boarding school in the U.S., the need for your support continues.

In (year of last gift) you supported the Annual Fund with a gift of (amount). I hope that you will continue your support this year and make a gift of (amount). You can make your gift

online at www.southkent.com, (we can add the hyperlink to an email) or, if you prefer, I can have the Development Office mail you a pledge card so you can donate by check or credit card. Or, you can call the Alumni Office at 860-927-3539 x206. I will follow up over the phone on (date) in case you have questions.

Thank you so much for your past support of South Kent’s Annual Fund, and I look forward to speaking with you soon!

Best,

(Name, class year, contact info)

HOW TO MAKE YOUR GIFT ONLINE

Make your gift online at www.southkentschool.org.

BY CREDIT CARD

A credit card gift to South Kent is not only convenient but also entitles you to the same income tax deduction as a cash gift. You can also set up a recurring gift using your credit card. Your monthly contribution will be automatically deducted for as long as you like.

BY CHECK

Please make your check payable to the South Kent Fund and mail it to
South Kent School, Development Office
40 Bulls Bridge Road
South Kent, CT 06785.

BY WIRE TRANSFER

We can provide instructions.

GIFTS OF SECURITIES

Gifts of appreciated stocks and bonds are popular among South Kent alumni, parents, and friends. Instructions online.

PLANNED GIVING

Planned gifts allow you to take sizable income, capital gains, and estate deductions on your taxes. They can provide income for you and your family for life. Planned gifts also can be much larger than other gifts, so you are able to leave a legacy that fits your philanthropic goals.

MATCHING GIFTS

Do you work for a matching gift company? Why not check with your HR Department? You could be doubling your gift to South Kent.