

LEADERSHIP North Carolina

Class Agent Role Description

Purpose: The Alumni Class Agent(s) serve as a subcommittee of the Alumni Committee of the Leadership North Carolina Board of Directors; (the Alumni Committee and its subcommittees are represented on the Development Committee by its Chair). Class Agent(s) may also serve as an Alumni Focus Group for LNC Staff as needed on a project basis. The Agent(s) promotes participation in Leadership North Carolina activities with emphasis on the Annual Fund.

Responsibilities:

Personal Commitment

It is vital that leadership is provided with a personal gift to the Annual Fund prior to soliciting others. Not only does this reinforce your commitment to reaching your class goal, it also sets the tone for your entire class.

Classmate Gifts

With staff assistance, personally solicit Annual Fund contributions throughout the year. LNC will provide suggested lists of classmates to solicit in the winter and spring following kickoff.

Goals and Strategies

The class participation goal, as well as the proper solicitation strategies for your class will be set prior to the campaign kickoff as part of the overall alumni participation goal.

Class Correspondence

The LNC staff will provide Annual Fund appeals for your review. Your signature may be needed for at least one of the mailings as well as personal notes and emails. All correspondence from class agents to classmates should be coordinated and copied to LNC Staff.

Agent Training Workshop and Telefunds

All chairs are highly encouraged to attend the Class Agent Orientation scheduled in October, and in January at the kickoff of the Alumni Campaign to assist you in making your solicitation calls.

Events

Class Agents are expected to attend LNC events in their respective cities of residence and encouraged to attend others as feasible. You are a representative of LNC and the Annual Fund. Your attendance at these events is important!

Stewardship

Class gifts will be periodically provided to class agents for follow up as needed and desired.

Feedback and Follow-up

Provide ongoing feedback to staff regarding the Annual Gifts program. LNC staff will formally follow up on feedback given throughout the year.