Thank you for volunteering for Vassar! Although I have only been here for a short time, I have been inspired by and share your deep pride in our College. Both on campus and in the world beyond Taylor Gate, Vassar minds are addressing the most complex challenges of our time, underscoring the extraordinary importance of a liberal arts education.

The Office of Alumnae/i Affairs and Development (OAAD) exists to ensure that this vital work is well supported. Our mission is to serve Vassar College by strengthening relationships that are essential to sustaining and enhancing our core mission of providing our students with a first-rate liberal arts education. As a volunteer, you play a pivotal role in the success of this mission.

Over the coming year, as a key partner to the OAAD team, you will be collaborating closely with our professional staff to achieve specific goals and objectives, ranging from planning meaningful activities to writing class notes to securing philanthropic support for Vassar. We are excited to be working with you — and we truly appreciate your commitment to our College.

With gratitude,

Timothy W. Kane
Vice President
Office of Alumnae/i Affairs and Development
VASSAR FACTS 2018 - 2019

Curriculum
- Emphasis on experiential learning, multidisciplinary and interdisciplinary courses, and team teaching
- Most popular academic majors: English, Political Science, Psychology, Economics, and Biology
- Total number of courses: 1,177
- Total number of departments: 30
- 13 multidisciplinary and 5 interdisciplinary programs
- Education Abroad programs in 60 different countries, including Vassar-sponsored programs in Costa Rica, England, France, Germany, Ireland, Italy, Spain and Russia

Faculty
- 336 faculty, virtually all with doctorates or equivalent
- 52% male; 48% female
- 23% faculty of color; 14% international faculty
- Average age: 51
- In 2017/2018 Vassar received $1 million from the Howard Hughes Medical Institute for Inclusive Excellence in STEM Education and $2.5 million from The Andrew W. Mellon Foundation to direct a four-college Consortium on Forced Migration, Displacement & Higher Education

Students
- Current total enrollment: 2,436
- 59% women, 41% men; 35% students of color; 13.4% of the Class of 2022 are first-generation college students; 8.5% international students from 41 countries
- Student/faculty ratio – 8:1
- Average class size: 17
- In the 2017/18 academic year, awards for advanced study received by Vassar students or recent graduates included 9 Fulbright Fellowships and 6 Benjamin A. Gilman International Scholarships
- Several dozen military veterans in all current classes are on campus as participants in the Vassar Veterans Posse Program

Campus Life
- 1,000 acre campus officially recognized as an arboretum
- 94.6% of Vassar students live on campus
- More than 145 student-run organizations and clubs, and around 1,050 campus-wide events annually
- 550 student-athletes compete on 23 varsity teams and 4 varsity club teams. 5 Vassar athletes were named All-Americans. In 2018/2019, Vassar won the national championship in women’s rugby

Finances
- Operating budget: $183,035,271
- Market Value of endowment: $1,082,831,323
- Vassar’s comprehensive fee (tuition plus room and board): $68,650
- 63% of Vassar students receive some form of financial aid from Vassar
- Average scholarship award: $43,821
- Entry-level salary for new PhDs: $79,000
- Average salary for full-time tenured professors: $126,560
**President** advises and works with College personnel on the management of, advocacy for, and support of the class leadership team in achieving annual class-based engagement goals. Duties include recognizing and celebrating the work of volunteer counterparts and serving as chief liaison between class committees and Alumnae/i Engagement staff.

**Nominating Chair** works with College personnel to identify and recruit the best individual(s) for each class volunteer position based upon their particular skill set(s) and strengths. A desire to be inclusive and a commitment to recruit volunteers who represent the breadth and depth of the diversity in that class is a requirement for this position.

**Class Fund Chair** works in partnership with Vassar Fund (VF) gift officers throughout the year to promote unrestricted financial support for the College. Primary responsibilities include helping to recruit and manage a team of Class Agents, authoring class appeals, and joining the Class Agents in contacting at least 10 classmates each year.

**Class Agents** work in partnership with their Class Fund Chair(s) to inspire gifts to The Vassar Fund through peer-to-peer solicitation. The two key goals of Class Agents are to increase class participation and to keep individual classmates connected to each other and the College. In the fall and in the spring, Class Agents ask at least 10 classmates to make an annual gift of any amount to The Vassar Fund and relay any feedback from classmates to The Vassar Fund team.

**Vassar Ambassadors** work with their designated VF gift officer to share Vassar news and alumnae/i stories, and promote fundraising initiatives on their personal and class social media platforms.

**Class Event Chair** partners with staff and fellow class officers to oversee the planning of class-specific events, including Reunion (on-campus) and regional mini-reunions, as appropriate. Depending on the number and complexity of activities, event chairs may wish to recruit additional committee members to manage specific events.

**Class Communications Chair** is responsible for being an informed advocate for Vassar and AAVC, and for working with class volunteers (particularly Class Correspondents and FB Administrators) and College staff to ensure that class communications are well-coordinated. The Communications Chair also serves as a liaison between the class and the AAVC Board’s Communications Advisory Committee.

**Class Correspondent** requests, compiles, writes and edits Class Notes that appear in the VQ (3x per year). Class Correspondents work with College staff (the Class Notes editor) to ensure the timely production of class notes that meet appropriate word count limits and follow the College’s style guide.

**Class FB Administrator** manages the class Facebook (FB) page and works closely with the Communications Chair to strategize about and coordinate content for the page. FB pages should be active spaces, both leading up to and between reunions.

**Committee Member** supports class activities, supporting class leaders as they work to advance specific strategic objectives.
Actively Reach Out to Your Classmates. For fundraisers, this means contacting a small group of people at least twice annually to remind and/or ask them to give. For all volunteers, it means connecting classmates to Vassar news and happenings, and encouraging active participation in events, social media, volunteering, giving, etc.

Help the College Identify Potential Volunteers, Experts, and Donors. Whose stories and accomplishments should we be featuring in the magazine and social media? Who has time and talent to offer the College as a volunteer (there are many opportunities)? Who should we be connecting to Vassar-related philanthropic opportunities?

Keep Us Updated. Life happens and sometimes volunteers need to take a break or step down. If something has come up and you do not have the time to participate, please let staff know so we can allow you to step aside and attend to other priorities. You can volunteer again when time permits.

Give. Donate to The Vassar Fund at whatever level is appropriate to your circumstances. Goal: 100% participation among volunteers.

Stay Informed. Read stories and articles on the College’s websites and social media. Be prepared to serve as an ambassador and “go to the source” when people are concerned or want to know more about what’s happening at Vassar. Participate in volunteer training so you fully understand your role and the deadlines that are associated with it.

### AAVC COMMITTEE CHAIRS

<table>
<thead>
<tr>
<th>Committee Chair</th>
<th>Chair</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stephen Hankins ’85, P’13, ’17</td>
<td>President &amp; AAVC Trustee</td>
<td><a href="mailto:shankins@rshc-law.com">shankins@rshc-law.com</a></td>
</tr>
<tr>
<td>Deb Macfarlan Enright ’82</td>
<td>Vice President for Strategic Planning &amp; Ad Hoc Class Structure Renovation Committee Chair</td>
<td><a href="mailto:debmenright@gmail.com">debmenright@gmail.com</a></td>
</tr>
<tr>
<td>Alan Neuhauser ’09</td>
<td>Clubs Committee Chair</td>
<td><a href="mailto:alneuhauser@gmail.com">alneuhauser@gmail.com</a></td>
</tr>
<tr>
<td>Julianna Simon ’11</td>
<td>Ad Hoc Student Engagement Committee Chair</td>
<td><a href="mailto:JMSimon@blankrome.com">JMSimon@blankrome.com</a></td>
</tr>
<tr>
<td>Lisa Denby ’87</td>
<td>Communications Advisory Committee Chair</td>
<td><a href="mailto:denby@managedsolutionsny.com">denby@managedsolutionsny.com</a></td>
</tr>
<tr>
<td>Natalie Nixon ’91</td>
<td>Career Networking Committee Chair</td>
<td><a href="mailto:natalie@figure8thinking.com">natalie@figure8thinking.com</a></td>
</tr>
<tr>
<td>Monica Vachher ’77, P’22</td>
<td>Nominating &amp; Governance Committee Chair</td>
<td><a href="mailto:monicavachher@gmail.com">monicavachher@gmail.com</a></td>
</tr>
<tr>
<td>Brian Farkas ’10</td>
<td>AAVC Trustee &amp; Vice President for Operations</td>
<td><a href="mailto:bdfarkas@gmail.com">bdfarkas@gmail.com</a></td>
</tr>
<tr>
<td>Stephanie Hyacinth ’84</td>
<td>Vassar Fund Committee Chair (Interim)</td>
<td><a href="mailto:shyacinth@gmail.com">shyacinth@gmail.com</a></td>
</tr>
<tr>
<td>Donna Parisi ’89</td>
<td>Alumnae House Committee Chair</td>
<td><a href="mailto:dparisi@shearman.com">dparisi@shearman.com</a></td>
</tr>
<tr>
<td>Sharon Chang ’84, P’19</td>
<td>AAVC Trustee &amp; Alumnae/i Recognition Committee Chair</td>
<td><a href="mailto:sharonchang1985@gmail.com">sharonchang1985@gmail.com</a></td>
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PROACTIVE OUTREACH

Proactive contact with classmates is the central responsibility that threads through every key volunteer role. Your class leadership team’s objective should be to connect with as many members of your class as possible between reunions.

Outreach Objectives

• Strengthen the Vassar community.
• Show your classmates that you know and care about them.
• Listen to their stories and understand their Vassar experiences.
• Ensure that they are informed about class and College happenings, and conversely, that the College is informed about them (activities, whereabouts, graduate degrees, job titles/employers, etc.).
• Uncover opportunities to celebrate accomplishments, lend a sympathetic ear when challenges occur, and attempt to connect people (when appropriate) to resources offered by Vassar that might assist them (particularly around career networking and job opportunities).
• Make specific asks for donations, volunteer support, and event attendance.

Best Practices for Outreach

• Prepare and lead by example. If you’re asking for a gift, make sure you’ve made your gift first and understand all the different Ways to Give (see pg. 13). If you’re recruiting a new volunteer, make sure you can speak to the experience and what will be expected (see pgs. 4-5). If you’re inviting someone to an event, make sure you know the details and/or where to find more information so you can connect people to resources (see pg. 15)

• Reach out through multiple channels. People may prefer email, snail mail, social media, a phone call, text or face-to-face visit. Consider the options and begin, but don’t give up if you don’t hear back right away. Try another channel/approach. Everyone is busy and most people aren’t purposely ignoring you. Craft your messages to allow people to connect without feeling obligated to make an immediate commitment to whatever you’re asking.

• Follow Up. Make sure you’ve closed the loop, answered questions, and thanked people, regardless of the outcome. If you’ve made a specific request for something (a gift, a volunteer opportunity, an invitation to an event), be sure to circle back and reconnect after they’ve had a chance to consider the activity. Also make sure to inform your staff liaisons at the College about progress and feedback.

I am a class volunteer because Vassar continues to be my "home." My time in Poughkeepsie went beyond a traditional education. It forged bonds that transcend friendships. I volunteer because it is not only my chance to continue to give back to my class - my Vassar family - it is also a chance to help the next generation of Vassar students. – John Kane ’02
# Calendar 2019 - 2020

*AE = Alumnae/i Engagement, VF = Vassar Fund, CYE = Calendar Year End, FY = Fiscal Year, FYE = Fiscal Year End*

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<thead>
<tr>
<th>July</th>
<th>August</th>
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<tr>
<td>• New FY Handbooks</td>
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<td>• FY19 Outreach Results &amp; Survey</td>
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<td>• New Class Leadership Team Intro Calls</td>
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<td>• FY20 Class Goals Set (AE/VF and Class Teams)</td>
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<td>• Class Agent Recruitment (All Classes)</td>
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<td>• Reunion Committee Calls 2020</td>
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<tr>
<td>• VF 1st General Appeal</td>
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<td>• Gift Activity Reports (GARs) Resume</td>
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<td>• Phonathon Begins</td>
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<th>October</th>
<th>November</th>
<th>December</th>
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<tr>
<td>• Class Google Folders Populated</td>
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<tr>
<td>• Reunion Save the Date Reminder Email</td>
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<td>• Reunion 2020 Committee Homework Done</td>
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<td>• Reunion 2020 Committee Calls</td>
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<td>• VF Reunion 2020 Fundraising Email #1</td>
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<td>• VF 2nd General Appeal</td>
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<td>• Fall Outreach Begins</td>
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<td>• Invite for 2021 Reunion Committees</td>
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<td>• Fall Outreach Continues</td>
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<td>• Reunion 2020 Budgets Complete</td>
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<td>• Reunion 2020 Committee Letters Due</td>
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<td>• Class President Letters Due</td>
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<td>• VF CYE Appeals</td>
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<td>• Reunion 2021 Committees Finalized</td>
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<td>• Phonathon Winter Break Begins</td>
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<th>January</th>
<th>February</th>
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<tr>
<td>• Reunion 2020 Committee Letters Drop</td>
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<td>• Class President Letters Drop</td>
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<td>• Fall Outreach Results Shared</td>
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<td>• Phonathon Resumes (End of Month)</td>
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<td>• Reunion 2020 Committee Calls</td>
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<td>• Reunion 2020 Registration Finalized</td>
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<td>• Reunion 2020 Registration Opens</td>
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<td>• Reunion 2020 Attendance Outreach Calls</td>
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<td>• VCVC (Volunteer Conference)</td>
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<td>• VF Reunion Email Appeal #2</td>
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<tr>
<td>• Kick-off Calls for Reunion 2021 Committees</td>
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<tr>
<th>April</th>
<th>May</th>
<th>June</th>
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<tr>
<td>• Final Reunion 2020 Committee Calls</td>
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<tr>
<td>• VF 3rd General Appeal (CFC Letters)</td>
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<td>• Founder’s Giving Day Training Calls</td>
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<td>• Spring Outreach</td>
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<td>• Founder’s Giving Day</td>
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<td>• VF Reunion Email Appeal #3</td>
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<td>• Spring Outreach, Continues</td>
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<tr>
<td>• Reunion 2020 Registration Closes</td>
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<tr>
<td>• Reunion! (June 5-7)</td>
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<tr>
<td>• Reunion 2021 Save-the-Date Drops</td>
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<tr>
<td>• FYE Outreach and Final Email Appeals</td>
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Reunions provide a unique and holistic opportunity for alumnae/i to reconnect with one another; renew, maintain and/or increase philanthropic support for Vassar; and return to our magnificent campus and be reminded of this extraordinary place and experience.

While Vassar hosts Reunion annually in June, each individual class returns as a group once every five years. This begins five years after commencement (with the 5th Reunion) and continues (typically) through the 75th.

Classes return in cohorts (0s and 5s, 1s and 6s, 2s and 7s, 3s and 8s, and 4s and 9s) and can invite friends from classes outside their cohort to join as their guests. Attendees can stay on campus or at local hotels and are encouraged to bring spouses, significant others and families.

**Class Reunion Committees** focus on proactive outreach to classmates with the aim of encouraging participation in the class gift and the event itself. Committees also help plan class-specific meals and events.

The College plans a robust, multi-day schedule of activities each year that includes:

- Faculty and alumnae/i lectures and panel discussions
- Meet-and-Greet with alumnae/i authors
- Art exhibits
- Campus tours and concerts
- Donor and volunteer recognition events
- Opportunities to interact with current Vassar students
- Affinity group gatherings
- Family-friendly activities: Fireworks, athletic clinics, face-painting, bouncy castles, a Saturday-night movie, and complimentary sweet treats (Vassar Devils)

*Training guides and conference calls will be prepared for and shared with Reunion Committees 18 months in advance of Reunion, with the exception of the Landmark 50th Reunion, which begins active planning and fundraising 38-40 months in advance of Reunion.*

**Reunion Gifts and Counting Cycles**

Every gift an alumna/us makes to Vassar within the class’s Reunion counting cycle counts toward the Reunion class gift.

**The Landmark 50th Reunion** counting cycle includes 3 fiscal years of giving (the one in which Reunion falls, and the two that precede it).

**For all other classes** the counting cycle is the fiscal year (July 1–June 30) in which Reunion falls.
Regional mini-reunions are a great way for classmates to stay connected between reunions on campus. Gatherings may be held anywhere in the world and can be any length of time — from a couple hours over lunch, dinner or drinks, to multiple-day programs and tours. Event Chairs should contact the College staff to discuss options at least 6 — 8 months in advance. Depending on the scope and complexity of the plan, the College may put you in touch with a trusted outside tour provider to ensure all your needs are met.

Things To Consider Before You Plan An Event

- Determine where your classmates live — plan around geographic concentrations to leverage attendance.
- Determine the interests of your classmates — what would be an interesting venue, destination trip/tour?
- The Office of Alumnae/i Engagement (AE) can assist with broadcast emails, mailings, and event registration for simple functions. For multi-day events, AE and your volunteers may outsource the management of event logistics/tour management with an approved tour provider.
- Events must be pay-as-you-go for registrants, but can be subsidized by class treasury funds (if applicable).
- Volunteers should NOT pay expenses for mini-reunions out of their own pockets.

Plan Your Event

- Choose the type of event: lunch/dinner, tour, show/ballet, etc.
- Discuss idea with Office of Alumnae/i Engagement. Contact Diana Jedlicka at 845-437-5398.
- Determine if AE will set up a registration, tour provider, or pay as you go.
- Prepare an email/letter to classmates to save the date and create interest. RSVPs can be collected.
- Contact venues to discuss details. College staff must sign contracts and pay deposits and final bills to ensure volunteers are protected from liability.
- Prepare email/letter informing classmates of upcoming mini-reunion. Include how to register (through alums.vassar.edu event calendar, class point person, tour company, directly with hotel).
- Monitor registrations.
- Provide final counts to venues and restaurants as needed.

My classmates constantly tell me that their Vassar education was a pivotal point in their lives. They also have stressed that the friendships from their college years have been rich and long-lasting. So, I volunteer to ensure that today's students will have the same valuable experiences that my generation did. ~ Margha Davis ’67
OTHER ACTIVITIES

Your classmates participated in a host of activities as undergraduates. The affinities they share likely go well beyond graduating class and include VSA organizations, athletic teams, identity groups such as ALANA or LGBTQ, performance groups, House teams, academic departments and more.

There are a wide variety of activities being planned by Vassar Clubs that you should consider tapping into for co-programming opportunities. Club events also provide a built-in mechanism to plan cluster mini-reunions with other classes around pre-existing events.

Get to know the community of alumnae/i constituent groups beyond your class and leverage other possibilities for engagement with classmates whenever possible — whether it’s a one-on-one meeting you’re trying to secure with a classmate or a small group you’d like to bring together.

You can find a list of all Vassar Clubs here: alums.vassar.edu/community/club

Active Vassar Clubs with Regular and Semi-Regular Events:

- Vassar Club of the Bay Area
- Vassar Club of Boston
- Vassar Club of Chicago
- Vassar Club of Colorado
- Vassar Club of Fairfield
- Vassar Club of Hartford
- Vassar Club of New Jersey
- Vassar Club of New York
- Vassar Club of Oregon
- Vassar Club of Philadelphia
- Vassar Club of Southern California
- Vassar Club of the UK
- Vassar Club of Washington, DC

Be sure to visit the calendar of events to see what’s going on at: alums.vassar.edu/events.

My Vassar volunteer years have been priceless. I’ve made as many friends after graduation as I did while a student. We’ve shared stories of things that have stayed the same and marveled at how responsive Vassar has been to the needs of its students. If I hadn’t volunteered, I never would know the magic of Vassar as deeply as I do now. – Deb Enright ’82
Channels of Communication

While each class or club has different needs or audience reach, all of us share the same underlying purpose — to ensure that we are speaking to Vassar alums in a direct, engaging, and consistent manner and in a way that is shared by all classes and clubs in their communication strategies.

While some classes prefer communicating in print delivered by snail mail, most classes use email and social media to reach their constituents. College staff will be happy to discuss options with you and recommend the best strategies appropriate for your class, but always consider some form of print outreach for those in your class for whom the College does not have an email address on file. Also work to help collect those email addresses. For the purposes of this guide, we will focus on electronic communication and social media.

Each Class and Club should set up:

- Facebook page (suggested)
- Twitter feed (optional)
- Instagram (optional)

For help, please email aavc_communications@gmail.com. Also, be sure to check out the Social Media Directory at vassar.edu/socialmedia.

Best Practices for Social Media

Always Engage! People are online to interact and get new information, so it is really important to listen, respond, and engage. This includes promoting upcoming class and club events, sharing information about classmates or club members, sharing other relevant content and responding to those who post or tweet to your feeds.

Prepare Regular Content. Plan how often you will post and on which platform. In some instances, following a weekly content calendar can help to ensure effective outreach.

Respect Each Platform. Each social media platform serves a different purpose. Instead of sharing the same content across each platform, vary your messaging to best suit the medium on which you’re sharing it. Doing so will maximize effectiveness.

Identify Key Influencers. Who are your class or club’s most influential members? Identify them and ask them to amplify your messaging. Tap into existing and growing relationships with other groups by tagging them on social media when appropriate.

Include a Visual! Organic Facebook engagement is highest on posts with photos. A picture is worth a thousand words!
The Vassar Fund is one of the College’s most powerful giving programs. Our students experience a wide range of benefits from each and every Vassar Fund gift, which is why giving to The Vassar Fund is the single most important thing you and your classmates can do for the College. Vassar Fund gifts constitute an unrestricted resource that can be used at Vassar’s discretion. However, if your classmates prefer to direct their Vassar Fund gifts to specific purposes, they can choose the following designations:

**Vassar’s Greatest Needs**
Provides the flexibility of unrestricted resources that can be used at Vassar’s discretion

**Scholarships**
Ensures that students can benefit from a Vassar education regardless of their financial circumstances

**Library Resources**
Sustains the Library as the intellectual heart of a Vassar education

**Residential Life**
Complements academic life by providing social, cultural, and educational programming in the Houses

**Faculty Salaries and Research**
Provides resources to support, hire, and retain Vassar’s outstanding faculty

**Campus Preservation**
Preserves the beauty and history of Vassar’s campus

**Sustainability**
Allows Vassar to continue its commitment to environmental responsibility

**Vassar Veterans**
Provides scholarship opportunities for individuals who have served in America’s Armed Forces
WAYS TO GIVE

Online
give.vassar.edu

Mail
Make your check payable to
Vassar College and send it to:

Phone
(800) 443-8196

Office of Alumnae/i Affairs and Development
Vassar College, Box 725
161 College Avenue
Poughkeepsie, NY 12603

Tax ID#
14-1338587

Increasing the Impact of a Gift

Matching Gifts
Many companies match personal gifts made to educational institutions made by employees, retirees, and their family members. Visit your human resources department for more information. Donors receive recognition for their gift plus the amount of the matching gift, which is a great way to double your impact.

Recurring Gifts
This is a great way to increase the size of your gift by spreading it out over several monthly payments that are automatically charged to your credit or debit card. An outright gift of $1,500 might seem beyond reach, but a recurring gift of $125 per month might fit someone’s budget more readily. You can set up a recurring gift when you make your gift online at give.vassar.edu.

Gifts of Securities and Mutual Funds
Gifts of appreciated securities are tax deductible at full fair-market value if the donor has owned the asset for at least one year. You also avoid paying capital gains tax on the transfer. To make a gift of securities or mutual funds, please contact Vaike Riisenberg in the Controller’s Office at (845) 437-5896.

IRAs
To make a gift, donors should contact their IRA custodian and obtain directions about how to make a Qualified Charitable Distribution directly to Vassar College. The custodian will require Vassar’s mailing address and tax identification number listed above.

Gift Planning
Planned gifts are an excellent way to provide future support for the College while also helping to meet your personal financial goals. To find out more about trusts and annuities, gifts of real estate, and bequests, please contact Alexas Orcutt at (845) 437-5487.

It has been a joy to serve as a Fund Chair. I still remember meetings for the Senior Class Gift! Had you told me then that I would have spent the past ten years working as a nonprofit development consultant, I would not have believed you. It’s a truly rewarding world and I look forward to assisting the College moving forward! – CC Perry ’09
Donor society recognition is based on cash gifts to The Vassar Fund in a given fiscal year (July 1—June 30). Corporate matching gifts are included in determining the total gift amount for giving society recognition.

**The Cornaro Leadership Society**

- **Founder’s Circle**: $100-$999 (1-5 years after graduation)  
  $500 - $999 (6-10 years after graduation)
- **Scholars Circle**: $1,500 - $4,999
- **Laureates Circle**: $5,000 - $9,999
- **Professors Circle**: $10,000 - $24,999
- **Deans Circle**: $25,000 - $49,999
- **President’s Circle**: $50,000 +

The Cornaro Leadership Society recognizes and celebrates a small but vital group of donors. Support from members of the Cornaro Leadership Society accounts for 85% of The Vassar Fund contributions received by the College each year.

**The Matthew Vassar Legacy Society**

The Matthew Vassar Legacy Society honors alumnae/i, parents, and friends who, like Matthew Vassar, have provided for the College’s future through a planned gift or estate commitment. Members of the Legacy Society continue a vital tradition of support for future generations of Vassar students.

**1861 Loyalty Society**

The 1861 Society is named for the year of the College’s founding. This giving society honors those who have made annual gifts to the College for three or more consecutive years (or the first two years out for our most recent graduates).
Google Drive
Google Drive will be used for fall and spring outreach. Google Drive allows volunteers to work in real-time, and it is accessible 24 hours a day from any smartphone, tablet, or computer. Volunteers will receive a link via email that will allow access to the Class Folder. Once access is granted, volunteers will be able to view their prospects’ giving history, edit/update personal information for a prospect, add comments, and track their progress in the Class Prospects Spreadsheet.

Class Folder Contents
• Class Prospect Spreadsheet
• Weekly Gift Activity Reports (GARs)
• Class Total Reports
• List of Frequently Asked Questions
• Suggestions for Overcoming Objections
• Sample Appeals and Thank You phrases
• Vassar Fund Glossary

Online Resources and Communities
• Vassar College Website — vassar.edu
• Alumnae/i Website — alums.vassar.edu
• The Vassar Fund — vassar.edu/vassarfund
• President’s Page — president.vassar.edu
• Vassar Info — info.vassar.edu
• Miscellany News — miscellanynews.org
• Vassar Quarterly — vq.vassar.edu
• Vassar Stories — stories.vassar.edu
• VassarNet (career mentoring/networking) — vassarnet.vassar.edu
• Social Media Directory — vassar.edu/socialmedia
• LinkedIn University — linkedin.com/school/vassar-college

Facebook
• Vassar College — facebook.com/vassarcollege
• Alumnae/i Association of Vassar College — facebook.com/aavc1
• Vassar Athletics — facebook/vassarahletics
• See also Social Media Directory — vassar.edu/socialmedia

Twitter
• Vassar College: @Vassar
• President Bradley: @ehbvassar
• Vassar Alumnae/i: @VassarAlums
• Vassar Athletics: @VassarAthletics
• Vassar Career Development: @vassarcdo

Instagram
• Vassar College: @vassarcollege
• Vassar Athletics: @vassarahletics
STAFF 2018 - 2019

Alumnae/i Engagement

Lisa Tessler
Associate Vice President
Executive Director of AAVC
litessler@vassar.edu
845-437-5439

Jennifer Castellani
Director
jcastellani@vassar.edu
845-437-5494

Wally Fisher ’12
Assistant Director
(2009 - 2018)
(Phonathon, Senior Gift)
wfisher@vassar.edu
845-437-5419

Vassar College
Office of Alumnae/i Affairs and Development
161 College Avenue, Box 14
Poughkeepsie, NY 12603
(800) 443-8196
Tel (845) 437-5400
Fax (845) 437-7008
alums.vassar.edu

Willa Vincitore ’92
Senior Director
(Clubs & Career Networking)
wvincitore@vassar.edu
845-437-5441

Maryknoll Barry ’86
Alumnae House Manager
mbarry@vassar.edu
845-437-7150

Diana Jedlicka
Associate Director
(Reunion & Class Programs)
djedlicka@vassar.edu
845-437-5398

Jane Lu ’17
Assistant Director
(Young Alum & Student Engagement)
janlu@vassar.edu
845-437-5443

Naomi Pucarelli
Administrative Assistant
npucarelli@vassar.edu
845-437-5446

The Vassar Fund

Stephen Gnojewski
Associate Director
(Volunteers)
stgnojewski@vassar.edu
845-437-5421

Lisa Lynch
Operations Manager
(Earliest classes through 1963)
lily Lynch@vassar.edu
845-437-7017

Sallie Moore
Administrative Assistant
samoore@vassar.edu
845-437-5418

Cheyenne Relyea
Administrative Assistant
crelyea@vassar.edu
845-437-5414

Tammy Carney
Administrative Assistant
tcarney@vassar.edu
845-437-5412

Susan Quade
Senior Associate Director
(Affinity Groups)
suquade@vassar.edu
845-437-5453

Patricia Lamark
Program Administrator
plamark@vassar.edu
845-437-5438

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