



# Class Ambassador Handbook

The Fairfield Fund



## Thank you for volunteering to be a Class Ambassador!

Thank you so much for volunteering for the Class Ambassador Program. You are part of an important volunteer initiative to build a culture of engagement and philanthropy at your alma mater.

As a class ambassador, you are the face of Fairfield University to your classmates and peers. Your advocacy and support, when combined with the contributions of others, have a huge positive impact on the University. Not only do your efforts inspire your peers to engage with the University – philanthropically and otherwise – they also foster a sense of class spirit and community.

We are so thankful to have you on our team! With your help, together we will meet and exceed our goals!

Go Stags!

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203-254-4004  
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fairfield.edu

*“A co-worker asked me why I’m still involved and give back to my university. My answer was simple: Fairfield deserves it.”*  
– Luigi ’14

# Your Role in Fairfield's Success

As a class ambassador, when you ask your classmates to join you by making a gift to support the school, you will help us increase alumni participation as well as keep alumni connected and engaged.



1.

## LEAD BY EXAMPLE

Your classmates are more likely to join you in giving back if you can share why you choose to support your alma mater. Consider making a multi-year pledge or recurring gift.

2.

## SHARE THE GIVING STORY

Contact your peers to share the impact alumni participation has on the University. Ask them to join you in making a gift to The Fairfield Fund to support academic excellence, our vibrant campus community, faculty development and retention, as well as financial aid, allowing many deserving students access to this world-class education.

3.

## THANK THOSE WHO CONTRIBUTE

A personal thank you goes a long way. You can use email or personal stationary to thank classmates. If you prefer, your staff liaison can provide you with Fairfield notecards.

*"I give to allow current and future students to have the same academic and extracurricular experiences as I did at Fairfield, which helped to shape the person I am today...  
Go Stags!"  
— Erin '16*

4.

## MAKE YOUR MARK!

Fairfield is ranked #3 among Regional Universities in the North, by the 2020 *U.S. News & World Report* - Best Colleges. A strong ranking increases the value of your degree, but we need strong alumni participation to sustain this special school. Our goal for Fiscal Year 2020 is 20% alumni participation. Your efforts WILL help make this happen!



*“I give because Fairfield gave me more than an education. Fairfield taught me to break boundaries, get involved, and continues to give me the resources that have helped me grow in my professional career.”*

*– Katherine '15*

## How do I ask my classmates to participate?

Leading by example is the simplest way to ask classmates to participate. As a class ambassador, when you ask your classmates to join you by making a gift to support the school, you will help us increase alumni participation as well as keep alumni connected and engaged.

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## Hints for Writing E-mails

- Choose a subject line carefully, for example: “Mike – Join me in supporting Fairfield”
- Include the direct link to online giving [fairfield.edu/give](https://fairfield.edu/give)
- Use personal, friendly, conversational language
- Thank your classmate for his or her support (if applicable)
- Include the ask amount provided on the contact sheet

## Hints for Making Phone Calls

- Start by talking about the University and sharing current information. Additional resources can be found on the class ambassador web page at [fairfield.edu/ambassador](https://fairfield.edu/ambassador)
- Thank your classmate for their past support (if applicable)
- Ask for the amount provided on the contact sheet, or suggest a narrow range
- If they want to make a pledge take their information and call or email us with that data. If they want to make a gift advise them to visit [fairfield.edu/give](https://fairfield.edu/give) or call us toll free at 1-877-748-5123

## Suggestions for Responding to Common Objections

### **Objection: “I have a child in college”**

**Reply:** “It’s clear that education is important to you. By giving to The Fairfield Fund, you help Fairfield provide the best possible education to its students.”

### **Objection: “Fairfield doesn’t need my money.”**

**Reply:** Tuition alone doesn’t cover the full cost to educate each student. We rely on annual giving and draw from the endowment to insure every student has access to a Fairfield education. Your gift to The Fairfield Fund supports financial aid, faculty retention and recruitment, academic programs, athletics, the arts, and so much more.

### **Objection: “I don’t know why you think I can afford a gift of ?”**

**Reply:** “Gifts of all sizes are important, and participation really matters. What size gift is right for you?”

### **Objection: “I don’t feel comfortable giving over the phone/ I’d rather send a check/Now is not a good time.”**

**Reply:** “You can send a check, made payable to Fairfield University, and mail to: Fairfield University Advancement Services, 1073 North Benson Road, Fairfield, CT 06824-5195. Thank you so much for your participation.”

### **OK, I’ll make a gift. Can I give you my credit card or make a pledge?**

**Reply:** If you would like to make your gift now by using a credit card the easiest way is to visit the online giving form at [fairfield.edu/give](http://fairfield.edu/give). Or, I can have someone from The Fairfield Fund Office call you to take your credit card or pledge. I can also take your pledge and notify someone to call you.



*“I give back because I wouldn’t trade my time at Fairfield for anything! It’s been 5 years since I graduated, and my closest group of friends to this day are friends I met during freshman year Orientation - it’s amazing.”*

*– Daniel ’13*



*“I give because I am grateful for my Fairfield experience and I want to make sure that other Stags have the same opportunities that I did while at Fairfield.”*  
– Kayla '17

## Increasing the Impact of a Gift

Your classmates can increase the impact of their gifts in a couple ways. If it seems appropriate to do so, encourage them to consider the following:

### Corporate matching gifts

Matching gifts can increase the size of a contribution. Be sure to ask your classmate for matching gifts through their employer(s). They can find out the procedure to apply for a match by contacting the human resources department at their company. To view a database with matching gift companies, visit [matchinggifts.com/fairfield](http://matchinggifts.com/fairfield).

### Recurring gifts

You can donate to Fairfield in monthly, quarterly, or yearly installments through our online giving at [fairfield.edu/give](http://fairfield.edu/give) OR give us a call at 1-877-748-5123.

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## The President's Circle

Step up and BE the difference by joining The President's Circle today! President's Circle members form the inner circle of alumni, parents, and friends who care deeply about Fairfield and support it with leadership gifts of \$1,000 or more every year. Young alumni are invited to become members by making a gift that increases by \$100 each year after graduation.

By making a President's Circle gift, you make it possible for us to provide our students with an outstanding education, attract and retain the best faculty, offer scholarships and financial assistance, service and spiritual opportunities, internships and career planning, and much more.

All contributions received from July 1 to June 30 (our fiscal year) – including matching gifts – qualify for membership. Monthly, quarterly, or semi-annual payment schedules may be set up.

For more information please contact:

Kristen Fitzgerald '03

Assistant Director, The President's Circle and Fairfield Fund  
203-254-4000, ext. 2091

[kfitzgerald11@fairfield.edu](mailto:kfitzgerald11@fairfield.edu)

## Ways to Give

**Online:** Please visit [fairfield.edu/give](https://fairfield.edu/give).

**Gifts in Honor:** You can also make a gift in honor of someone, or in memory of someone. Please visit [fairfield.edu/give](https://fairfield.edu/give) and fill out the form designating your gift.

**Telephone:** Call toll-free, 1-877-748-5123, with your MasterCard, VISA, or American Express.

**Check by Mail:** Make payable to Fairfield University, and mail to:

Fairfield University Advancement Services  
1073 North Benson Road, Fairfield, CT 06824-5195

**Gifts of Stock:** Classmates can also gift mutual funds and securities to the University. Please refer donors interested in these options to Lisa Sabia at 203-254-4000, ext. 2765 or e-mail [lsabia@fairfield.edu](mailto:lsabia@fairfield.edu).

Let us know if you are making a gift of securities by completing our stock gift form on our website at [fairfield.edu/securities](https://fairfield.edu/securities).

Please direct individuals interested in discussing options for planned giving to Stacie Kelly, Director of Planned Giving 203-254-4000, ext. 2511 or e-mail [skelly1@fairfield.edu](mailto:skelly1@fairfield.edu).

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## Social Media Best Practices

We have developed a social media toolkit to make it easy for you to post, promote, and share your Stag pride and enthusiasm all year long. It's tailored to best suit your social media use, and details how to share with your peers that they too can join the cause—with any size contribution—to help our Fairfield community continue creating opportunities for excellence at the modern, Jesuit Catholic University.

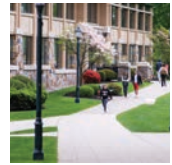
**To review the toolkit, visit [fairfield.edu/ambassador](https://fairfield.edu/ambassador).**

**Website:** [fairfield.edu/give](https://fairfield.edu/give)

**Facebook:** [facebook.com/FairfieldUniversity](https://facebook.com/FairfieldUniversity)

**Twitter:** [twitter.com/fairfieldu](https://twitter.com/fairfieldu)

**Instagram:** [instagram.com/fairfieldu](https://instagram.com/fairfieldu)



*"I give back because on my World Youth Day experience I learned that the Jesuit value of magis means doing more for others, more for our world. What better way to give than to give back to the place that shaped me into who I am."*  
— Meghan '10



# Fairfield University Alumni App!

The one-stop resource for alumni.

- Event Calendar
- Information Update Form
- Alumni Association
- Athletics
- Transcripts and Degree Info

*And lots more!*

Download **FairfieldU** in the App Store.  
Already have it? Tap the ≡ icon, choose  
“Persona Selection,” and select “Alumni.”



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UNIVERSITY

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#OnceAStagAlwaysAStag  
#GoStags  
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