AAF Fundraising in the 50th Reunion Year

How do we talk about giving during the year of our 50th Reunion?
To help AAF and Gift Committee volunteers experience the most success in the simplest way possible, the AAF and the 50th Reunion fundraising efforts are combined for the academic year leading up to your 50th Reunion. Each classmate is simply asked to make a special 50th reunion gift in this year.

What happens to the Alumni Annual Fund during this year?
Part of your class’s 50th Reunion Class Gift will support the Alumni Annual Fund. The amount directed to the AAF will be determined by the committee but typically represents a 50% increase over your class’s average annual AAF giving for the four years before your 50th Reunion year. Gifts of cash and stock received in the 50th Reunion year are applied to this AAF goal until it is met, then toward your designated class project(s) or funds.

How is our class’s participation rate determined for this year?
Any donor who makes any gift to Carleton (this includes both outright gifts of cash or stock, and planned gifts such as will provisions or annuities) is included in the participation rate for the 50th Reunion year.

What about my continuous years of giving?
Anyone who makes an outright gift of cash or stock during the 50th Reunion year will receive years of continuous giving credit.

Where will my name show up in the Annual Report on Giving?
Your name will appear in the special section of the Annual Report on Giving that recognizes and celebrates all gifts made in honor of your 50th Reunion.

What if someone only wants to give to the AAF, or to the 50th gift?
All these requests will be honored, and will be handled on a case-by-case basis.

What happens after our 50th Reunion year?
The combined 50th Reunion and AAF process ends after the 50th year. Gifts received after that year (such as from multi-year pledges) will be directed as the donor requests.