Class of 2015 Senior Parent Reference Guide

Purpose of phone call
Thank you for participating in this important outreach to fellow parents. The purpose of the outreach calls are to ask senior parents to join you in making a gift to Colby in honor of their son or daughters experience.

- Engage in conversation about Colby with fellow parents.
- Highlight common experiences and impressions as a way of building a stronger sense of “Colby community” for your assigned family.
- Note questions or any concern/suggestion requiring staff follow-up.
- Be a resource about “why give to Colby” should the conversation turn to the recent appeal letter or to the Colby Fund for Parents in general. (You will reach out to these families starting in the fall about supporting Colby)

Class of 2015 Goals
1. **Raise $450,000.** Class of 2015 parents have increased their gifts by 28 percent in each of the last three years. Let’s continue that tradition and build the Class of 2015 Scholarship by giving $450,000 as a group this year.

2. **Reach 55 Percent Participation.** Every gift counts. Last year half of all senior parents gave—this year, with our students giving at 80-plus percent, we’re looking to raise our own mark to 55 percent (289 donors).

3. **Create the Class of 2015 Scholarship:** By reaching our first two goals we’ll be able to devote $60,000 of the senior parent gift campaign to create a scholarship for an incoming Class of 2019 student. By making a commitment to contribute this year and the next three, 2015 Parents will ensure a full financial aid student from the Class of 2019 enjoys four years at Colby. Whether you give $20.15, $2,015, or more, you’ll be making Colby possible for a deserving student.

Getting Started
- Once you log in to MVP you should review the bio information to learn about the families you have been assigned.
- If any of the information you see is hard to understand, don’t hesitate to reach out to the Parent Office at parents@colby.edu.
- Send an email to say hello and share the Senior Parent Gift Campaign webpage. Chat with parents on the sidelines, when you are attending events on or off campus, and raise momentum for the spring.
- Senior parent outreach will pick up in the spring with a notecard writing appeal from you to assigned families asking them to make a gift.
Timeline Overview

- November: Receive assigned families for the year & send an email to say hello and share the Senior Parent Gift Campaign webpage.
- December: Parent Office will send an end of the year “time to give” email to senior parents
- February: Parent Office will send a postcard to seniors who have made a gift in the past
- March: Receive packet of notecards and write notecards to families
- April: “50 days” till graduation countdown email.
- May: Write notes, follow up with families, say thank you for making a gift.

** May 24, 2015: Celebrate Class of 2015 Commencement **

Quick Links
Senior Parent Gift Campaign webpage
Class of 2015 SPGC Volunteers
Make A Gift Online – Choose gift designation “Class of 2015 Scholarship Fund”

Senior Parent Fall Appeal Letter

Dear Parent Name(s):

We recently returned from a trip to Maine for (hard to believe) Elizabeth’s and Caroline’s senior Homecoming Weekend. As parents, we have enjoyed watching their transformation from their first year on Mayflower Hill to the confident young women they are today as seniors. Colby truly fostered their academic and extracurricular interests these past three years and uniquely prepared them to take on new challenges and opportunities.

In grateful recognition of the tremendous positive influence Colby made and continues to have on our children, we invite you to join us in making a contribution to the senior parent annual fund, otherwise known as, Senior Parent Gift Campaign (SPGC). As co-chairs of the SPGC, we wish to continue the legacy of a majority of senior families giving back and ask for your support today, as well as over the next three years, to create and name a student as the “Class of 2015 Scholar.” This will be a student selected from the incoming class who will receive a full financial aid package thanks to our support. **Together we can make this possible. Here is how you can help:**

- **Make a gift of «Ask Amount» today.** In honor of our daughters’ experience, we are making a gift and a half this year. Together our increased gifts will continue to support the Parent Fund and help make all kinds of student achievements possible this year. Our increased support will honor Colby and continue to do so by establishing a “Class of 2015” scholarship.
• Make Colby a philanthropic priority and commit to one of the levels on the gift pyramid attached and make a gift in this amount each year for the next three years to support a student for their four years at Colby. Whether you give $2,015 or $20.15, your support to the Senior Parent Gift Campaign matters. Starting next spring, we will begin to hear from the “Class of 2015 Scholar” from the incoming class and see first-hand what an impact our investment is having for the next generation of Colby students.

Colby is a special place—we know because we’ve seen the meaningful impact the College has had on our children. We are leading the SPGC because we value the people our children have met there—their professors, teammates, classmates, and friends. When you support the SPGC, you’re making those relationships—and the rest of the Colby experience—possible for every Colby student. We encourage you to consider making your gift in honor of a special professor, coach, or mentor who has made a difference in your student’s life.

Your support is greatly appreciated.

Warm regards,

Laurie ’87 and Jay ’86 Allen
Parents of Elizabeth ’15

Chris and Peter Keaveney
Parents of Caroline ’15

P.S: Sending best wishes to «Student Name(s)» for a senior year of accomplishment and growth. See you at graduation!