Introduction
Thank you for serving as a volunteer for the St. Olaf Fund! In this role, you will work with other volunteers from your class to increase awareness and support for the college.

This guide is designed with you in mind and should be used as a resource during your volunteer activities. We strongly encourage you to review the materials included. We hope the content will make your work easier and more successful.

Please contact the annual giving office at 800-733-6523 or fund@stolaf.edu if you have any questions.

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The St. Olaf Fund

The St. Olaf Fund is an exciting way to for you and your classmates to give annual, college-sustaining gifts. Unrestricted gifts still afford the college the greatest flexibility and should always be the first option considered and offered. But, at the end of the fiscal year, if more donors overall are engaged and the college as a whole has more money (restricted, unrestricted, etc.) because donors were able to restrict their gifts, consider it a job well done.

Annual gifts may be directed to three areas of emphasis:

**Financial Aid**
To ensure that talented and deserving students can attend St. Olaf, the college is committed to meeting the full demonstrated financial need of every student.

**Rigorous Academic Programs**
St. Olaf takes great pride in its ability to attract and retain a superior faculty. Gifts designated to academic program support provide resources for student-faculty research and other programming that directly benefits students.

**Robust Campus Life**
Annual gifts enhance student services and programs, athletics, buildings and grounds, and generally enrich life for everybody who lives and works on the Hill. Annual gifts also provide for the consistent care that will ensure the campus and natural lands are impeccably maintained and environmentally sustainable.

You may also choose the program, initiative, or department that reflects your passion and honors your time at St. Olaf.

**Donors**
Definition of a donor: Any person who gives a cash donation for any amount for any purpose in the current fiscal year.

- Multi-year and one-time pledges are not included.
- Multi-year and one-time pledge payments are included.
- Every donor is counted as a participant in class giving.

**Dollar Credit**
Annual giving definition of a gift: a cash donation in any amount in the current fiscal year.

Gifts that receive St. Olaf Fund class credit:
- Outright unrestricted gifts to support the operating budget
- Outright current restricted gifts supporting a particular department or program that could or would otherwise be supported by the operating budget
- Gifts made directly to an endowed SPENDING account

Gifts that do not receive class credit:
- Gifts to capital project
- Gifts to any endowed fund (Except during 25th and 50th reunions)
- Multi-year or one-time pledges

**Current Restricted Gift Distribution**
Designated gifts to the St. Olaf Fund will be used to support activities of the college in the following fiscal year, unless a donor specifically requests that the gift be used to support current year operations or is designated for an event scheduled to take place in the current fiscal year.

This enables the college to combine all gifts for any specific program and use them in a mindful way that will best enhance the program.

**Reunion Gift Celebration**
The dollar amount of all gifts for all purposes in that fiscal year are reported at the All Alumni Celebration to recognize the entire reunion fundraising effort. A class may or may not choose to report their St. Olaf Fund total separately.

25th and 50th reunion classes report all gifts and pledges starting the 21st and 46th year respectively and any additional multi-year pledges made in the current fiscal year.
St. Olaf Fund Results and Goals

<table>
<thead>
<tr>
<th></th>
<th>FY15 Result</th>
<th>FY16 Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dollars</td>
<td>$4.57 million</td>
<td>$4.94 million</td>
</tr>
<tr>
<td>Alumni Donors</td>
<td>7955</td>
<td>8154</td>
</tr>
</tbody>
</table>

2015 Reunion Gifts

<table>
<thead>
<tr>
<th>Reunion</th>
<th>Class</th>
<th>Dollar Amount</th>
<th>Participation</th>
</tr>
</thead>
<tbody>
<tr>
<td>65th</td>
<td>1950</td>
<td>$234,945</td>
<td>93</td>
</tr>
<tr>
<td>60th</td>
<td>1955</td>
<td>$587,957</td>
<td>102</td>
</tr>
<tr>
<td>55th</td>
<td>1960</td>
<td>$204,045</td>
<td>126</td>
</tr>
<tr>
<td>50th</td>
<td>1965</td>
<td>$5,029,492</td>
<td>219</td>
</tr>
<tr>
<td>45th</td>
<td>1970</td>
<td>$159,236</td>
<td>172</td>
</tr>
<tr>
<td>40th</td>
<td>1975</td>
<td>$60,181</td>
<td>116</td>
</tr>
<tr>
<td>35th</td>
<td>1980</td>
<td>$165,921</td>
<td>162</td>
</tr>
<tr>
<td>30th</td>
<td>1985</td>
<td>$92,890</td>
<td>143</td>
</tr>
<tr>
<td>25th</td>
<td>1990</td>
<td>$470,837</td>
<td>194</td>
</tr>
<tr>
<td>20th</td>
<td>1995</td>
<td>$71,660</td>
<td>104</td>
</tr>
<tr>
<td>15th</td>
<td>2000</td>
<td>$30,716</td>
<td>100</td>
</tr>
<tr>
<td>10th</td>
<td>2005</td>
<td>$17,729</td>
<td>129</td>
</tr>
<tr>
<td>5th</td>
<td>2010</td>
<td>$22,741</td>
<td>165</td>
</tr>
<tr>
<td>Senior Campaign</td>
<td>2015</td>
<td>$9,000.97 (Gifted and pledged)</td>
<td>347</td>
</tr>
</tbody>
</table>

*25th and 50th reunion classes report all gifts and pledges starting the 21st and 46th year respectively and any additional multi-year pledges made in the current fiscal year.

FY14 College Operating Expenses

FY16 Timeline

Class Fund Agent Activities

<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>October 14</td>
<td>CAMPUS KICK OFF</td>
</tr>
<tr>
<td>October 19</td>
<td>TWIN CITIES KICK OFF</td>
</tr>
<tr>
<td>October 27-November 10</td>
<td>FALL classmate contact BLITZ</td>
</tr>
<tr>
<td>NOVEMBER 10</td>
<td>ALL IN FOR THE HILL</td>
</tr>
<tr>
<td>December-January</td>
<td>Write Thank you letters to donors</td>
</tr>
<tr>
<td>February 17</td>
<td>Spring Class Letter Due</td>
</tr>
<tr>
<td>April 1-15</td>
<td>SPRING classmate contact BLITZ</td>
</tr>
<tr>
<td>Ongoing</td>
<td>Thank you notes to assigned classmates who make a gift</td>
</tr>
</tbody>
</table>

Phonathon

<table>
<thead>
<tr>
<th>Month</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>September</td>
<td>Non-donors and long-lapsed donors</td>
</tr>
<tr>
<td>October</td>
<td>Parents, Give Day Promotion</td>
</tr>
<tr>
<td>November</td>
<td>LYBUNTS and SYBUNTS</td>
</tr>
<tr>
<td>February</td>
<td>All alumni segments and fall refusals</td>
</tr>
<tr>
<td>March</td>
<td>All alumni and second asks</td>
</tr>
<tr>
<td>April</td>
<td>Fall refusals and second asks</td>
</tr>
<tr>
<td>May</td>
<td>Reunion and all other segments</td>
</tr>
</tbody>
</table>

Direct Mail/Additional College Activities

<table>
<thead>
<tr>
<th>Month</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>August</td>
<td>Online Honor Roll of Donors for FY15</td>
</tr>
<tr>
<td>September</td>
<td>Fall Annual Fund appeal</td>
</tr>
<tr>
<td>November</td>
<td>Calendar year-end mailing</td>
</tr>
<tr>
<td>December</td>
<td>Calendar year-end email series</td>
</tr>
<tr>
<td>January</td>
<td>Mid-year thank you and matching gift mailing to June-December donors who may be eligible for a match.</td>
</tr>
<tr>
<td>March 5</td>
<td>Black and Gold Gala</td>
</tr>
<tr>
<td>March</td>
<td>Spring Class Letters - reunion and non-reunion years</td>
</tr>
<tr>
<td>April</td>
<td>Donor appreciation calling from students</td>
</tr>
<tr>
<td>April</td>
<td>Fiscal year-end mailing</td>
</tr>
<tr>
<td>May</td>
<td>Fiscal year-end email series</td>
</tr>
<tr>
<td>June 3-5</td>
<td>Reunion Weekend</td>
</tr>
<tr>
<td>Ongoing</td>
<td>Pledge reminders Anniversary renewal letters</td>
</tr>
</tbody>
</table>
Volunteering Basics

St. Olaf Fund volunteers serve as part of a class fundraising team, sharing the responsibility of keeping in touch with fellow classmates and asking them to support the college annually through gifts to the St. Olaf Fund.

Above All: Have fun
Take time to enjoy talking to your classmates about their lives and what is happening in their part of the world.

These are interesting people with whom you probably have a lot in common. Use your annual fund duties to connect with old friends and befriend people who (so far) have been just acquaintances. People may not always say so, but they appreciate the work you are doing to help keep St. Olaf strong.

Lead by example
Never ask someone for a gift until you’ve made one yourself. Make sure that you give and that you feel really good about your gift before you begin your calls. By doing this, you will be asking from a position of strength, able to talk about your own decision, and confident in asking your assigned classmates to join you in supporting St. Olaf.

Contact 10 to 15 classmates to participate in annual giving
Over the phone, email, mail, or in person, you will act as “stewards” of your core group of 10 to 15 people. The purpose is to foster interaction between classmates and to have personal connections be the foundation of a successful class gift. This model works because it makes annual giving personal and puts the ownership of the program in your hands. Oles asking Oles to support the college.

Thank classmates, regardless of the outcome of your call
Your classmates could have directed their contributions to 1,001 other worthy causes, but they chose to give to St. Olaf and you should lead the way in thanking them. Every gift deserves a personal thank you. Even they weren’t able to give this year, thank them for their time. They will be more likely to give next year by being treated well this year. It solidifies the relationship between your classmate and St. Olaf.

Assist in writing and editing class solicitation letters
Work with the St. Olaf Fund staff members to personalize the annual class letter and include hand-written notes whenever possible. The more personal the letter is, the better the response.

Recruit additional volunteers
Many hands make light work! Recruit your friends to volunteer. By working together, volunteering can be a fun and rewarding experience.

Keep in touch
Maintain regular communication with your annual fund teammates and St. Olaf Fund staff by reporting solicitation results and passing along biographical information that may be of interest to the college, such as changes in email, address, employment, or marital status.

Stay current with campus issues and giving trends
Knowledge is power. The more you know about St. Olaf and higher education, the easier your job will be. Read St. Olaf Magazine and visit the St. Olaf website, stolaf.edu, regularly.

“Mayday! Mayday!”
If for some reason you cannot fulfill your annual fund duties, we understand. Careers and personal lives sometimes take unexpected turns. If this happens to you, let the annual giving office know as soon as you realize that you have to re-juggle your priorities. Your assigned classmates can be assigned to someone else. Some of our best fundraisers take some time off for one reason or another.

Volunteer On-Line Portal
St. Olaf has recently partnered with a provider of on-line fundraising tools for volunteers to utilize during the classmate contact process. This tool allows you to track giving progress of your assigned classmates, manage your points of contact with your assignments, and keep up-to-date on college happenings. Group and/or one-on-one training will be provided by your staff representative.
How to Give

THE DEADLINE FOR FY16 GIFTS IS MAY 31

Making a gift to the St. Olaf Fund is easy. Methods of payment include:

<table>
<thead>
<tr>
<th>Method</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web</td>
<td>stolaf.edu/giving (credit card or EFT)</td>
</tr>
<tr>
<td>Credit Card</td>
<td>American Express, Discover, MasterCard, Visa</td>
</tr>
<tr>
<td>Check</td>
<td>Payable to St. Olaf College</td>
</tr>
<tr>
<td>Electronic Funds Transfer</td>
<td>An automatic monthly debit from your checking or savings account.</td>
</tr>
<tr>
<td>Stock Transfer</td>
<td>Transfer of stock or mutual funds to the college</td>
</tr>
</tbody>
</table>

Web gifts
Credit card gifts may be given at any time on our secure giving site: stolaf.edu/giving.

Credit card gifts
Hundreds of alumni donors appreciate the convenience of a credit card when making gifts to St. Olaf College. After your classmate agrees to make a contribution, your immediate response should be, “May I put that on your credit card?” When taking a credit card gift, be sure to note the card type and repeat the card number and expiration date to the donor after you take it down. It is important to record the donor’s name as it appears on the credit card.

If a classmate makes a gift via credit card, please call the annual giving office or the St. Olaf gift coordinator at 507-786-3504 or mail the credit card information to the college as soon as possible so this gift can be efficiently processed. Please do not email or share credit card information in a voicemail on the college’s answering service. Shred the credit card information carefully as soon as it has been processed.

Sustaining St. Olaf
Making a recurring gift is an easy and convenient way to ensure that St. Olaf remains a vibrant and academically rigorous institution.

1. Visit stolaf.edu/giving to fill out the online form or call 800-733-6523.
2. Choose the amount you want to contribute each month.
3. Choose the account you’d like to use.

You may make changes to your monthly gift at any time. Contact the annual giving office at 800-733-6523 or send an email to fund@stolaf.edu.

Stock transfer
Classmates can also make a gift to the St. Olaf Fund by transferring stock or mutual funds to the college. If you would like more information about, or are interested in this giving option, please contact the annual giving office at 800-733-6523 or Treasurer’s office at 507-786-3016.
Fundamental Fundraising Terms

**BSTO**
Alums in the same class whose giving records are linked (married, significant others, etc.) The abbreviation stands for: "Both St. Olaf.” If two alumni records are linked but are not in the same class, it is commonly referred to as an alum/alum couple.

**Class Fund Agent (CFA)**
Alumni volunteer who contacts classmates to encourage their participation in the St. Olaf Fund. Contact is made through letter writing, email campaigns, and telephone calls.

**Endowment**
The endowment is a permanent fund from which approximately 4% of the four-year average value is spent annually. The endowment principal is invested under the guidance of the officers of the college and the Board of Regents. Endowment funds come from gifts designated by donors for that purpose and through unrestricted bequests that the regents designate for endowment. St. Olaf Fund gifts are not placed in the endowment.

**Fiscal year**
The St. Olaf College fiscal year runs from June 1 to May 31. Annual gifts are counted within this period.

**LYBUNT**
A donor who gave Last Year But Unfortunately Not This year.

**Manitou Heights Society (Planned Giving)**
Chartered in 1986, the Manitou Heights Society (formerly St. Olaf Associates program) recognizes individuals who have included St. Olaf College in their lifetime gift and estate plans.

Planned or deferred giving refers to gifts made through bequests, charitable trusts (which provide income to donors/beneficiaries), life insurance policies, and other long-term giving methods. For more information about the St. Olaf Associates program, please contact the development office at 800-776-6523.

**Matching gifts**
A matching gift is a contribution from a donor’s employer to colleges, universities, and other non-profit charities. St. Olaf donors are strongly encouraged to contact their employer’s human resources department for company-specific guidelines to secure matching funds for the college. For more information visit stolaf.edu/giving/matching-gifts.

**Restricted gift**
Any gift for a specific purpose. An endowment gift may also be restricted for specific purposes, such as a scholarship, professorship, an academic program, or a capital project. Current restricted gifts receive St. Olaf Fund credit. They often support specific academic areas or athletic teams and are expended within the current fiscal year. Capital and endowment gifts do not credit the St. Olaf Fund.

**Reunion giving**
Reunion is a special opportunity for alumni to celebrate their time at St. Olaf with an increased gift. After the reunion, many donors continue to make gifts at their increased level, giving the annual fund a boost. Nearly 20 percent of the annual fund dollars are raised through the reunion gift program. Reunion gift objectives are:

- Increase alumni participation and dollars raised for St. Olaf during the reunion gift campaign.
- Challenge alumni to “stretch” their giving in honor of their anniversary year.
- Invite members of the class who have not previously given to begin supporting St. Olaf and renew lapsed supporters of the college.
- Foster class unity, which leads to broader participation in the reunion gift campaign, on-campus reunion activities, and club events.

Reunion Weekend will be held June 3-5, 2016 for classes ending in a “1” or “6.”

**SYBUNT**
A donor who gave Some Year But Unfortunately Not This year.

**Unrestricted gifts**
The great majority of gifts to the annual fund are unrestricted. These gifts can be used for any need of the college, as identified and prioritized by the regents and president. Current unrestricted gifts support the current expenditures budget and are used within the fiscal year in which they are received.
Tips For Success

Before you ask for a gift
The first step is to remember why St. Olaf is important to you and why your classmates will want to support the college. You should feel good about this discussion and ultimately the ask!

- Make your own gift first. This will allow you to speak more confidently with your classmates about making a gift.
- You are approaching classmates, many of whom are friends. Their interest in St. Olaf College is likely to be similar to yours. In many cases your classmates are happy to chat with someone from their class.
- You are asking your classmates to support one of the finest colleges in the country.
- Most people enjoy giving to a worthwhile cause and will respond willingly. They tend to give more from the heart than from the head. People generally do not like to do what they ought to do, but rather what they want to do.

Be ready to explain why you support St. Olaf
Think out or jot down the reasons you give to the college and why you are volunteering for the annual fund. Work these reasons into a 30-second talk that you can readily give. Practice in your own words before you make your contact. Your enthusiasm and heart-felt reasons will resonate with others.

Do your homework
Before making a phone call or sending an email, familiarize yourself with your classmate and your classmate’s giving history. Ask yourself how you would like to be approached for a gift to the college and use this approach with others. Focus on those aspects of St. Olaf that your classmate would seem most interested in and remember to share news about your class.

A “no” is never about you
Don’t take it personally. Be polite; thank the person for his or her time. Follow up with a handwritten note.

After the ask
Regardless of the outcome, send your classmate a personal note. The importance of this personal contact cannot be stressed enough.

If your classmate made a credit card gift through you, there’s no need to enclose a gift envelope. If a classmate makes a gift via credit card, please call the annual giving office or enter the gift online as soon as possible so this gift can be efficiently processed. Then shred the credit card information.

Always remember to
- Smile while you speak on the phone! Classmates can hear the enthusiasm in your voice.
- Have a dialogue, not a monologue, with your classmates.
- Pay attention to detail.
- Use your best judgment. You know your classmates and your alma mater.
- Be flexible in your approach.
- Remember that it may take several contacts before you secure a gift or pledge.
- Don’t be discouraged if you get turned down the first time.

Volunteer Portal
Our new volunteer portal is a tool for you to use to select your assignments, track individual and class progress, coordinate classmate communications, and watch overall success of the annual fund. Training will be provided during the Kick Off events in October and then anytime afterwards to assist and support you as learn this new tool. Contact Amy 507-786-3617 or Gina 507-786-3394 anytime.
### Phone

#### Sample phone conversation

<table>
<thead>
<tr>
<th>Conversation</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hi, I’m Lee Smith, a St. Olaf classmate of yours, and I’m a volunteer calling on behalf of the St. Olaf Fund...</td>
<td>It is important to let people know that you are not a professional caller; they will let down their telemarketer defenses more readily once they know that.</td>
</tr>
<tr>
<td>It is important to let people know that you are not a professional caller; they will let down their telemarketer defenses more readily once they know that.</td>
<td>Is this a good time to talk?</td>
</tr>
<tr>
<td>Is this a good time to talk?</td>
<td>Remember to really listen to what you hear on the other end of the phone! If it is not a convenient time to chat, schedule a time to call back. Seek common connection and reminisce. If you’ve been back to campus recently, mention something you’ve seen or how the college looks.</td>
</tr>
<tr>
<td>Remember to really listen to what you hear on the other end of the phone! If it is not a convenient time to chat, schedule a time to call back. Seek common connection and reminisce. If you’ve been back to campus recently, mention something you’ve seen or how the college looks.</td>
<td>Our class is hoping to raise a significant gift for St. Olaf this year, and our goal is that xx percent of us will participate.</td>
</tr>
<tr>
<td>Our class is hoping to raise a significant gift for St. Olaf this year, and our goal is that xx percent of us will participate.</td>
<td>Last year we raised $<strong><strong>. You were a part of that, and we very much appreciate your gift. Would you consider a gift of $</strong></strong>?</td>
</tr>
<tr>
<td>Last year we raised $<strong><strong>. You were a part of that, and we very much appreciate your gift. Would you consider a gift of $</strong></strong>?</td>
<td>If the person has an objection to giving or is uncertain, he or she may bring it up at this point. You can give the person more information or offer encouragement. It’s okay to be silent and give them some time to think.</td>
</tr>
</tbody>
</table>

#### For past donors

<table>
<thead>
<tr>
<th>Conversation</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Have you had a chance to think about what you’d like to give this year?</td>
<td>You may hear... I thought I’d give $____,” which is an increase over last year.</td>
</tr>
<tr>
<td>You may hear... I thought I’d give $____,” which is an increase over last year.</td>
<td>To which you can respond... GREAT! Thank you!</td>
</tr>
<tr>
<td>To which you can respond... GREAT! Thank you!</td>
<td>Or, you may hear... Can you tell me what I gave last year?</td>
</tr>
<tr>
<td>Or, you may hear... Can you tell me what I gave last year?</td>
<td>To which you can respond... According to the information provided confidentially to me by the annual giving office, last fiscal year you gave $____.</td>
</tr>
<tr>
<td>To which you can respond... According to the information provided confidentially to me by the annual giving office, last fiscal year you gave $____.</td>
<td>But, if you hear... $____. (Exactly the same as last year or even less.)</td>
</tr>
<tr>
<td>But, if you hear... $____. (Exactly the same as last year or even less.)</td>
<td>Depending upon how long it has been since the person last increased his/her giving level and what you know in the individual circumstance, you might suggest...</td>
</tr>
<tr>
<td>Depending upon how long it has been since the person last increased his/her giving level and what you know in the individual circumstance, you might suggest...</td>
<td>Thank you so much for supporting St. Olaf once again! Would you consider increasing your gift to $____ this year. It would mean a lot to our class and to St. Olaf.</td>
</tr>
<tr>
<td>Thank you so much for supporting St. Olaf once again! Would you consider increasing your gift to $____ this year. It would mean a lot to our class and to St. Olaf.</td>
<td>Or, if you know that this particular classmate is stretching to give at last year’s level, you would respond,</td>
</tr>
<tr>
<td>Or, if you know that this particular classmate is stretching to give at last year’s level, you would respond,</td>
<td>Thank you so much!</td>
</tr>
</tbody>
</table>

#### For past non-donors

<table>
<thead>
<tr>
<th>Conversation</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>We’d sure like to count you with us this fiscal year. Would you consider making a gift of $____?</td>
<td>You may hear... I can’t afford to give anything. OR I can’t make a gift that’s significant. I’ll give later when I can afford to do something larger.</td>
</tr>
<tr>
<td>You may hear... I can’t afford to give anything. OR I can’t make a gift that’s significant. I’ll give later when I can afford to do something larger.</td>
<td>You can say... Every gift, no matter the size, is valuable to St. Olaf and to our class. Your participation is the best gift you can give the college. It’s important! When it comes to participation, we can’t count anyone else in your place. We really need you!</td>
</tr>
<tr>
<td>You can say... Every gift, no matter the size, is valuable to St. Olaf and to our class. Your participation is the best gift you can give the college. It’s important! When it comes to participation, we can’t count anyone else in your place. We really need you!</td>
<td>LISTEN! The best solicitors are the best listeners. What your classmate says, how he or she answers questions, should guide you. Listen for ideas and for feelings. Search for points on which to anchor your ask. Help your classmate feel good about giving.</td>
</tr>
<tr>
<td>LISTEN! The best solicitors are the best listeners. What your classmate says, how he or she answers questions, should guide you. Listen for ideas and for feelings. Search for points on which to anchor your ask. Help your classmate feel good about giving.</td>
<td>In all cases, we want to emphasize the importance of participation. If you are rebuffed at a higher level, try asking for a lower amount. Ask again, inquiring what may be a possible gift.</td>
</tr>
<tr>
<td>In all cases, we want to emphasize the importance of participation. If you are rebuffed at a higher level, try asking for a lower amount. Ask again, inquiring what may be a possible gift.</td>
<td>Try to get a definite commitment on the phone. Use your judgment. If something in your classmate’s life is holding up his or her decision, offer to talk after that event has taken place. “We’ll have to think about it” or “I have to talk this over with my husband/wife,” are tough to get around. Do your best to get a commitment. Follow up on your conversation with a handwritten note and make a note to place a follow-up call later.</td>
</tr>
</tbody>
</table>
| Try to get a definite commitment on the phone. Use your judgment. If something in your classmate’s life is holding up his or her decision, offer to talk after that event has taken place. “We’ll have to think about it” or “I have to talk this over with my husband/wife,” are tough to get around. Do your best to get a commitment. Follow up on your conversation with a handwritten note and make a note to place a follow-up call later. |"
When you get a “yes”

<table>
<thead>
<tr>
<th>That’s wonderful, thank you very much! May I help you with the details? You can make your gift right now over the telephone using Visa, MasterCard, Discover, or American Express.</th>
</tr>
</thead>
<tbody>
<tr>
<td>And, if applicable...</td>
</tr>
<tr>
<td>I see you work for a company that matches gifts. Would you take that extra step for St. Olaf and send in your company’s matching gift form with your gift?</td>
</tr>
<tr>
<td>Offer your phone number or the St. Olaf annual giving office 800-733-6523, for any questions that might arise. Be sure you verify their contact information to keep St. Olaf records up-to-date.</td>
</tr>
</tbody>
</table>

If you get a “no”

- Don’t give up. A “no” can often be turned into a “maybe” or a “yes” by suggesting your classmate determine the right amount for their family. Many people mistakenly assume that only large gifts are appreciated. Assure your classmate that ALL gifts are welcome and appreciated.
- Always remember to say thank you for the time your classmate has spent with you. If the person cannot consider a gift this year, say that you hope he or she will think about it for the future.
- Even if you don’t get a gift, you are strengthening the relationship between St. Olaf and that person.
- If you reach someone who says, “Why are you calling? I’ve already made my gift to St. Olaf this year,” don’t just thank them and hang up. See if perhaps it was made just recently or if there is confusion about fiscal year dates.
- It’s rare, but sometimes we have errors in our record keeping. This is the time to correct them. Let the annual giving office know of any discrepancies in gift recording.
- In the event you reach a disgruntled person, do not argue or pretend to agree with complaints that may come forth. Show your classmate respect by treating the concern seriously. Sometimes people are unhappy because of an incorrect perception about the annual fund or St. Olaf College. If you have the correct information, let them know. Otherwise, tell your classmate that you will have someone else respond. Then be sure to call the annual giving office, and have them determine the appropriate response.

Concluding the call

- Before getting off the phone, make sure you have verified all address, phone numbers, email address, and bio information. Note any changes on the profile report and be sure to relay these changes to St. Olaf.
- If someone makes a verbal commitment to give, send a thank-you note immediately, with a gift envelope enclosed, to confirm the amount of the gift and to remind the donor that gifts must be received by May 31. Be sure to watch your monthly report for the gift. If it hasn’t come through one month before the end of the fiscal year, make a follow-up call.
- If someone declines to give and wants no further contact from St. Olaf, please relay this information to the annual giving office.

Call strategy

If no one answers, or you get an answering machine, call only a couple of times. Leave a message if you wish. Then send a note or email telling your classmate that you are sorry you missed him/her and ask them for a gift. Don’t try to do all your calls in one day. Be willing to spend some time with each classmate on the phone finding some connection. Friday (surprisingly) and Sunday evenings are good times to call. Remember, gifts of any size make a difference.
Email

An email is sometimes the most effective way to reach your classmates. You can tailor each email to the person you are contacting and more easily open up a dialogue. Keep it short and sweet.

Sample email message

Hi __________! This is __________ from St. Olaf Class of __________.

I am volunteering to help raise support for the St. Olaf Fund.

Thank you for making gifts to the annual fund before (if appropriate). Our gifts have (continue to have) an immediate impact on students and make the St. Olaf experience as good as it was when we were there.

Please consider making a gift of $____ and visit stolaf.edu/giving. It's quick and easy.

Every gift makes a difference on the Hill—thank you for your help. I hope you are doing well!

Um! Yah! Yah!
Your name
Phone number

Social Media

Facebook, Twitter, Instagram, etc. are all great ways to stay connected to St. Olaf and with other Oles. The college may not always have the most up-to-date contact information for all of your classmates. In those cases, they can often be found and contacted through social media.

Follow or like the college’s official social media accounts

Twitter @StOlaf
Facebook stolafcollege, stolafadmissions
Instagram @stolafcollege, @stolafadmissions
YouTube stolaf

Tips for your use of social media

• Like, share, and retweet posts about reunion, events, or giving
• Share old photos for #TBT (throwback Thursdays)
• Share new photos of a St. Olaf “experience”
• Tag classmates
• Use #StOlaf, #StOlafCollege, or #UmYahYah
• Use your photoshop skills if you have them
• Have fun and be creative
Responding to Objections

While they may not work all the time, these responses to some common objections should be helpful. Remember your personal approach and tone really make a difference.

Questions and concerns
If there are any questions or concerns you do not feel comfortable answering, you may say the following:

“That’s a really good question, but I’m not sure I’m the best person to answer it. I would be happy to make a note and pass it along to the staff at St. Olaf and have them get back to you.”

I disagree with the decision to sell Classical 89.3, WCAL
St. Olaf is honoring the spirit of WCAL. The college believes it can do that best by enhancing programs that share chapel, concerts, academic presentations, and athletic events to Oles and friends of the college everywhere across the globe. Visit stolaf.edu/multimedia to enjoy live and archived video streams on-demand.

Business/economy is bad
I understand that now may not be the best time for you to give, but St. Olaf appreciates gifts at all levels and even a modest gift would include you in our class participation goal or...
I understand. May we write/call you again later this year? Your contribution is important to our success.

I support (so many) other causes
That is wonderful! St. Olaf continues to prepare students to be knowledgeable and responsible citizens who may go on to work for and support similar causes and organizations. Even if you give to other causes, please consider how unique and important St. Olaf is to you and give what you can. Alumni giving is crucial to maintaining the St. Olaf experience for today’s students. We all received support from alumni when we were students and now it’s our turn to give back.

I don’t agree with the college’s policy on... and cannot, in good conscience, support the St. Olaf Fund
Thank you for your feedback on this issue; I will be happy to pass your comments along. I do believe there are many great reasons to support St. Olaf. St. Olaf was an excellent place of higher learning when we were students and remains so now. I hope you will reconsider!

My child is a student at St. Olaf... I can’t give on top of tuition!
How is your son/daughter enjoying life on the Hill? I certainly realize that it is expensive to put a child through college. However, a gift at any level will help our alumni participation rate and will count you as a participant. Would you make a gift at a level which is comfortable for you?

Tuition should cover costs.
Tuition doesn’t cover total costs now and it didn’t when we were students. As in the past, tuition only covers 72 percent of the actual cost of a student’s education. That is why our gifts are so important — they help bridge the gap between what the student can afford to pay and the actual cost of a St. Olaf education.

If my son/daughter wasn’t good enough to be accepted by St. Olaf, then neither is my money.
That must have been a very disappointing experience. Some excellent students are not accepted for various reasons. I hope that your son’s/daughter’s experience at (the other institution) is/was satisfying. Please consider supporting St. Olaf again because of your own positive experience as a student and as an alum.

But I have already given this year!
Timing issue: Do you remember when you made that gift? The reason I ask is because it is possible that you gave during the calendar year, but not in the current fiscal year. (St. Olaf’s fiscal year runs from June 1 through May 31). If you wouldn’t mind, I’d be happy to check and get back to you.

I usually give in May
Great! Please consider making a pledge now in support of our class, which you can fulfill in the spring. An early pledge will help our class reach its goal faster without last-minute frenzy and will save the college the cost of sending additional solicitation pieces.

I already support the college’s (specific name) fund
That’s terrific. The St. Olaf Fund is inclusive of most gifts to the college. Thank you for your generosity!

I’m still paying back my loans/I’m in graduate school
I realize this might not be the best time for you, but even a modest donation of $xx or a gift in honor of your class year will raise our class participation levels. Gifts of all amounts are most appreciated. Can we count on you to participate in a way that is comfortable for you?
St. Olaf College 2014 Profile

Founded in 1874 by Norwegian Lutheran immigrants, St. Olaf is a nationally ranked liberal arts college of the Evangelical Lutheran Church in America located in Northfield, Minnesota.

Location
Northfield is a historic river town of 20,000 in the southeast part of Minnesota, just 45 minutes from the Twin Cities and Minneapolis/St. Paul (MSP) international airport. Downtown Northfield, within walking distance of campus, has been restored to recall the 19th century and features coffeehouses, sandwich shops, restaurants, gift stores, and local art galleries. Northfield is also home to Carleton College, an athletic rival whose campus is just across the Cannon River.

Campus
Known as “The Hill,” St. Olaf College’s picturesque 300-acre campus is home to 16 academic and administrative buildings, 30 student residences, and 10 athletic facilities. As a residential college, 93 percent of St. Olaf students reside in one of the 11 residence halls and 19 academic and special interest honor houses. Adjacent to campus are 325 acres of restored wetlands, woodlands, and native tallgrass prairie owned and maintained by St. Olaf, and a utility-grade wind turbine that supplies one-third of the college’s daily electrical needs.

Accreditation
St. Olaf College is accredited as a degree-granting institution by the Higher Learning Commission of the North Central Association of Colleges and Schools. The college’s academic programs are also accredited by the American Chemical Society, Commission on Collegiate Nursing Education, Council on Social Work Education, National Association of Schools of Art and Design, National Association of Schools of Dance, National Association of Schools of Music, National Association of Schools of Theatre, and National Council for Accreditation of Teacher Education.

Academic Calendar
St. Olaf College is one of only a handful of colleges and universities that adhere to a 4-1-4 academic calendar. The January Interim is a four-week period of intensive study that provides an opportunity for faculty and students to focus their attention on one course, offering a time for in-depth study. Many students choose to pursue off-campus and international study during this time.

Academic Program
St. Olaf College offers a traditional four-year liberal arts education distinguished by both breadth and depth. Within the bachelor of arts degree program, academic majors are offered in 39 different disciplines and subject areas in the natural and mathematical sciences, fine arts, social sciences, and humanities. Students also may pursue an individually designed major on any subject that permits coherent, in-depth study using resources available through the college. In addition to the bachelor of arts degree in music, the Music Department provides a professional bachelor of music degree with majors in performance, church music, theory and composition, music education, and elective studies. To enrich their learning, St. Olaf students may choose among 23 different interdisciplinary concentrations including Asian studies, environmental studies, linguistics, and neuroscience.

Off-Campus and International Programs
Number of Off-Campus Programs Offered 110
Sponsored Off-Campus Program Participants (2013–14)
Domestic 80*
Study Abroad 730*

Members of Graduating Class Participating
During College Career (Class of 2013)
Domestic 73%
Study Abroad 67%

*Totals may not agree because some students do both.

Graduation and Retention
2007 Cohort 6-year Graduation Rate 89%
Freshman-to-Sophomore Retention Rate (Fall ’13 to ’14) 93%
Degrees Awarded (2013–14)*

<table>
<thead>
<tr>
<th>Degree</th>
<th>Number Awarded</th>
</tr>
</thead>
<tbody>
<tr>
<td>B.A.</td>
<td>763 (98%)</td>
</tr>
<tr>
<td>B.M.</td>
<td>16 (2%)</td>
</tr>
<tr>
<td>B.A./B.M.</td>
<td>1 (0.1%)</td>
</tr>
</tbody>
</table>

Majors with the largest number of graduates (1026 majors awarded)*
1. Biology 112 (11%)
2. Mathematics 91 (9%)
3. Economics 90 (9%)
4. Psychology 74 (7%)
5. Chemistry 66 (6%)

*IPEDS data covering the period July 1, 2013 to June 30, 2014

Enrollment (Fall 2014)
Total Enrollment 3,034
Full-Time 3,989 (99%) 45 (1%)

Degree-Seeking Students 2,990
Men 1,259 (42%)
Women 1,731 (58%)

Total Student FTE* 3,004

Racial/Ethnic Composition
- American Indian or Alaskan Native 3 (0.1%)
- Asian, Non-Hispanic 168 (6%)
- Black or African American, Non-Hispanic 50 (2%)
- Hispanic 141 (5%)
- Multiracial 111 (4%)
- Nonresident International 220 (7%)
- Race/Ethnicity Unknown 24 (1%)
- White, Non-Hispanic 2,317 (76%)

Geographic Representation
- U.S. States/District of Columbia 50
- Other countries (includes American citizens living abroad) 73

*Based on CDS calculation of FTE by enrollment headcount: Full-time + (Part-time/3).

Entering Student Profile (Class of 2017)
Number Applied 4,875
Acceptance Rate 51%
Number Enrolled 765
Median Combined SAT Score 1,280
Median ACT Score 29
Average High School GPA 3.62
First Generation 17%
Financial Aid (2014–15)

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-Time Degree-Seeking Students</td>
<td>2,976</td>
</tr>
<tr>
<td>Total Institutional Gift Aid</td>
<td>$60.2 million</td>
</tr>
<tr>
<td>Students Receiving Institutional Gift Aid</td>
<td>88%</td>
</tr>
<tr>
<td>Aid Recipients That Were Need-Based</td>
<td>75%</td>
</tr>
<tr>
<td>Aid Recipients That Were Non-Need</td>
<td>25%</td>
</tr>
<tr>
<td>Based/Merit-Only</td>
<td>$35,740</td>
</tr>
</tbody>
</table>

Faculty (Fall 2014)

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-Time Faculty</td>
<td>215</td>
</tr>
<tr>
<td>Part-Time Faculty</td>
<td>119</td>
</tr>
<tr>
<td>Total Faculty FTE*</td>
<td>255</td>
</tr>
<tr>
<td>Full-Time Faculty with Ph.D. or Highest Degree in Field</td>
<td>93%</td>
</tr>
<tr>
<td>Full-Time Faculty with Tenure</td>
<td>129 (60%)</td>
</tr>
<tr>
<td>Student-Faculty Ratio*</td>
<td>12:1</td>
</tr>
</tbody>
</table>

Class Size (Fall 2013)

- Less than 20: 58%
- 20–29: 27%
- 30–49: 11%
- 50+: 4%

*Based on CDS FTE calculation: Full-time + (Part-time/3).

Administration and Finances

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operating Budget (2013–14)</td>
<td>$124.1 million</td>
</tr>
<tr>
<td>Endowment (May 31, 2013)</td>
<td>$435.9 million</td>
</tr>
<tr>
<td>Total Net Assets (May 31, 2013)</td>
<td>$613.6 million</td>
</tr>
<tr>
<td>Comprehensive Fee (2013–14)</td>
<td>$51,200</td>
</tr>
<tr>
<td>Tuition and Fees</td>
<td>$41,700</td>
</tr>
<tr>
<td>Room and Board</td>
<td>$9,500</td>
</tr>
</tbody>
</table>

Advancement (2013–14)

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gift Revenue Received</td>
<td>$21.5 million</td>
</tr>
<tr>
<td>New Pledges and Expectancies (will provisions, bequest intentions, and other new commitments)</td>
<td>$8.8 million</td>
</tr>
<tr>
<td>Total Fundraising Results</td>
<td>$30.3 million</td>
</tr>
<tr>
<td>Alumni of Record</td>
<td>35,649</td>
</tr>
<tr>
<td>Alumni Participation Rate</td>
<td>22%</td>
</tr>
</tbody>
</table>

Athletics

- 27 varsity teams, 14 for men and 13 for women, participate in NCAA Division III intercollegiate sports in baseball, basketball, cross country, football, golf, hockey, skiing (both Nordic and Alpine), soccer, softball, swimming and diving, tennis, track and field (both indoor and outdoor), volleyball, and wrestling. Athletic colors are black and gold, and the nickname for St. Olaf teams is the Oles. All varsity athletic teams compete in the Minnesota Intercollegiate Athletic Conference (MIAC), with the exception of wrestling and Alpine and Nordic skiing.

Music at St. Olaf

- With eight choirs, two orchestras, and two bands of the highest quality and dozens of smaller ensembles from Japanese taiko drumming to jazz to lyric opera, approximately one-third of St. Olaf students are involved in music. The three flagship ensembles, the St. Olaf Choir, St. Olaf Orchestra, and St. Olaf Band, annually tour the United States and frequently travel abroad. The St. Olaf Christmas Festival, featuring more than 500 student musicians comprising five choirs and the St. Olaf Orchestra, is one of the oldest music celebrations of the season in the United States and is broadcast on PBS nationally.

Student Organizations

- There are more than 200 registered student organizations at St. Olaf, including academic, athletic, awareness, multicultural, political, religious, service, and other special interest groups. Club sports include men’s and women’s rugby, men’s and women’s lacrosse, badminton, cycling, judo, dance, fencing, rowing, and waterskiing, among others. The Manitou Messenger is the student newspaper and KSTO 93.1 FM is the student-operated radio station.

Achievements and Recognitions

- According to the most recent National Science Foundation’s Survey of Earned Doctorates, St. Olaf ranks 12th overall among the nation’s 263 baccalaureate colleges in the number of graduates who go on to earn doctoral degrees. St. Olaf earned top 10 rankings in the following fields: mathematics/statistics and religion/theology (3rd); education (4th); biology and the life sciences and arts/music (5th); medical sciences (6th); chemistry (8th); and engineering (10th).

- St. Olaf has had five Rhodes Scholars since 1995. Two St. Olaf seniors were selected in the 2008 awards competition. Over the past two decades, only two other liberal arts colleges have had the honor of having two selections in a single year.

- With 91 percent of the class of 2013 reporting, 62 percent were employed within nine months of graduation, 24 percent enrolled in graduate school or other advanced study, and 11 percent engaged in full-time volunteer service.

- Five St. Olaf students were named Fulbright Scholars for 2014–15. Since 1995 99 St. Olaf students have received prestigious Fulbright scholarships.

- Thirty-two St. Olaf students have received Goldwater scholarships since 1995. The scholarships, which are granted to sophomores and juniors in mathematics, science, and engineering, are awarded on the basis of academic merit.

- More than two-thirds of all St. Olaf students study abroad before graduating. According to the Institute of International Education’s Open Doors 2014 Report on International Educational Exchange, St. Olaf ranked 1st among baccalaureate institutions in the total number of students studying abroad for the 2012-13 academic year.

- St. Olaf regularly ranks as one of the top 25 small colleges and universities in the nation (5,000 students or fewer) in the number of graduates who serve in the Peace Corps. For 2014, St. Olaf placed 2nd among its peers in current Peace Corps volunteers, with 15 volunteers serving overseas.

- St. Olaf has earned seven Academic All-American selections: three in baseball and one each in football, volleyball, women’s golf, and women’s track and field. One hundred and four student-athletes received Academic All-Conference recognitions by the Minnesota Intercollegiate Athletic Conference in 2013-14.

- St. Olaf has a strong track record of preparing students for careers in medicine and the health sciences. Approximately 75 percent of St. Olaf students who apply to medical school within three years of graduation arrive on campus in the fall of 2014. In 2013, with 29 scholars, St. Olaf ranked 4th among liberal arts colleges and 67th overall among all accredited four-year colleges and universities in the nation in the number of merit scholars in that year’s class.
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