Table of Contents

6 Amplify Your Impact
7 Critical Needs for Support
8 Scholarship Support and Financial Aid
10 The Annual Fund vs. Endowment
12 FY21 Class Gift Committee Goals
13 Committee Member Responsibilities
14 Volunteer Fundraising Portal
16 Outreach Scripts
18 Handling Donor Objections
20 Eliot Society Benefits
21 Ways to Give
22 Frequently Asked Questions
24 Other Opportunities to Connect with WashU
26 Glossary of Terms
Welcome to the Class Gift Committee!
Amplify your impact and pay it forward to the next generation.

**What is the Class Gift and why is it important?**

In 1917, the Class of 1892 celebrated their 25th Reunion by making Washington University’s first-ever Reunion Class Gift. These gifts celebrated the Class of 1892 while supporting current students. Over 100 years later, Washington University alumni continue the tradition of paying it forward in honor of their own Reunions. While any gift to Washington University counts as part of the Class Gift, a large majority of Class Giving is designated towards the Annual Fund. Last year, Reunion Class Gifts amounted to over $1.4 million raised for the Annual Fund.

The Annual Fund enables Washington University to respond to current priorities and opportunities to enhance educational programs and resources. Annual Fund Class Gift contributions, from alumni around the world, help support the unrestricted funds for the university. These gifts provide the university’s critical margin of excellence in its mission of teaching, research and service to the community and society. Our need for Annual Fund support is increasing at Washington University. As we continue to recruit and educate some of the best students, faculty and staff in the country, we must work to alleviate any obstacles that may prevent them from fully enjoying the Washington University experience.
THE CLASS GIFT HELPS WASHU CREATE, FOSTER AND GROW OUT-OF-THE-CLASSROOM EXPERIENCES INCLUDING:

- Supports student success for areas related to student’s progression through college such as:
  - Academic fees not covered by financial aid
  - Emergency travel
  - Medical expenses not covered by insurance
  - Global education program (study abroad) stipend programs
  - Career and graduate school application expenses including appropriate attire, travel expenses and testing fees
- Offers resources for scholarships to ensure that qualified students of every economic, ethnic, geographic and social background have the opportunity to attend Washington University
- Grow and sustain mentorship among students, alumni, and working professionals
- Supports the hiring of eminent professors which attracts talented students with their inspired teaching
- Pools together critical funds to supplement and supply lifesaving research which provides countless learning opportunities for our students and residents
- Creates, sustains and supports outstanding extracurricular programs, facilities, recreation and premier Division III athletic programs
- Allocates scholarships and other forms of support for student veterans pursuing degrees through the Yellow Ribbon Program
- Allows our libraries and technology services to provide seamless digital access to information in all formats along with friendly, expert support from staff
- Provides critical crisis response funds for students and employees in need during the COVID-19 pandemic. The funds also support the school as they switch in-person coursework to online methods in a very short time-frame
Scholarship Support is more important now than ever.

Annual Named Scholarship

With a minimum gift of $5,000, you have the opportunity to name an annual scholarship and sponsor an individual student in any of the university’s schools. This incredible experience allows you to connect personally with your student and learn more about their academic and career interests. An annual scholarship can be named for you, another person or an organization of your choosing. You may also support a student through a scholarship anonymously.

Undergraduate alumni who have graduated in the past five years, or graduate and professional alumni below the age of 35 who have graduated in the past five years, may establish a Young Alumni Scholarship with a gift of $2,500.

FINANCIAL AID AND SCHOLARSHIPS HAVE INCREASED AFFORDABILITY AND ACCESSIBILITY TO WASHU.

- 15% pell-eligible** students
- an increase from 6% in 2013
- 95% graduation rate** for students obtaining a Bachelor’s degree
- $271M** total amount of university scholarship aid allocated to all students
- 16,291 total enrollment of undergraduate and graduate students
- 27%*** of scholarship aid awarded was provided by donor-supported scholarships
- $56,300 undergraduate tuition***
- 41%* of students received scholarship support last year
- $46,042* the average need-based scholarship
- Together, we have provided 800*** Annual Fund scholarships and fellowships for students

*Academic year 2018 - 2019
**Academic year 2019 - 2020
***Academic year 2020 - 2021
“My scholarship has allowed me to not need to think about how... [to] get food tonight, or tomorrow, or next week. I don’t have to think about my textbooks, I don’t have to think about how I’m gonna pay for housing, or where I’m gonna live... This gift was a scholarship for four years, but it is something that has set me up for success for the rest of my life.”

SHAYNA, CLASS OF ’21

“Being able to go to an institution like this, and just being able to focus on accomplishing and... [getting] where I need to be, hitting the books as hard as I need to hit them, taking care of myself, and growing as an individual each and every day. That’s been a wonderful opportunity... Because you opened doors for a young man who didn’t have a lot of options. And you gave me options. Thank you because you honestly change lives for the better.”

DETRIC, CLASS OF ’21

“Being a scholarship recipient, first and foremost, allows me to come to this university. The scholarship goes towards fostering the goals and ideas and dreams of so many students across the country. Your scholarship gives us the opportunity to chase our dreams, to go way beyond what we even expected for ourselves.”

JOHN, CLASS OF ’20
The operating revenue for schools on the Danforth campus is a combination of tuition and endowment income. The endowment is comprised of nearly 3,600 individual funds designated for specific purposes by the donor in areas such as financial aid, research, programs and initiatives, and capital projects to create a secure foundation for our future. By law, the university may only use these funds as the donor intended. The university may only spend a small portion of the income (typically 4-5% totaling 10% of total operating budget) from the endowment market value each year to ensure financial stability of the institution for years to come.

The Annual Fund is made up of unrestricted gifts that are invested in academic programs such as scholarship support, student research, professorships, and technology. These gifts significantly bridge the gap between tuition and the full cost of a high quality education. While the university has a strong endowment, Annual Fund support is still vital.

**Annual Fund vs. Endowment**

In 2020, every $1 in Annual Fund support provided the equivalent spending power of $22 in endowment.

Last year, Reunion Class Gifts amounted to over $1.4M in unrestricted support.

The endowment provides 10% of the operating revenue in a typical year.

**Sources of Annual Fund Support**

- **Alumni**
  - $15.9M (53.5%)
- **Friends**
  - $6.4M (21.5%)
- **Agencies & Groups**
  - $0.3M (1.0%)
- **Parents**
  - $2.8M (9.5%)
- **Foundations**
  - $1.2M (4.0%)
- **Corporations**
  - $3.1M (CO) (10.4%)
WHAT’S THE DIFFERENCE?

ANNUAL FUND

FOR EVERYDAY EXPENSES

unrestricted

helps cover what tuition does not

flexible

available for immediate use

SMALL GIFTS ADD UP

ENDOWMENT

INVESTMENT

FOR THE FUTURE

provides lasting security

often for a restricted purpose

financial stability

perpetual support

FOR EVERYDAY EXPENSES

short-term

available for immediate use
For more information on your Class Gift goals, please visit your class website:

<table>
<thead>
<tr>
<th>Class of</th>
<th>URL</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>wustl.advancementform.com/campaign/</td>
</tr>
<tr>
<td></td>
<td>class-of-2020</td>
</tr>
<tr>
<td>2016</td>
<td>wustl.advancementform.com/campaign/</td>
</tr>
<tr>
<td></td>
<td>class-of-2016</td>
</tr>
<tr>
<td>2011</td>
<td>wustl.advancementform.com/campaign/</td>
</tr>
<tr>
<td></td>
<td>class-of-2011</td>
</tr>
<tr>
<td>2006</td>
<td>wustl.advancementform.com/campaign/</td>
</tr>
<tr>
<td></td>
<td>class-of-2006</td>
</tr>
<tr>
<td>2001</td>
<td>wustl.advancementform.com/campaign/</td>
</tr>
<tr>
<td></td>
<td>class-of-2001</td>
</tr>
<tr>
<td>1996</td>
<td>wustl.advancementform.com/campaign/</td>
</tr>
<tr>
<td></td>
<td>class-of-1996</td>
</tr>
<tr>
<td>1991</td>
<td>wustl.advancementform.com/campaign/</td>
</tr>
<tr>
<td></td>
<td>class-of-1991</td>
</tr>
<tr>
<td>1986</td>
<td>wustl.advancementform.com/campaign/</td>
</tr>
<tr>
<td></td>
<td>class-of-1986</td>
</tr>
<tr>
<td>1981</td>
<td>wustl.advancementform.com/campaign/</td>
</tr>
<tr>
<td></td>
<td>class-of-1981</td>
</tr>
<tr>
<td>1976</td>
<td>wustl.advancementform.com/campaign/</td>
</tr>
<tr>
<td></td>
<td>class-of-1976</td>
</tr>
<tr>
<td>1971</td>
<td>wustl.advancementform.com/campaign/</td>
</tr>
<tr>
<td></td>
<td>class-of-1971</td>
</tr>
<tr>
<td>1966</td>
<td>wustl.advancementform.com/campaign/</td>
</tr>
<tr>
<td></td>
<td>class-of-1966</td>
</tr>
<tr>
<td>1961</td>
<td>wustl.advancementform.com/campaign/</td>
</tr>
<tr>
<td></td>
<td>class-of-1961</td>
</tr>
<tr>
<td>1956</td>
<td>wustl.advancementform.com/campaign/</td>
</tr>
<tr>
<td></td>
<td>class-of-1956</td>
</tr>
</tbody>
</table>
Class Gift Committee Roles & Responsibilities

Enthusiastic alumni volunteers are key to the success of the Washington University Reunion program. As a committee member, you will connect with your classmates and help solicit their support for your Reunion Class Gift. This gift recognizes the occasion of your Reunion and provides resources that will have a positive impact on current and future students. We know that 80% of our alumni are unable to attend in-person Reunion. The Class Gift allows alumni from around the world to participate in this milestone anniversary. Our committees play an important leadership role in these efforts.

The primary responsibilities of Class Gift committee members include:

- Recruit three fellow classmates to serve on the committee.
- Participate in four video conference calls. This committee is completely virtual.
- Make a gift of any amount toward your Class Gift.
- Encourage your classmates to support your Class Gift. We will provide you with training and tools to easily reach your classmates online, in person, or by phone or mail.
- Serve as signatory for print and online communications to help us recruit others. It’s all about name recognition and power in numbers!
- Review solicitation letters to classmates and provide your electronic signature.

TENTATIVE TIMELINE

- **September 2020**
  - COMMITTEE ORIENTATION
    - Attend our simple onboarding training session.

- **October 2020**
  - CONFERENCE ZOOM CALL
    - Attend your first committee meeting.
  - KICKOFF THANK YOU CAMPAIGN
    - Thank classmates who have already given to the Class Gift. Focus on retention.

- **November 2020**
  - CONFERENCE ZOOM CALL
    - Attend your second committee meeting.
  - GIVING TUESDAY
    - Promote the Giving Tuesday Challenge.

- **December 2020**
  - EXECUTIVE CHAIR NOTECARD
    - Provide a signature and review notecard to classmates (if you are an Executive Committee member).

- **February 2021**
  - CONFERENCE ZOOM CALL
    - Attend a joint meeting with the Reunion Host Committee.

- **March 2021**
  - REUNION HONOR ROLL
    - Include your electronic signature on a letter and email to classmates with the class honor roll.

- **April/May 2021**
  - CLASS GIFT CHALLENGE
    - Promote the Class Gift Challenge leading up to Reunion weekend. April: 1st through 45th; May: 50th+.

- **May 2021**
  - CONFERENCE ZOOM CALL
    - Strategize ways to meet your Class Gift goal.

- **June 2021**
  - END OF FISCAL YEAR
    - Make the final push to reach your Class Gift goal.
Volunteer Network Fundraising Portal

Welcome to the Volunteer Networking Fundraising (VNF) tool! The www.ClassAgent.com portal is the one-stop destination for committee members to contact and solicit prospects. The platform will free you from spreadsheets and paper lists to stay focused on outreach. The portal will guide you through the process, letting you know your next action as well as providing scripts and other resources at the right moment.

Volunteer Network Tour

A quick guide to the different features on your platform

- **Notifications:** Communications and announcements from WashU staff. Any new notification will appear in the top left of the screen when you log in. You can also access any notifications, past or present, via the button at the top right. You will receive an email (or a push notification if enabled on the mobile app) when a message is sent.

- **Resources:** A repository for any documents provided. Examples include: volunteer guides, walkthroughs, committee rosters, and additional reporting.

- **My Prospects:** List of the prospects that have been assigned to you. Click on the name to see the profile detail and perform your next action.

- **Dashboard:** Located at the top of the page, this section allows you to monitor your progress as you work through your list. Results are instantly captured as you complete your contacts, providing feedback on your progress. The Donors chart displays the number of your assignments who have made a gift this year. The Donors Thanked chart displays the number of your assigned donors who you have thanked.

- The Volunteer Network Fundraising mobile app is available for iOS and Android devices via each app store by searching for “Volunteer Network Fundraising.” The app provides tools similar to the web portal to help view and contact assignments, track progress, and send thank-yous.
MOBILE APP

USING VOLUNTEER NETWORK FUNDRAISING

Getting started

- **Confidentiality Agreement:** Electronically submit the form required each year by WashU for your access by visiting wustl.advancementform.com/universal/wuconfidentialityform/enter.
- **Activation:** Follow the link in the registration email with subject line “Activate your Volunteer Network Fundraising Account.”
  - Your username is your email address. You create your own password.
- **Logging in:** Once your account is activated, you can log in anytime at www.classagent.com or the mobile app.

Contacting your prospects

- From your dashboard, select a prospect by clicking on the name from your My Prospects list.
- On the left side of the profile you can review information including contact info, major, current employer, and current and previous year giving status.
- Click View Scripts to explore different contact methods and templates provided. Be sure to personalize the content to make each contact more meaningful!
  - **Emails:** Select your preferred email server to pull up a draft email in your browser and use the provided script.
  - **Letters:** Use the email templates as a guide to write a hand-written letter. Mailing addresses are provided.
  - **Texts:** Use this script to type a text in the text message feature of your mobile phone. In the mobile app, the text option will automatically pull up the script with the prospect’s mobile phone number.
  - **Phone:** Please find the phone script talking points under Resources to help guide your conversation.

Logging your activity

- Provide notes.
- Report outcome.
- Remind yourself to check back in.

Thanking your prospects

- Your dashboard notes gifts in and you will receive email notifications.
- Click Send Thank You under I Want To... in the prospect’s profile.

Questions? Contact Emily Ashrif at eashrif@wustl.edu or 314-935-2848.
Dear {donor name},

Can you believe it’s been nearly [xx year[s]] since our graduation from Washington University? So much has changed in our lives since that time, and campus looks a bit different, too!

I hope you will consider commemorating this milestone Reunion by contributing to our Class Gift. Your participation not only supports current and future students but also improves WashU’s rate of alumni giving, a key factor in university rankings. Helping students and enhancing the value and prestige of our own degrees? Giving to our Class Gift is a win–win!

Your gift of any amount to any area of the university count toward our Class Gift total. Carry on a longstanding university tradition of giving back. Make a gift in honor of the Class of [xxxx] and our amazing WashU experience today.

With gratitude and best wishes,

[Name]
[xx] Class Gift Committee
SAMPLE PHONE SCRIPT FOR REUNION CLASS GIFT OUTREACH

Hello, may I please speak to [name]? My name is [your name], from Washington University calling on behalf of the Class of [Year]. Do you have a few minutes to chat?

[Pause for response]

In honor of our [number] milestone anniversary from graduating from WashU, I hope you will consider supporting the Class Gift. [Number] years ago we had an exceptional experience and now alumni like us can pave the way so students can continue to experience the same Washington University that we did. This year, giving back is especially critical as our students’ transitioned to online learning and our faculty redirected their research toward solving COVID-19. We anticipate an increased need for student support and scholarships to accommodate the financial strain this global pandemic has placed on students and families.

I am a part of our Class of [Year] Class Gift committee, a group of our classmates giving back with our time to make a difference in the lives of students and world renowned research. I choose to support WashU because [insert your WashU story here]

Would you consider supporting our Class Gift? Any gift to anywhere at WashU counts towards our Class Gift. Your support will automatically count towards our goal since we know your class year.

Yes…
Thank you so much for your support. Your gift truly makes a difference! Would you mind providing your email? I’d like to follow-up with ways to make your donation.

No…
Thank you for your consideration and your past support. I will make a note of your decision. It was nice speaking with you today. Do you mind if I connect you to [our city/s] staff liaison to stay in touch with WashU news and resources?

Maybe…
Thank you for your consideration. We hope you will renew your support by June 30. Do you mind if I connect you to [our city/s] staff liaison to stay in touch with WashU news and resources?
Handling Donor Objections: Gracefully converting a “no” to a “yes”

There will be times when your contact will be hesitant to make a commitment to Washington University. Here is a list of some scenarios in which a donor may be on the fence, or initially object to giving, and potentially how to respond to them.

**Tip:** A “no” in the present does not always mean a “no” for the future. Thank your contact for their time and for letting you know their response. Ask if they would be willing to tell you why and then offer to connect the donor with your staff liaison to address any questions, concerns, or to keep in touch with local WashU news and events.

**I have a concern, question or issue about the university.**

I understand your concerns. Washington University appreciates feedback from alumni and parents. Would you mind if I share your concerns with our staff liaison?

**I do not want to give my information to you over the phone.**

I understand your concerns. I called because it is nice to be able to connect personally with Washington University alumni and to hear about your experiences. Would you mind if I followed up by email with more information and the link to give? Is there an area of the university in particular you would like to know more about? I’d be happy to answer any of your questions after our phone call.
The university does not need my money. I give to local organizations which have have greater needs.

OPTION 1:
I do understand. I give to _______ and other charities. I also support higher education because I believe in its role in shaping young professionals and global citizens. Washington University students earn a world-class education and have opportunities to better serve their communities through research and service. In addition, many St. Louis nonprofits and programs rely on partnerships with the university. So, I hope you will consider supporting Washington University at some level this year. Would a gift of $____ make sense?

OPTION 2:
I do understand. What organizations do you currently support? Washington University is currently active in some of these areas that you are passionate about. Would you mind if I connected you with our staff liaison to share more about the type of work WashU is involved in?

I am currently paying off student loans or I am in graduate school
I completely understand. Because many of Washington University students need some type of financial aid, many recent graduates are paying off student loans. Is there another level of support that you would feel comfortable giving? Last year alone, over $1.9 million was raised for scholarships with gifts between $1 and $100. The combined total of gifts from you and other recent graduates truly adds up to make a difference for our students.

My child/grandchild did not get into Washington University
I am so sorry your family is disappointed. I am sure the university missed out on a wonderful student. May I ask where your child chose to attend college? How has their experience been so far? I hope that your own Washington University experience was positive and that you may still consider a gift to support an area of the university that was meaningful to you.
Eliot Society Benefits

Many Class Gift celebrants may want to consider joining the Eliot Society, WashU’s leadership annual giving society. Learn more about the benefits of joining.

- **Sumers Recreation Complex passes or memberships**
- **Benefit value off the cost of many daily-use Danforth Campus parking permits (some restrictions apply)**
- **Visitor parking access (some restrictions apply)**
- **Checkout privileges at university libraries and online database access on campus**
- **Opportunity to become a member of The Whittemore House—or have the Eliot Society make reservations when you visit St. Louis Affiliated memberships to the Association of College University Clubs (acuclubs.org) are also available.**
- **Invitation to the annual Eliot dinner in St. Louis**
- **Complimentary invitations to WU Networks events and events exclusive to members in your area**
- **Participation in the Alumni Association Travel**
- **Reunion registration discount**
- **10% discount in the bookstore for Washington University branded items.**
Ways to Give

Corporate Matching Gift
You can search for your employer to learn about matching gift benefits at matchinggifts.com/wustl. Ask the donor to be sure to check with his/her company for details. For more information on obtaining a company’s matching gift form, please contact Diane Fitzsimmons in the Annual Giving Office at (314) 935-3832 or matchinggifts@wustl.edu.

Planned Gifts
There are many options for making a planned gift to Washington University including bequests, life income gifts, closely held stock, life insurance, real estate, tangible personal property, and charitable lead trusts. For more information about these options, please contact the office of Planned Giving at (800) 835-3503 or plannedgiving@wustl.edu.

Online Giving
To make a secure online gift or payment on an existing pledge, go to gifts.wustl.edu. You can also establish recurring credit card payments to contribute a specified sum over multiple smaller payments through the fiscal year.

By Phone Using Your Credit Card
Please call the Annual Fund office at (877) 215-2727. Washington University accepts American Express, Discover, MasterCard, and Visa. Please be sure to provide the card number, expiration date, and name as it appears on the card.

Check
Payable to Washington University. Please mail with gift form to:
If using USPS:
Washington University
Campus Box 1082
1 Brookings Drive
St. Louis, MO 63130
If using FedEx or UPS:
Washington University
7425 Forsyth Blvd
Suite 2555
Clayton, MO 63105

Appreciated Securities
Most gifts of appreciated securities that have been held long term are fully deductible at fair market value and the donor does not incur a tax on the unrealized capital gain. The following information will be needed by your financial institution to make the transfer:
Institution: Wells Fargo Advisors
DTC #: 0141
Acct. Name: Washington University
Acct. #: 6457-3816
Attn: Matthew Erbacher - Financial Advisor
Tax ID #: 43-065-3611
Please also notify Marissa Barnes in the university’s Gift Accounting office of the expected transfer. Marissa can be reached at (314) 935-5761 or mspeno@wustl.edu.
Frequently Asked Questions

I just gave a few months ago. Why are you asking again?
The university’s fiscal year runs July 1, 2019 to June 30, 2020. All gifts made between July 1, 2020 and June 30, 2021 will count towards your Class Gift.

Can I specify where my gift is used?
Yes, you may choose to support your school, a program, or scholarship that matters to you or you can split your gift among two or more schools or programs. Gifts to all designations will count towards your Class Gift.

I can only give a small amount. How will that help?
Every gift counts, no matter what the amount! Gifts of all sizes combine to make a significant impact on our students. In fiscal year 2019, nearly $1.8 million of the Annual Fund came from gifts ranging between $1–$100. Additionally, during this milestone year all gifts will count in your class gift campaign. Your contribution will help us reach our goals!

Finally, Participation in the Annual Fund is one of the criteria that U.S. News & World Report uses to rank schools. Strong alumni participation influences the university’s rankings, and Washington University is currently ranked among the top universities in the nation! Being nationally ranked attracts top students and faculty, and brings national attention to the university, which enhances the value of your degree.

What are the membership benefits for Eliot Society members who do not live in St. Louis?
Invitations to events held exclusively for Eliot Society members and complimentary invitations to WU Club events; listing in the annual Eliot Society Honor Roll; subscriptions to the Washington magazine and to The Record daily email. While on campus, members have access to the Athletics Complex, the Whittemore House, University Libraries, and temporary parking permits. Additionally, Eliot Society members will receive extra benefits during their reunion year such as registration discounts, drink tickets and an invitation to our Eliot Society reception during reunion Weekend. For more information on benefits please contact the Eliot Society benefits coordinator at (877) 215-2727.

What types of gifts count towards the Class Gift?
Any and all gifts made from July 1, 2020 – June 30, 2021 will count towards the Class Gift regardless of designation. Additionally, the entirety of multi-year pledges will be included in our totals for the Class Gift. Making a multi-year pledge will further the impact of your contribution.
During his October inauguration, Chancellor Martin announced the *WashU Pledge*: a commitment to cover 100% of tuition and fees for low-income students in Missouri and Southern Illinois counties.
Other Ways To Get Involved

The Washington University Alumni Association supports the engagement and involvement of all our alumni through activities that connect alumni to one another and to the university. Our alumni have the opportunity to volunteer, attend events, or join affinity groups and professional networks with other alumni, parents and friends across the world.

Join an Affinity Group

An affinity group is a group of alumni with a commonality who wish to connect with the university and accurately promote its mission through a very specific avenue. Many vibrant ethnic, cultural, interest, and activity groups enrich student and alumni experiences and we do our best to keep our identity and interest-based groups connected beyond graduation. Our current affinity groups are:

BLACK ALUMNI COUNCIL
The mission of the Black Alumni Council is to support the professional and personal development of Washington University Black alumni, to assist the university with the recruitment and retention of African-American students, and to enhance the continued growth and development of the university as an exemplary institution.

WASHU ASIAN ALUMNI NETWORK (WUAAN)
WUAAN focuses on three primary activities: advocacy for issues relevant to the Asian and Asian-American communities affiliated with WashU— in student life or university affairs; providing ongoing opportunities for the personal and professional development of both alumni and students; and facilitating engagement with the greater Asian and Asian-American communities outside of WashU through service and philanthropy.

WASHINGTON UNIVERSITY PRIDE ALUMNI NETWORK
The Washington University Pride Alumni Network (WUPan) encourages LGBTQIA alumni to provide service to the university and to further the well-being of LGBTQIA students.

Attend Thurtene Carnival and Reunion
Whether you graduated one, five, twenty-five or fifty years ago, come back to St. Louis to celebrate and remember some of your fondest memories at WashU.

Be on the lookout for your Region’s Annual Event
Each year, Washington University gathers alumni, parents and friends to hear news and updates from the university and to host conversation among alumni, parents and friends. Keep a lookout in your mailbox or email for an invitation to an event closest to you.

Volunteer with the Alumni & Parent Admissions Program
Find a Professional/Industry Network in your region

WashU alumni and parents across the country have formed career-related networks online through social media and regional networking events. The professional/industry networks can help alumni and parents develop their business, expand career opportunities, gather helpful information and advice, and assist current students/young alumni with internship opportunities and mentors. The regional events which strengthen the connections within a geographical area, range from expert panel discussions to happy hours, and attendees value the opportunity to meet other alumni and parents in their fields.

- WashU Defense, Aerospace, and National Security (DANS) Network
- WashU Entertainment Network (New York television, music, theater, and new media)
- WashU Innovators and Entrepreneurs Network
- WashU Fashion Network
- WashU Finance Network
- WashU Government and Public Policy Network
- HollyWU (Los Angeles Entertainment and New Media)
- WashU Real Estate Network
- WashU Sustainability Network
- WashU Health Careers Network
Glossary of Terms

**Annual Fund**
Unrestricted philanthropic gifts designated to a school or program that are used at the dean’s or director’s discretion for scholarship, academics, and technology.

**APAP**
The Alumni and Parent Admissions Program has 4,000+ volunteers nationally who assist with the admissions process in their region by reviewing applications, interviewing prospective students, and participating in college fairs at local high schools.

**Challenge**
A challenge fund is established by a donor or a group of donors to encourage increased support for the university. Challenges can be established for a school, program, region, reunion class or donor participation. Information on active challenges can be found online at alumni.wustl.edu/give/annualfund/challenges.

**Class Gift**
Longstanding tradition of giving back in honor of your Reunion year.

**Council City**
A council city is a defined geographic area with a large population of Washington University alumni. Many council cities have an APAP Chapter, Eliot Society Committee, Regional Cabinet, and WU Networks.

**Current Fiscal Year**
The university’s fiscal year runs from July 1 to June 30. Eliot Society members are considered “current” in their membership until a full fiscal year passes without the member renewing their contribution.

**Eliot Society**
A recognition society for donors giving annual, unrestricted gifts ranging from $1,000–$99,000 or more.

**Staff Liaison**
A Washington University staff member assigned to specific school, region, or committee.

**Endowment**
The endowment is made up of nearly 3,000 individual funds. Each fund is designated for a purpose specified by the donor. The Board of Trustees establishes a spending policy each year that determines the percentage of income that can be spent; this is typically 4–5%.

**Lapsed Donor**
A donor who has not renewed their gift for two or more fiscal years.

**Major Gifts**
Extraordinary gifts of $100,000 or more one-time gifts, or gifts paid over an extended period, typically 3–5 years. Major Gifts may be unrestricted or restricted to support special projects, endowments, and capital projects.

**Named Annual Scholarship**
An annual gift of $5,000 or more designated to a school and directed entirely to a student meeting specifications provided by the donor. Undergraduate alumni who have graduated in the past five years and graduate and professional alumni below the age of 35 who have graduated in the past five years may establish an annual Young Alumni Scholarship with a gift of $2,500.
Planned Gifts
A gift of any amount given for any purpose which requires the assistance of a professional staff person or the donor’s advisors to complete. Planned gifts enhance a donor’s estate by helping to increase cash flow, reduce taxes, and avoid the cost of probate.

Prospect
An individual with the potential to make a gift to WashU.

Volunteer Network Fundraising (VNF) Portal
Online platform and one-stop destination for committee members to contact and solicit prospects. The portal will guide you through the process, letting you know your next action as well as providing scripts and other resources at the right moment.

WU Networks
A Washington University organization in council cities outside St. Louis with a local chair who works with the St. Louis-based Alumni Relations staff to plan general activities for alumni, parents, and friends in the area.