



Dalhousie Alumni Class Giving Projects

WHAT IS A CLASS GIVING PROJECT?

At their core, Class Giving Projects are about Dalhousie alumni reuniting with their class and working together to make a difference in the lives of current and future students. Whether it's used for a scholarship or bursary, for enhancing the student experience, or for other initiatives that classes are passionate to support, Class Giving Projects offer alumni a chance to leave a legacy while fulfilling a need of students at the university. These projects are funded through the direct solicitation of the individuals in the class and receive guidance from Dalhousie's Office of Advancement, specifically the Annual Giving team.

HOW CAN DALHOUSIE HELP WITH MY CLASS GIVING PROJECT?

Dalhousie's Annual Giving team will work with you and provide key support to help with the success of your Class Giving Project. This includes:

- Connecting with the relevant faculty to align your class project with their current priorities and areas of greatest need;
- Creating a gift agreement, which outlines the criteria of the fund and ensures the intentions of the class are carried out for years to come, and an account to hold the funds at Dalhousie until they are ready to be used;
- Providing a list of names of alumni who can be contacted about the project;
- Assisting with the creation and distribution of communications, including emails, letters, phone scripts and social media posts;
- Creating an online giving link to provide easy donation options;
- Providing regular updates to the Class Giving Project Committee about the total funds raised.



How is a Class Giving Project set up?

STEP 1: CONNECT WITH DALHOUSIE'S ANNUAL GIVING TEAM

Have the class members, who are spearheading the project, get in touch with Dalhousie's Annual Giving team at classgiving@dal.ca. They will be happy to answer any questions and start you on the track to success.

STEP 2: CHOOSE A PROJECT, A GOAL, AND A COMMITTEE

Together, brainstorm project ideas that are meaningful to your class. Bring your ideas back to the Annual Giving team so they can confirm that the project will support needs of the students in the relevant faculty.

It is also helpful at this time to set an initial fundraising goal for the project. For example, "Raise \$25,000 for the Class of 1965 Bursary Fund by December 31st, 2022." The goal can always be adjusted later.

The class will also need to identify members to become the Class Giving Project Committee. This Committee, with logistical support from the Annual Giving team, will manage the project.

STEP 3: CREATE A PLAN OF ACTION

Next, the Class Giving Project Committee will meet with the Annual Giving team to brainstorm communication pieces and corresponding timelines for the project. It's important to be clear about your fundraising goals in your communications and build upon your class unity to show your excitement in working together to support Dalhousie students.

STEP 4: COMMUNICATE OFTEN!

Throughout the fundraising, the Class Giving Project Committee should take every opportunity to promote the project as a cause worth supporting. This could include in letters, class newsletters, websites and social media. Calling classmates individually can also be quite effective. Remind your contacts of the benefits of your cause in supporting current and future Dalhousie students. Finally, ask for commitments or pledges and remember to follow up!

STEP 5: CELEBRATE YOUR EFFORTS

At the end of your project, it's important to celebrate everyone's efforts and the impact the gift will surely have on current and future students. Remember, this is a rewarding activity that leaves a big impression in the lives of those that benefit from the gift!

QUESTIONS?

Dalhousie's Annual Giving team is dedicated to the success of the Class Giving Project, so please contact us with any questions you may have at classgiving@dal.ca