

ANNUAL FUND ADVISORY BOARD GUIDELINES

The Annual Fund Advisory Board (AFAB) is an appointed body of the Oberlin Alumni Association and is subject to all rules and regulations as outlined in the Association's Bylaws.

The Oberlin Annual Fund (OAF) is powered (and empowered) by the alumni volunteers who collaborate with staff to guide and execute the Fund's strategy and efforts and engage fellow alumni in supporting the College. The Fund is supported by paid staff; however, peer solicitation is the main focus and key to the success of the OAF. Being part of the AFAB is one of the highest forms of volunteer service to Oberlin College.

Together the AFAB and the Oberlin Annual Fund staff guide and inform annual fund strategy and efforts, serve as advocates for the annual fund on campus and within the alumni community, and provide leadership and mentorship to annual fund volunteers. The AFAB members:

- Serve as a connection point and source of information about the College & Conservatory for donors to the OAF and fellow volunteers and the community.
- Provide leadership for donors and volunteers by making an early commitment to the Oberlin Annual Fund (a gift or pledge).
- Act as mentors and coaches to OAF volunteers as needed.
- Work with staff on communications to alumni and the annual solicitation plan.
- Assume responsibility for executing specific items on the annual solicitation plan.
- Attend two meetings per year and participate in monthly conference calls.
- Assist with the identification and recruitment of volunteers as needed.
- Assist with training and mentoring new volunteers and recognizing successful volunteers as needed.
- Work with staff to create content for volunteer meetings during the volunteer leadership summit on campus each fall.
- Solicit annual fund volunteers for their gift to the annual fund as needed.
- Assist with the recognition and stewardship of annual fund donors.
- Assist staff in identifying leadership giving prospects.
- Assist staff in identifying potential AFAB members.

Another function of the AFAB is to liaise with the Development & Alumni Affairs Committee of the Board of Trustees, especially regarding the Oberlin Annual Fund dollar and participation goals. The Chair may be asked to co-present those goals (and strategies to meet them) to the Trustees at their October meeting with Development & Alumni Affairs staff. The AFAB presents progress updates at their December, March, and June meetings.

The AFAB is comprised of a chair, vice chair, and up to eleven additional members (including, but not limited to, at least one from the conservatory). All forms of diversity are to be taken into account when establishing the board's composition. Ideally, board composition will include members from class years representing each decade. The AFAB members serve staggered three-year terms.

The AFAB will have the following members recommended in consultation with the staff of the Oberlin Annual Fund and ratified by the Alumni Leadership Council:

- **Chair:** The Chair serves as the principal liaison with the Alumni Leadership Council (ALC) and will keep the ALC informed of all efforts, especially as they affect the activities of the Alumni Association. The Chair also serves as an *ex officio* member of the Oberlin College Board of Trustees Development & Alumni Affairs Committee. The Chair is the primary point of contact with the Oberlin Annual Fund staff. The Chair works closely with the Director to:
 - Establish and approve the agenda for calls and meetings
 - Co-lead calls and meetings with the Director
 - Provide oversight to annual fund projects/initiatives led by the AFAB
- **Vice Chair:** The Vice Chair supports the activities of the Chair including sharing responsibilities as appropriate. As needed, the Vice Chair:
 - Establishes and approves the agenda for calls and meetings and co-leads meetings with the Director
 - Provides oversight to annual fund projects/initiatives led by the AFAB
 - Serves as a proxy to the Board of Trustees Development & Alumni Affairs Committee
- **Members:** AFAB members assist in all activities. They are responsible for ensuring that all activities are well coordinated with the efforts of the College, all activities of the Oberlin Annual Fund, and the Alumni Association. Members help determine what projects the AFAB will work on annually and then assume responsibility for executing those projects and initiatives in support of the Oberlin Annual Fund.

The Director of the Oberlin Annual Fund is designated as the formal liaison to the AFAB. A staff member from the Oberlin Annual Fund is responsible for taking minutes at meetings and distributing them in a timely manner to committee members, key staff, and Alumni Association personnel, as designated.

As stated in Article 3, Sections 6, of the Alumni Association Bylaws, all Alumni Association committee members are required to make an annual financial contribution to the College. This requirement is important for all annual fund volunteers, whose role is to encourage classmates to be donors, and an absolute expectation for members of the Annual Fund Advisory Board. The amount of the gift is not a factor, but members are asked to consider a gift that is personally significant. Failure to donate is grounds for removal from the AFAB. NOTE: This expectation can be met with a gift-in-kind of travel expenses to Oberlin for AFAB and Alumni Leadership Council business (following the Volunteer Expense Reimbursement Guidelines available on the Alumni Association website). Such gifts do *not* count as contributions to the Oberlin Annual Fund and cannot be credited to any outstanding pledge, but they do qualify for recognition in the College's giving societies.

Approved by the Alumni Leadership Council 03/05/16
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