



# Class-Color Cup 2019

Volunteer Tips for Success

## Ways to Win

**Class Color Cup (Feb 28–Mar 1):** The top 3 classes in each color with the most donors during the challenge period will win.

**1<sup>st</sup> place: \$5,000 | 2<sup>nd</sup> place: \$3,000 | 3<sup>rd</sup> place: \$2,000**

**Purple Phoenix Challenge (Feb 28–Mar 1):** Every 5 FP donors will add \$250 to the fundraising total, up to \$5,000 max.

**Mary Lyon Volunteer Challenge (Jul 1–Mar 1):** Any class with 100% MHFund volunteer participation and 100% Class Board participation by March 1 will be entered to win an additional \$5,000 (1 winner).

## Challenge FAQs

### Which gifts count during the Class-Color Cup?

Online gifts (via **GiveCampus**, [paypal](#) or [mtholyoke.edu/go/mhcgive](#)), gifts made over the phone or through Venmo, and mailed gifts received during the challenge dates count. Gifts of any size count, though there is a \$5 minimum for online gifts.

**How often is the website updated?** GiveCampus will update all online gifts in real time. Phone and mail gifts will be manually entered twice a day.

**When will I see Class-Color Cup gifts on the Volunteer Hub?** Due to the high volume of gifts that come in, plan on it taking an additional day or two for gifts to be processed. If you have specific questions, you can ask your MHFund Officer.

**Who can participate?** All alumnae donors count (even those who have already given this year), so you can encourage all classmates to participate.

## Helpful Resources

1. **[Class Color Cup Digital Resources Page:](#)** Includes links to helpful guides, downloadable images and sample text.
2. **[GiveCampus 101:](#)** Outlines 4 easy steps for GiveCampus success. People who sign up to be Advocates can win some special incentives!
3. **[MHC Forever Blog:](#)** Follow the blog for fun facts about the class colors and symbols.
4. **[Your MHF Officer:](#)** If you have any questions, feel free to reach out to your class officer.

## Tips for Success: Melanie Haber '10

1. Ask friends to **reach out to their networks**. Many of us on the 2010 class board had different friendship groups in college.
2. Take the following steps during the challenge:
  - a. **Text** people who do not pay attention to social media.
  - b. **Create posts** on your personal Instagram account.
  - c. **Send emails** directly to classmates who are more likely to pay attention to email rather than texts.
  - d. Ask the **class board to post** about the Class-Color Cup on their own personal pages.
  - e. Send direct **Facebook messages** to people asking them to give.
3. I have found the most successful contact is **personal contact** rather than trying to spam people via mass appeals. I have also noticed that since I have been a head class agent for so long, when I am the one to lead the efforts, more people seem to be inclined to follow and help me get the word out.

## Tips for Success: Leslie Green '94

1. **Save the Date!** Two weeks prior to the Class-Color Cup, remind your class about what the challenge entails and how many gifts you are shooting for. Our class has also held a drawing for people who sent us screenshots of their calendars or post-it note reminders for that date, just to encourage people to get it on their schedules.
2. At midnight before the Class-Color Cup begins, **contact anyone living abroad** or even on the West Coast, Alaska or Hawaii, because they would be awake. Last year, our class woke up to over 30 gifts!
3. **GREEN DOTTING!!!** When someone in your class is online that day, start an instant message with them on Facebook and paste in a short and sweet reminder about the challenge with the link to make a gift. This is incredibly effective, even if it is a bit stalker-ish.