



VOLUNTEER CHARGE

The mission of the GOLD (Graduates of the Last Decade) Network is to increase Young Alumni donors and promote a lifetime of engaged investment in JMU. By engaging this population as volunteers, they will provide valuable insight to Annual Giving on the creation of YA giving appeals and stewardship opportunities. They will also become pacesetters for other young alums by soliciting peers to give and representing young alumni interests to the university. By giving this group ownership and more involvement in the advancement process, they will help young alumni make the engaged investment that will lead to a lifetime of giving.

GOLD Committees & Structure:

The Network consist of a President, five committee chairs, and volunteers, with a maximum of 35 members. Each of the committees represents aspects of the YA fundraising process.

- The **Relations Committee** will serve to focus on working with other JMU constituency groups. This would include regional chapters, Student Alumni Association (SAA), Alumni Association Board of Directors, Women for Madison, DC25, and affinity groups to increase YA giving. The committee would specifically work on ways to partner with other programs' fundraising and engagement events. In relation to solicitations, this committee will advise on challenges between organizations, transitioning students into young alums and affinity-based giving.
- The **Marketing Committee** will serve to spread awareness to the JMU young alumni community about the opportunities to be engaged and donate using mediums such as social media, newsletters, and the GOLD website. In relation to solicitations, this committee will advise on solicitation designs and materials used to make "the ask."
- The **Stewardship Committee** will serve to create access and opportunities for YA donors and President's Council donors, such as giveaways and events tailored to this population's needs and wants. In relation to solicitations, this committee will follow up with the donors to provide the stewardship needed for donor retention.
- The **Development Committee** will serve to bring in research and education on millennials to aid in increasing engagement and giving. Particularly, they will support education on opportunities to give, by keeping up to date on current fundraising trends, training other volunteers, and give input on the creation of GOLD impact reports. In relation to solicitations, this committee would advise on fundraising strategies, such as use of peer-to-peer asks.

Every **DUKE.**
EVERY *year.*

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- The **Madison Network Committee** will serve to give career and networking support to young alumni. This will include volunteering and recruiting volunteers for networking events, aiding in career webinars, developing the strategic planning of career and networking events, and other career opportunities targeted at young alumni.

Leadership Positions:

The **President of the GOLD Network** will lead the group, under the council of an Annual Giving advisor. The President position will provide peer leadership to the group and be the face of JMU YA donors. She/he would represent the GOLD Network to internal and external groups. The position is by plurality election and would require at least 2 years of service, with the ability to run again for re-election.

There will be five **Committee Chairs**, each of whom will represent a specific committee and serve for a 1-year term, with the opportunity to be reelected up to three additional terms. The Chairs are elected by popular vote from all volunteers.

Expectations of Volunteers:

- Graduated from JMU within the last 10 years.
- Give at the President's Council level within the fiscal years they are serving.
- Attend 3 GOLD Network meetings on JMU's campus throughout the year.
- Attend GOLD Network sponsored activities.
- Attend monthly check-ins via phone and webinar.
- Participate on a committee and complete tasks as needed.
- Solicit peers to give to JMU and engage peers to connect with Chapter and/or volunteer opportunities.
- Meet or check in with young alumni within their portfolio once a month.
- Cover travel and lodging costs for board meetings on campus.
- Serve for 2 years, with ability to renew position for an additional 2 years by end of Fiscal Year.
- Be a positive advocate for JMU to alumni and the university.

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Dates to Remember:

- September 8th – 10th, 2017: GOLD Network Retreat (on campus at JMU)
- October 27th – 29th, 2017: JMU Homecoming
- February 2nd – 4th: GOLD Network Retreat (on campus at JMU)
- March 13th, 2018: JMU Giving Day (online)
- March 16th, 2018: Alumni Awards (on campus at JMU)
- June 1st- 3rd, 2018: Madison Alumni Conference (on campus at JMU)

Questions? Email Spencer Pelfrey at pelfrese@jmu.edu.