Today there is a great deal of communication between BFS and its alumni. However, as good as this communication may be, **it can’t replace the personal touch of a fellow class member** when writing a letter, building interest in the next reunion or event, or encouraging others to volunteer. **It is class agents’ personal nature that makes them a powerful, positive force.**

The mission of the BFS Class Agent Program is to keep the alumni body in close, personal contact with BFS, to increase alumni understanding of the mission and values of the School, and to gain alumni support of and participation in the ongoing efforts of our great alma mater.

**Why Serve as a Class Agent?**

Class agents, as alumni leaders and BFS ambassadors, **positively impact the lives of current and future students, fellow alumni, and the school community as a whole.** Class agents are, first and foremost, volunteers engaged in community service for BFS. They give of their time and talent to keep their fellow class members in touch with the School and each other. BFS wants connecting with classmates and BFS to be a personally rewarding and enjoyable experience for class agents.

BFS and its students are consistently recognized for excellence and integrity. However, just as with universities, the cost of education continues to outpace inflation, and, for many students, the cost of private school tuition is too high. **BFS offers 30% of our students some form of financial aid, made possible by the generosity of alumni, trustees, faculty, parents, and friends of the School.**

**What Is the Role of a Class Agent?**

Class agents act as class chairs for their respective classes. As such, they are communicators and motivators for their classmates to become involved in activities and events at the School. It is expected that class agents be supportive of BFS. Class agents are:

**Liaisons and communicators** between the staff and their classmates. They inform their classmates of events and issues at the School and provide feedback to the School on classmates’ interests, concerns and news that can be shared with the BFS community.

**Stewards** for class fundraising efforts. As such, class agents should believe in philanthropy and have a positive track record of giving to the School, or have a desire to begin giving to the School.

**Motivators.** Class agents encourage attendance at BFS events and work on their class reunions during milestone years (on the 5). Reunion is held in June.

In classes where more than one person volunteers to be class agent, it can be ideal for one person to take on the communication responsibilities for the class, and one person to take on the stewardship responsibilities for the class. The Alumni Office Staff is glad to assist in deciding how duties can most comfortably be distributed among multiple volunteers.

**Class Agent Responsibilities & Rough Timeline**

Cross-reference class list contact information with the Alumni Office. **(October)**

Contact classmates through email, Facebook, phone and/or mail to help publicize upcoming alumni events including Alumni Day, networking events, and BFS volunteer opportunities, etc. The Alumni Office gladly handles all expenses of producing and mailing letters. **(As needed)**

With assistance from staff, draft a solicitation letter each year for the Brooklyn Friends Fund and help educate classmates on the impact of giving to BFS and the importance of the class’ s participation rate. The Alumni Office gladly handles all expenses of producing and mailing letters.  **(December)**

Make a gift to the School each year. Leadership by example is crucial, and greatly appreciated. **(Annually)**

Write a thank you letter to be sent to classmates who contribute at the end of the year, thanking them for their participation. The Alumni Office handles all expenses of producing and mailing letters.  **(July)**

Assist with reunion planning during anniversary years. Reunion is held in June. **(As needed)**

**Alumni and Development Office Staff Responsibilities & Rough Timeline**

Send class lists to class agents for cross-referencing purposes. **(September)**

Provide sample correspondence to class agents. **(Ongoing)**

Assist class agents with information to help draft solicitation letters, as well as handle all expenses associated with producing and mailing the letters. **(December)**

Provide information at the end of each fiscal year, which details class participation and overall giving, especially in comparison with other classes. **(June)**

Mail all requested correspondence on behalf of class agents.  **(As needed)**

Invite class agents as guests of the School to volunteer receptions. (**Ongoing)**

Special Reunions hosted by BFS: BFS organizes only the 50th reunion dinner, and only as part of Reunion at BFS, at a location determined by the Alumni Office.  **(June)**

**Class Agent Program Goals**

Obtain more accurate alumni contact information for BFS.

Improve communication between BFS and its alumni.

Build synergy between BFS and alumni.

Increase alumni attendance at BFS events.

Increase alumni giving and participation to BFS.

**Term of Service**

There is no particular term of service for a class agent. Some begin to serve upon graduation, and continue for many years; others begin early, and then choose to pass the baton after a short time; still others begin their service several decades after they have graduated. In some cases, agents resign their posts because of the demands of their personal and/or professional lives. The School will always accept a class agent or steward’s resignation – no questions asked.

**Communications**

Class Agents are requested to copy the Alumni Office on all mass communications to their classes. This helps the Alumni Office mail the same communications on behalf of the Class Agent. The sample letters in this handbook below can be modified by Class Agents, and then emailed by a class agent and/or mailed by Alumni Office on the Class Agent’s behalf.

**On line Resources for Class Agents and Alumni**

**BFS website:** [www.brooklynfriends.org](http://www.brooklynfriends.org)

**BFS LinkedIn group:** [www.linkedin.com/groups?gid=1089327](http://www.linkedin.com/groups?gid=1089327)

**BFS Alumni Facebook group:** [www.facebook.com/groups/10653392810/](http://www.facebook.com/groups/10653392810/)

**BFS Facebook page:** <https://www.facebook.com/bfs1867>

**Instagram:** @bfsalumni

**Sample Correspondence: Fall Class Agent Letter**

Dear BFS Friends from [insert year]:

I hope you're doing well. I'd love to hear from you and learn what you're doing these days. Several nice events are on tap at BFS, and I hope you can attend a few, especially Alumni Day 2016. I will send you personal reminders closer to the events and the Alumni Office always appreciates your rsvp. I am class agent for our class, and you can always contact the Alumni Office: Lekeia Varlack Judge is Dir. of Alumni, lvarlack@brooklynfriends.org, 718-852-1029 x208. Events hosted by the Alumni Office have no cost; the Spring Gala is hosted by the BFS PAT, tickets normally range from $225 to packages of $5,000. We are also offering a discounted ticket to young alumni.

[BFS Alumni Events](http://www.brooklynfriends.org/alumevents) Schedule

* **Date, TBA** *-* **Brooklyn Friends School Spring Benefit Gala-** Hosted by the BFS PAT, the Gala and its silent auction raise funds for financial aid and special campaigns at BFS.

* **June 4, 2016** *-* **Alumni Day at BFS** – Activities include Alumni Basketball, Campus Tours, Meeting for Worship and a Cocktail Party.
* I also hope each of you will seriously consider giving to the Brooklyn Friends Fund this year. Every gift, regardless of amount, is critical to BFS, and especially to financial aid. Grant-giving organizations give serious weight to the percentages of alumni who give to BFS and there is room for improvement in BFS alumni participation. I know BFS has already thanked those who gave to the Brooklyn Friends Fund last year, and I also thank you.

Fondly,

Lekeia Varlack ’99

**Sample Correspondence: December Brooklyn Friends Fund Appeal**

Dear [Name],

I hope you will join me in making a gift to the Brooklyn Friends Fund this year. All alumni donations, whether large or small, directly impact the entire BFS community and help make Brooklyn Friends a great place. If you’ve not visited our alma mater recently, you may visit this website which highlights the importance of giving to the Brooklyn Friends Fund, <https://www.brooklynfriends.org/donate>.

Alumni contributions to the Brooklyn Friends Fund are critical to the school's well-being. The Brooklyn Friends Fund, the school's annual giving campaign, helps bridge the gap between tuition revenues and the actual cost of operations. Unknown to many of us, BFS experienced the same issue since it opened its doors in 1867, and that gap has always been filled by donations from people like us. Tuition continues to pay only part of the actual costs of keeping our school running. The Brooklyn Friend Fund helps with the rest, providing for everything from financial aid and faculty salaries, to maintaining facilities and stocking the library shelves.

I think it was easy for us to take Brooklyn Friends for granted when we were students. I now realize how important our Brooklyn Friends School education has been to our intellectual and personal development. I think we can now understand the privilege we experienced at Brooklyn Friends School, by having such dedicated teachers and administrators, by meeting people we consider among our closest friends today, and more. None of this would have happened without BFS making it possible, yet BFS would not have been there for us without donations from alumni and others. As adults, we can understand that our BFS experiences were significantly dependent on voluntary giving to the school, sometimes on gifts received long before our parents were born.

The number of alumni who give to BFS also sends a crucial message - that the school’s mission is worthwhile - to other donors, future students, and grant-giving organizations. Every gift counts.

I hope the value of our Brooklyn Friends School education has only become clearer to each of us in the years since we graduated. I hope you will choose to assist the school in its continuing mission to provide an excellent education to young people, ensuring that future generations of students will have a BFS educational experience. Please join me in supporting Brooklyn Friends School and make your gift today.

Sincerely,

Lekeia Varlack Judge ‘99

**Sample Correspondence: Event Reminder for Entire Class**

Just a quick reminder that Alumni Day [is Saturday, June](http://www.brooklynfriends.org/alumevents) 4, 2016. I hope you can make it! Alumni Basketball begins at 1 pm, Tours at 2 pm, Meeting for Worship at 3 pm, and the Cocktail Party begins at 4:30 pm. If you've not already, please rsvp to Lekeia Varlack Judge in the Alumni Office, 718-852-1029 ext. 208, lvarlack@brooklynfriends.org. Check out the Alumni Day [Event page on Faceboo](http://www.google.com/url?q=https%3A%2F%2Fwww.facebook.com%2Fevents%2F359492490730643%2F&sa=D&sntz=1&usg=AFQjCNGXI-0uoI4RYuR97tT6SvfEdjDkJw)k to see who’s coming and connect with other alums. Reunion 2016 is going to be great, the party is not to be missed, and I hope to see you there!

Fondly,

Lekeia

**Sample Correspondence: End of Fiscal Year Thank You (sent to all)**

Dear Friends from BFS Class of (insert class year),

I hope you're having a wonderful summer. I just want to thank our class for all of our individual gifts to the Brooklyn Friends Fund this year. (percentage provided by BFS)% of our class gave to the Brooklyn Friends Fund this year. I know we all give to BFS as generously as we can and the school greatly appreciates our continued commitment to BFS. Thank you again.

Best wishes,

Lekeia