2020 Senior Legacy Co-Chair

The Senior Legacy Co-Chairs lead the committee in accomplishing objectives in accordance with the overall timeline. The Co-Chairs are the chief motivators and lead the charge in achieving the highest participation level from members of the graduating class. As the lead representatives of the committee, Co-Chairs are required to maintain a positive and professional presence on campus at all campaign events.

A successful Senior Legacy program requires committee members to concentrate on the personal solicitation of classmates in an effort to raise the bar for class fundraising. The Co-Chairs of the Senior Legacy program are responsible for managing committee members and facilitating the campaign throughout their senior year.

Responsibilities:
- Make a Senior Gift.
- Plan and lead weekly meetings with advisor and bi-weekly meetings with committee members.
- Lead the effort of setting goals and a strategy for the campaign.
- Manage the marketing strategy for the campaign through website, email, print and social media.
- Educate committee members and classmates regarding the importance of participation giving.
- Expect to work at least 2 hours a week, 1 of those in weekly meetings in the Office of Annual Giving.
- Work with advisor to ensure progress toward goals.
- Track progress and incoming gifts and help to process those gifts.
- Compose solicitation e-mails to the class and thank-you emails to donors.
- Personally solicit committee members, and classmates to support the 2020 Senior Class Legacy Campaign.
- Average 30-40 gift solicitations.
- Help plan and execute fundraising events.
- Maintain confidentiality with all personal data used in assigned tasks.
- Have fun connecting with classmates and celebrating all the great memories made over the last four years.


Qualifications:
- Established leader among classmates.
- Working knowledge of the University, and the class of 2020.
- Belief in giving back to the University, both financially and as a volunteer.
- Enthusiasm for University of Richmond.
- Interest in fundraising and Alumni Association programs and services.
- Solid organization, communication, and time-management skills.
- Professional attitude and refined leadership skills.

Time Commitment: 2-5 hours per week.