

# CAR - Best Practices Report - FY2016

## Treasurer

### Class of 1946

Ann Harvey of Alumni Relations does a great job for us.

### Class of 1957

See above.

### Class of 1958

For a best practice, make sure you have at least three (3) dues solicitation mailings per fiscal year with an additional LYBUNT mailing in May.

### Class of 1959

- We continue to believe that the most effective way to urge dues payments from classmates is telephone calls. After that, highly personalized emails (instead of mass emails.)
- By personalized I mean containing references to things we did together in Hanover or since.

### Class of 1961

Keep class mates involved. We have had out of Hanover mini reunions that have been very successful as well annual minis in Hanover. This is one way to maintain interest in the class which results in greater dues participation.

### Class of 1962

Timely, transparent completion and distribution of financial information, tax returns, and dues letters.

### Class of 1966

1. Invested surplus from 25th reunion in strip bonds that matured just prior to 50th reunion. That money, plus other reserves, enabled class to permit classmates to attend their 50th reunion free of charge.
2. Transitioned from a predominately paper based dues solicitation to email, resulting in an increase of dues participation from 49% of eligibles to 55%. Significantly decreased the costs for printing and mailing --- from \$1,456 the year prior to \$610 for the current year.
3. Added a dues section to the College based online reunion registration which helped the class raise dues participation from 49% to nearly 55%. Those who paid twice because they did not check to see if they had already paid will have their second dues payment applied to the next dues year.

### Class of 1967

Keep your own accounts.

### Class of 1970

N.A.

### Class of 1972

Elect a treasurer as capable as ours.

### Class of 1975

We increased dues from \$50 to \$75 and experienced less than a 2% loss (N=6) of dues payers.

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### Class of 1976

None

### Class of 1977

Maintained availability of credit card dues payment option but charged additional fee to offset higher costs.

Conducted a \$25k mini-reunion in Jackson Hole, Wyoming.

Grew class reserve/endowment and accumulated cash in anticipation of upcoming reunion spending.

### Class of 1979

The Class continued with the "'79 Club", recognizing those classmates who paid dues and contributed to the Class Project with their name on a special page on the '79 website

### Class of 1980

--Don't be afraid to ask for dues, and ask again.

--Use the iModules tools. It is a lot simpler than you think to use the system. I updated for the treasurer's website a Powerpoint I had done originally two years ago on sending LYBUNTS emails.

--THANK people. I try to write an email to ALL online dues payers.

--Be transparent with your financial information.

--Also, make sure your president(s) have the "Bus List"--access to all systems in case you get hit by a . . . bus.

### Class of 1981

We sent our first email solicitation in several years to LYBUNTS

in early May. In the span of three weeks we received dues payments from 18 classmates. Several classmates also emailed a thank-you for the reminder message. An email to classmates who usually pay dues with a gentle reminder can be fruitful and is very simple to do.

### Class of 1982

For the second year, we have implemented "Pass It On" dues program. When a classmate inadvertently overpay dues, we send a note to the classmate to offer them a full refund OR to gift their dues to "Pass It On" dues program. At the end of the year, we allocate gifted dues to our most loyal dues payers that may have just overlooked the current year, not unusual with our busy lives. We send a mail to the recipient classmate to advise them that they have received a "Pass It On" dues gift and offer them an opportunity to opt out. Occasionally, the classmate makes their dues payment which then allows us to allocate to yet another classmate.

The Pass It On program is yet one more way to connect our classmates.

### Class of 1983

This year we recruited a classmate to be in charge of thanking classmates. She sent a nice handwritten note to each classmate who paid class dues.

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### Class of 1985

In an effort to promote the socially conscious goals of our Class, we added a special add-on to our Class dues solicitation, allowing Classmates to top up their Class dues with an extra \$35 (for a total of \$85), with the \$35 earmarked solely for Class Projects.

We did a Green Eggs & Ham video challenge, to get classmates to donate to Class projects.

### Class of 1986

This is my swan song as treasurer for my Class so this is more of a reflection than a brag. The role of treasurer has changed over these 10 year because we do not have to write an annual check to the Alumni Magazine. That has allowed us to increase our Class Treasury but to what end? After much discussion, the ExCo decided to make a large donation and substantially reduce the size of the treasury. Moving forward, I believe it would be helpful to have a discussion within the Class Officers Assoc. on suggested practices. (Andrea)

### Class of 1988

It is extremely valuable to be able to collect dues for multiple years. We already have nearly 18% of the class paid up for dues until the 30th reunion (179 classmates), greatly simplifying the dues solicitation, mailing and tracking processes. Additionally, this option saves us considerable expense on future dues mailings. It can present issues within Quickbase because the system cannot handle pre-payments out for more than 2 years. We are working with other Treasurers and Hanover to find a solution to this problem (see below in "Goals" for more detail).

Last year, we created a multi-year budget to forecast our income, expenses, reserves, and special funding needs through the 30th reunion. By budgeting for the 4-year period, we were able to set goals with regard to the reserves we would leave to the next incoming class officer team. Additionally, we were able to determine how much we could " earmark " annually from excess revenues to be set aside for our class project for our 30th reunion, plus what additional fund raising we would likely need to meet our goals. While we created this budget in our 2nd year of our term, the goal would be to create the budget for the full 5-year term. The budgeting tool was created with both flexibility and user-friendliness in mind. The budget can easily be adjusted just by changing inputs in the input sheet, without having to adjust any of the calculations. This budget can be compared against actual spending on a regular basis (quarterly, semi-annually, or annually) to ensure that we are on track to meet our financial goals.

### Class of 1989

Raised price from \$45 to \$55, but participation held steady

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### Class of 1992

#### Recommended Best Practices

- Invest dues collected in ways that will increase class engagement. The number of classmates that pay dues reflect their level of engagement and so investments that increase class engagement lead to increases in dues collection.
- Look for cost-effective programs to fund that increase Class engagement (it doesn't have to cost a lot) – we fund costs of small mini-reunions, caring committee for Classmates going through difficult time (e.g. loss of spouse or child), Engage 92 which encourages Classmate to participate in community service in the month of April, NCAA basketball tournament online pool with small prizes for the winners.
- Work with DCF to coordinate and co-promote dues and DCF contributions. We launched a promotion where classmates received a commemorative photo from our time at Dartmouth (this year they received a picture of the Grinch ice sculpture from Winter Carnival). In addition to our 3 dues request letters highlighting the promotion, DCF sent our 2 written letters and an e-mail highlighting the promotion. Through our joint communications, we are able to more clearly articulate the difference between what dues are used for and for what the DCF contributions are being used.
- Do all 3 dues letter solicitations in combination with dedicated e-mail dues solicitations. Our experience is that the 3rd physical dues request mailing still has a very positive contribution well above break-even. E-mail solicitations are free; treasurers just need to balance the frequency and timing relative to the physical dues requests letters.
- Don't just use dues request letters to ask for money. Use them as communication opportunity for treasurers to highlight class accomplishments and how the class is investing the money
  - o For example, focus dues solicitation messaging on (1) Class Projects being funded as a way of connecting the Class with specific students currently at Dartmouth and (2) highlight specific programs you are funding with dues that increase Class engagement
- Evaluate the economics of accepting credit cards via dues request letters with Ledyard. Credit card fees increased and there is a fixed cost component such that a class needs a significant number of dues payments in order to justify the payment processing costs.
- Encourage the use of PayPal to pay dues online as it is cheaper than check via Ledyard and classmates can go and pay anytime of the year vs. checks with the dues letters which only happen 3 times a year
- Send out thank you e-mails to all dues payers at the end of the year highlighting any Class news – dues payers who pay after the first letter don't get the benefit of seeing information on subsequent dues letters
- Maintain a webpage on Class Website showing who has paid dues for the current fiscal year – then in dues solicitations you can direct Classmates to check this page if they aren't sure they've paid their dues for the current fiscal year or not
- Consider switching to Ledyard Plan if you are Wheelock Plan – we switched and it freed up a significant amount of time for me to think more strategically about Treasurer function

### Class of 1995

Our Class Committee has been very active this year in increasing mini-reunion activity and increasing Class "buzz," and we've seen a corresponding increase in our non-reunion-year dues participation. We are also starting to see more significant participation in Class Project donations above our base dues amount, which again I believe is attributable to increased communications about the project. We hope to continue these trends.

### Class of 1996

I am particularly proud of the Class Officer Travel Expense Reserve Fund. It has allowed us to ensure that any member of our Class can be a member of the Executive Committee without having to worry about the cost of travel to CoW or to Alumni Council being prohibitive. In fact this has allowed our current Alumni Councilor to offset part of her travel expenses.

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### Class of 1998

We increased our participation rate from 20% to 24%, a good outcome but short of our unofficial 25% goal. The third dues mailing did not produce the same number of dues payments that the first two did, for the second consecutive year ; we will be skipping the third paper mailing in FY17 and instead doing monthly dues requests via email. We also repeatedly promoted PayPal as the lowest-cost method of paying dues, with excellent results; 133 classmates used PayPal in FY16, more than double the 65 who used it in FY15; this meant considerable savings on processing fees.

### Class of 2000

Plan large contingencies for reunions and assume conservative attendance figures. The class of 2000's reunion budget vs. actuals came in approximately \$9,500 to the good.

### Class of 2001

Our class has developed a serious commitment in the past 5 years to giving back to the College with class projects. We have completed 7 projects during my 5-year tenure, mostly oriented toward service and toward making the student experience more transformative and meaningful.

This year our class was able to contribute to the College with two class projects--a memorial project for our classmate Adam Tanney (helping to buy a rowing scull in his name) and a major gift of \$10,000 to SEAD, helping to bring high schoolers from under-resourced schools to Dartmouth to expand their own dreams and help Dartmouth contribute more broadly in the world.

This is our class's biggest gift back to the College yet, and we are excited to have grown the treasury and expanded our ranks of dues payers (by about 10% from 5 years ago) so as to make it possible.

### Class of 2002

Although we offer three tiers of class sponsorship, including a low \$25 option for our classmates on a budget, about half of our classmates choose to give more than the minimum.

This year we also established a Class Sponsor Honor Roll page on our class website, where we post the names of classmates who have sponsored the class this fiscal year. This provides some recognition, and allows people to easily check whether they have made their payment this year yet.

And last but not least, we had our first "corporate" sponsor this year, raising \$250 for the class in one gift!

### Class of 2003

We smoothly transitioned away from Ledyard credit card processing to paypal only.

### Class of 2004

N/A

### Class of 2006

None

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### Class of 2008

Not a brag, but it may be helpful for other classes to know some of our policies that we've developed over the last eight years:

Mini-reunions: \$10/head for classmate attendance up to \$250 total is our general rule of thumb for reimbursement. Generally though if there are at least eight '08s we'll reimburse in full as long as it doesn't exceed \$250. Most of the time we'll agree to an amount beforehand and then treasurer will send a check or PayPal payment to whoever organized the event after the fact as reimbursement. We require receipts, total attendees and total '08s in order to get reimbursed and also request photos.

COW: we have budgeted \$1000/year for the 4 principal class officers (president, VP, treasurer and secretary) to spend on flights back to Hanover. Also, if anyone carpools to Hanover with anyone going back to COW, we will pay for gas. If receipts exceed \$1000, then we do a prorated reimbursement for everyone. In reunion years, we will include the reunion chair(s) in this subsidy.

We got rid of accepting credit cards through Ledyard last year and it seemingly had no effect on our participation and we saved a ton of money.

Facebook "boosts": Whenever we post an important message on our Class of 2008 Facebook page or advertise a mini-reunion, we will spend \$10-20 to "boost" the message so that it reaches our page followers. We will make it last the week before an event and we think it helps with attendance and general class activity visibility. Very easy to set up with Facebook.

Reunion discounts: We are toying with the idea of having a discount code for our 10-year reunion for those who pay dues this year. The discount would be at least the amount of class dues.

### Class of 2009

We spent a lot of time investing in the class this year to demonstrate our value before making a final dues push towards the end of the year. We hope to capitalize on our 4+ mini-reunion events by using photos and stories from these events to give our classmates a fresh perspective on contributing to the class as we now have tangible benefits to point to when asking for sponsorship.

At the end of the fiscal year, we announced a campaign to send surplus aluminum water bottles from our fifth reunion to '09s who paid their class sponsorship (dues). The campaign is still ongoing so we have limited data, but thus far we have seen a modest uptick in sponsorship participation due to the campaign.

### Class of 2011

Reunion Registration was by far the greatest route for getting members to pay their class dues.. need to consider similar methods that can be taken advantage of in the future.

### Class of 2014

To the younger classes, Venmo is a great tool to use for dues collection.

### Class of 2015

Better giving, 2x in some cases, than other young alumni classes