



Albion College Class Agents

Albion College class agents are alumni who are engaged with campus, stay in close contact with Albion friends, are well-organized, and are willing to give to Albion and solicit gifts from their friends and classmates. They are enthusiastic Albion alumni and excited to help!

Benefits of serving as a Class Agent

- Reconnecting with former classmates and the College
- Raising necessary funds that support an outstanding educational institution
- Enlisting class unity
- Invitations to special events such as the Grand Getaway, Lessons and Carols pre-reception, opportunities to sit in the Presidents Box during football games, and other special events

Class Agent Responsibilities

- Make an annual gift to the Albion College Fund at a level that is personally significant to you
- Build connections between Albion College and your classmates through on-going communications:
 - Giving:
 - Lead your class in the Influential 20s Competition , www.albion.edu/influential-20s
 - Write letters, or e-mails, to update classmates and be a part of our BritOnline segments, and other Annual Giving publishing's to ask classmates for their support
 - Follow up with all classmates on their giving regularly throughout the year
 - Thank classmates for their gifts with emails, phone calls and personal notes
 - Engagement:
 - Encourage classmates to submit class notes and contact information updates
 - Provide the College with updated contact information for your classmates as you receive it
 - Manage a social media presence for your class on Facebook, Twitter, LinkedIn
 - Serve as a liaison between Albion College and your classmates by letting them know the latest news at Albion and encouraging them to attend events
 - Assist in planning reunion events and/or identifying appropriate reunion chairs for your class
 - Admission:
 - Working with the Admission's Staff at prospective student receptions (if in your area)
 - Identifying any high school age students in your area
 - Participation in on-campus alumni panels for prospective students, if you are available

Albion College will provide:

- A class agent handbook and appropriate training
- Staff support in the annual giving office
- A list of classmates with contact information
- A monthly gift report for classmates
- Albion College stationery to use for thank you notes
- Samples of fundraising letters, social media outreach ideas and other Albion College communications

For more information contact Maria Carr, associate director of annual giving, at 517/629-0410 or mcarr@albion.edu. Also visit www.albion.edu/class-agents to see our current class agents and more information.