

CAR Treasurer Best Practices – 2018

The following content has been gathered from the information provided by your fellow Treasurers in the 2018 Class Activity Reports (CARs).

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Dues Purpose & Philosophy

Class	Dues Purpose & Philosophy
Class of 1957	We view our dues collections as another opportunity to give back to the College, and think broadly about the various sources of giving (both individually and collectively) to leverage our Class giving for the benefit of both Dartmouth and our classmates.
Class of 1960	We encourage dues payment as an indication of continued connection of individuals as a class. The dues support our newsletter, website and DAM column.
Class of 1961	Our dues philosophy is that dues are an expectation for our classmates.
Class of 1966	Provide sufficient income for class projects, newsletters, and web site plus annual reserves to cover costs of major reunions for classmates.
Class of 1979	We collect class dues to subsidize our class outreach and general activities. We keep our dues low so as to maximize participation.
Class of 1980	We collect dues for class activities (mini-reunions, revenues, etc.) and for meaningful projects.
Class of 1981	We believe that class dues should be used primarily to support class unity and maintain and strengthen the bond that we began as undergraduates. With that goal in mind, dues are used to sponsor class activities, primarily in the form of mini reunions. We also publish and mail six beautiful newsletters each year. Dues are also used to help defray reunion expenses. Finally, we maintain class identity and pride by contributing to the current undergraduate experience in the name of the great class of 1981!
Class of 1984	Communication, Engagement and Participation is my philosophy toward class dues As treasurer, I have a fiduciary obligation to do my best to solicit dues from each and every classmate, while having empathy for classmates, should this year not be a good year for them to participate.
Class of 1988	We use dues to fund newsletters, mini-reunions, class projects and subsidize major reunions.
Class of 2001	Considering that there is no longer a need to fund DAM subscriptions, our usual expenses are fairly low - primarily paper mailings and some mini-reunion costs. Therefore, our main focus with the funds that we collect is funding a significant Class Project.
Class of 2003	Collect funds to support class connections including but not limited reunions and mini reunions.
Class of 2017	In addition to funding mini-reunions and saving for our 5th Year Reunion (dues payers get 5% off their reunion ticket for each year they pay), we also felt strongly that we should use some of our dues for a class project.

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Dues Structure

Class	Dues Structure
Class of 1955	Basic dues are \$55 however an additional, voluntary \$25 is added for the class scholarship fund plus another, voluntary \$25 for the class gift fund. Many pay \$105.
Class of 1958	The Class dues philosophy is to set the dues figure at \$58 and then solicit the dues with an appeal to add funds for the projects the Class has adopted at its annual meeting.
Class of 1961	We provide an opportunity on the dues form to add a contribution to our projects and to also contribute to the Class of 1961 Legacy for the Performing Arts, and most dues payers so contribute.
Class of 1964	We maintain a separate bank account for Mini reunions which are designed to be funded by attendees.
Class of 1978	We set annual dues of \$78 several years ago. Dues are used to cover the newsletter, mini-reunions, dues solicitation and account maintenance costs, and -- most importantly -- to support class projects. Classmates can also opt to give additional amounts to specific projects or to the class's key priorities.
Class of 1985	We solicit dues and allow an additional commitment for Class Project.
Class of 1986	We offer a 2-tiered dues structure - \$55 for regular membership and \$86 to join the '86 Honor Roll which allows the class to contribute \$31 to projects.
Class of 1988	We have held the price flat at \$50 and offered multi-year options.
Class of 1989	We continue to find success (positive ROI) on even our third physical mailing
Class of 1990	We have structured dues to cover our operating expenses and small reunion expenses plus give us some leeway to increase funding to our class project, Dartmouth Partners in Community Service.
Class of 1995	We offer two levels for dues - a basic \$45 donation, or a 95 Club donation of \$95. We also solicit additional donations to our Class Project in any amount.
Class of 1997	We launched a PayPal account for the first time in 2017-18, giving classmates an option besides checks to make their donations.
Class of 2001	Because our expenses are low, we have maintained the same level for our dues (\$35), but then we also provide an option for people to contribute additional amounts towards the class project (to a total of \$50, \$75, and \$100). A fairly large proportion of dues payers choose to add a project contribution, which is great!

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Dues Communications

Class	Dues Communications
Class of 1958	The projects are explained to the class members in the three solicitations sent out during the year. A best practice is to have three dues solicitations and then follow up with a LYBUNT special letter in mid May.
Class of 1960	Also, several classmates appended personal appeals to the third solicitation, requiring special handling of the mailing, an innovation of possible use by others.
Class of 1961	We send out a paper solicitation and repeat two more times for non-payers plus an electronic follow-up. In addition, we provide an on-line payment capability for those who wish to go on-line to pay.
Class of 1962	Creative, uplifting dues solicitation letters
Class of 1971	Use our powerful communication tools, newsletter, class notes, web sites and individual mailings/ meetings to highlight the good made possible by each classmate's dues. A substantial number thus include an optional contribution, one for \$1800. We canvassed members of the Executive Committee by email before the second and third dues mailing with a list of classmates who had not yet paid dues (LYBNT and non-LYBNT) to encourage them to contact anyone on the list whom they knew who had not yet paid.
Class of 1977	Dues are voluntary, but we encourage participation by being transparent regarding how we spend the dues to build connections with current students through projects, and continuing class connections through various activities.
Class of 1978	We continued to push hard for participation, with three snail mail solicitations and several email blasts, focused on various cohorts of classmates who had not paid dues (exco members, those who had paid dues more than 5 times over the years, more than 10, never, etc), as well as direct targeted appeals to individuals. All of our communications are focused on the class projects, including where possible engaging materials about how the grants have been used to enrich the lives of undergraduates. We also have to recognize that between dues, DCF, Campaign, and the '78 Bunkhouse, we have been bombarded with gift requests this year. We have focused on coordinating communications to address this -- our take away is simply to be as thoughtful about multiple fundraising demands as possible, and acknowledge them clearly in communications.
Class of 1979	Monthly thank you notes to all dues payers, generated from the Quick Base automatic report. It felt great to send emails that were NOT asking for payments!
Class of 1981	This May I emailed all classmates who hadn't paid dues (as opposed to only targeting LYBUNTs). I was pleasantly surprised that my chatty email was effective in prompting classmates who don't usually pay dues to send in their payment. In fact three classmates who had NEVER paid dues, paid this year. People like a personal request. Reaching out is almost always well received. I sent a thank you to everyone who responded to my end of year appeal.
Class of 1982	No solicitation of class dues at our 35th Reunion. We prefer to keep fundraising away from our reunions. Will send out multiple year dues letter in September 2018. Plan to increase our dues.

Class	Dues Communications
Class of 1984	<p>I think it is important to communicate and ensure that every classmate clearly understands the uses for class dues and how they can be engaged in the actual application of those funds (whether it be via tents at Homecoming, mini-reunion get togethers, class projects, etc).</p> <p>While not novel, what worked well was to clearly state the distinction between Class Dues and DCF Funding in all of our communications with the class. A more detailed explanation PLUS the material Class Project this year seemed to help our classmates understand the difference, which in turn led to greater giving.</p>
Class of 1985	Supporting the projects is foremost in our communications strategy.
Class of 1988	We have tried to differentiate dues are for class activities and DCF is for the College so as to avoid confusion. We believe our participation has stayed high due to ongoing use of dues solicitations to those who have not paid and offering multi-year options.
Class of 1990	We use our dues mailings to tell stories about class activities, which, makes dues another way to link us together, rather than be just another bill.
Class of 1995	We also use our dues solicitation letters and an additional avenue for promoting everything our class is doing!
Class of 1996	<p>A second mailed reminder to classmates to make sure to pay class dues resulted in a substantial increase in class dues payments as well as a sizable increase in funds collected for purposes of class projects.</p> <p>As our class has managed finances well over the years, we avoid the hard ask and instead focus on working to encourage dues as well as contributions to the class project fund.</p>
Class of 1998	<p>This year we followed a dues program consisting of two paper mailings in the fall and winter. In recent years we have realized minimal contributions from the third mailing in the spring, and so we have not participated in that mailing the last two years. We regularly mention dues payments in our class newsletter, and have worked to steer classmates towards PayPal both for convenience and for processing fees that are lower than what Ledyard Bank charges for check deposits.</p> <p>We also sent out a LYBUNTs email in June and an email targeted to attendees of our 20th reunion who had not yet paid dues.</p> <p>Philosophically, we have not been overly aggressive about driving dues participation per se, but we have consistently promoted our class support of Summer Enrichment at Dartmouth (SEAD), which has drawn considerable positive feedback from our class.</p>
Class of 2002	<p>We leverage the print dues solicitation letters as a way to connect with our classmates, beyond asking for money; for example, our last letter highlighted our class project and reminded people how to submit updates for the Class Notes.</p> <p>Our letters summarize where the money goes, and makes the distinction between class funds vs. DCF.</p>
Class of 2016	<p>We try to incorporate traditional dues methods (e-mails, etc.) with more informal dues collection, which takes place during the social events we host and by communicating with people over social media.</p> <p>We're planning a comprehensive fundraising campaign in the back half of this year. We'd previously received feedback that the 2016 class felt overwhelmed by the immediate post-graduation requests for monetary contributions to Dartmouth, so we took our foot off the gas pedal for ~ a year. With some distance since graduation, we</p>

Class	Dues Communications
	feel more comfortable about ramping up another fundraising campaign, which we hope to do in a very collaborative manner.
Class of 2017	Dues mailers that help create a sense of community worked better than a straight ask for dues, as the straight ask elicited a more negative impression from the start.

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Mechanics and Tools

Class	Mechanics and Tools
Class of 1966	We transitioned to total on-line banking. Bills are all paid through Citizen’s Bank Bill Pay, eliminating postage and other handling fees. Dues payments, other than peak periods after dues solicitations, are deposited using a “Mobile Deposit” app. Small expenditures (copying, etc.) and expenses for our 75th Birthday Mini-reunion (2019) are charged to a debit card.
Class of 1999	Combining dues payments with reunion registration significantly helped our participation.
Class of 2002	Our class project fundraising is tied in with the dues process, which works well.
Class of 2003	Using PayPal and credit card only payments has been a significant improvement for our class.
Class of 2005	We attempted to make it quick and easy for classmates to pay this fall by experimenting with PayPal invoices. It confused some folks since we were not able to change the word invoice to donation request, but it was an overall success. We have the most # of dues payers from one email that we've ever had. We will continue to explore/test new options going forward.

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Projects and Giving

Class	Projects and Giving
Class of 1957	We gave \$12,000 each to our Great Issues Innovations Fund and Hopkins Center Travel Fund, plus \$3,000 to Athletic Sponsors program. Classmates actively participate in the activities that arise from the two funds. During the last four years, we have given more than \$500,000 to the Great Issues Innovations Fund, and we have begun to build the Hopkins Center Travel Fund from \$50,000 to at least \$100,000 in the coming four years. The Class of '82 has just established a Great Issues Innovations Fund that will run parallel with ours, thus ensuring continued funding of the related activities at the Dickey Center for many years after we have gone.
Class of 1960	We support Dartmouth students through several class projects, the Dorm Art Program being our class' first in the country innovation, later copied on several other campuses.
Class of 1961	"Our high dues participation and classmate project contributions have enabled us to generously support class projects, maintain and increase our support of the Class of 1961 Legacy for the Performing Arts endowment and provide a \$50,000 initial contribution this year to establish our new Robert Frost Endowment for the Arts and Foreign Relations. We also continue to contribute \$100 to the Class of 1961 Legacy for the Performing Arts in memory of each classmate who dies."
Class of 1964	Dues provide the resources necessary to Fund Class Projects which support the College.
Class of 1992	We changed our class projects funding strategy. We reduced number of projects to 3 under the theme of Mind, Body & Spirit and increased the funding to each. For Mind, we sponsor Women In Science Project (WISP). For Body, we sponsor Dartmouth Athletic Sponsors (DAS). For Spirit, we sponsor Dartmouth Partners in Community Service (DPCS). These three projects were also chosen with the goal of connecting our classmates with current students. For each program, we have specific students we have sponsored through the class projects and become "adopted" members of our class. We report on the student and their projects in our newsletters and invite them lunch during Class Officers Weekend.
Class of 2017	For FY 2018, we will be donating three books to the Memorial Book Fund in memory of our deceased classmates, and making a donation to Dartmouth Cares to support mental health resources on campus.

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Planning and Investments

Class	Planning and Investments
Class of 1966	<ul style="list-style-type: none"> • The Class Executive Committee approved the formation of a Class Investment Committee, to meet semi-annually to determine investment vehicle(s) for surplus cash (defined as total assets less one year's expenses). The Committee, composed of the President, Treasurer, one other member of the Class Exec Committee, and two Registered Investment Advisors from the class, held its first meeting in January. The template used to form the Committee was found on the AR website. Second meeting set for August 2018. • We solicited newsletter production and distribution bids from our 50th Reunion Yearbook supplier. With AR's approval, we switched from Dartmouth Mailing to BeSpoke Publishing. Besides saving \$500 per 12 page issue (\$2K per year), we maintained the \$400 AR subsidy for the first three issues and improved delivery by two to four weeks. Subsequently, negotiated a one year contract for fiscal 2018-19 with our new Newsletter supplier, holding print production and mail labor at 2017-18 levels.
Class of 1977	<p>Our treasury has benefited from focused investments in equity mutual funds from 2012-2017, with oversight provided by the entire Executive Committee. We formed an investment sub-committee of people with financial/risk experience to review the strategy and make appropriate recommendations. They recommended, and implemented a strategy of divesting equity investments down to the level of portfolio appreciation since the strategy was adopted (\$40,000), maintaining working cash, and investing the balance in a treasury ladder. In effect, the cumulative contributed dues are protected by being invested in low cost treasuries, while preserving the ability to realize upside.</p> <p>The investment sub-committee continues to meet by conference call in advance of class calls to review the portfolio and recommend any additional actions.</p>
Class of 1980	<ul style="list-style-type: none"> • "We put together a long term projection of class financials, based on estimated participation and mortality rates along with gifts, reunions and other expenses. We were trying to determine if we had sufficient funds over the lifetime of the class. It rationalized our current budgets. • With the increase in interest rates, I have started to buy CD's again to provide interest income. • Once a year I send to the presidents the bus list (the passwords, in case I get hit by a bus)."
Class of 1988	<p>We create an annual budget every year and review trends on an ongoing basis with the class officer exec team throughout the year. This is an important tool for both short-term funding decisions as well as assessing longer term projects.</p>

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Other Best Practices

Class	Other Best Practices
Class of 1960	We engaged in extensive outreach to our peer group classes, developing a plan based on their input.
Class of 1982	<ul style="list-style-type: none"> • Pass It On program allows classmates who overpay dues in a particular year to pass it on to classmates who are unable to pay dues that year. Classmate who overpays is offered full refund, allocation to future year dues payment or to pass it on. Those receiving dues are informed by email to ensure they accept the gesture willingly. • Created 82 Undying to recognize classmates with 100% dues participation from 2000-2018 (similar concept to Hal Ripley, but you can fix with back payment). Many classmates paying back dues. Now standing at 346 members of 82 Undying (36% of class). • Multiple Year dues option. This requires thorough and careful bookkeeping. • Will also add Class Gift solicitation for 1982 Great Issues Scholars Endowment in multiple year dues letter.
Class of 1986	This year, we were successful in communicating class goals and the increased level of programming that we have instituted more clearly and frequently. Through enhanced Class Notes, a reinvigorated Newsletter, and a more comprehensive website we were able to inform the class more regularly about the great work that our Secretary, Mini-Reunion Chair and Compassio Committee were engaged in. I believe that our class responded positively to our agenda and that we our building momentum for an even more successful 2018-19.
Class of 1992	We work with DCF to co-sponsor a dues / DCF promotion. If a classmate both pays dues and makes a gift to DCF, we send classmates a picture from our time at Dartmouth and thank you card. This is our 4th year doing the promotion and it is a cost effective way to increase dues and DCF.
Class of 1995	Our class has worked hard to increase our connections with classmates through mini-reunions, our Empathos committee, a revived newsletter, and increased social media presence. We think this increased visibility is paying off in increased dues collections, particularly at our 95 Club level.
Class of 1996	While being considerate of classmates' time and the number of asks, work in coordination with DCF efforts to ensure the highest participation.
Class of 2016	I've worked closely with our social chairs, particularly in NYC where I live, to host a diverse array of events. These events highlight the benefits of our class dues and bring the class closer together. We've emphasized having unique events (not just happy hours although those events work well too), and the wide-ranging nature of our events has attracted a diverse group of peers.
Class of 2017	Clear funding guidelines created by a vote and with solicited input are key – it makes it easier to get funding completed and makes the process much more transparent.

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