Graduate Annual Giving

Volunteer Handbook

Fiscal Year 2018
(July 1, 2017 – June 30th, 2018)
GRADUATE ANNUAL GIVING
VOLUNTEER HANDBOOK

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Graduate Annual Giving
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SECTION I

WELCOME

Thank you for serving as a Graduate Annual Giving volunteer! We are happy to have you as a member of the team, and hope to make your volunteer experience fun and engaging. The Graduate Annual Giving program, composed of graduate alumni from many different departments, regions, countries and professional disciplines, raises unrestricted, current year gifts to support Princeton University.

As a volunteer, you are asked to:

- Think about why you support Princeton and make your own gift or pledge to this year’s Graduate Annual Giving campaign at a level that is meaningful to you;
- Contact fellow graduate alumni to bring them up-to-date on life at Princeton, educate them about how Annual Giving supports the Graduate School, and encourage them to support Princeton through Graduate Annual Giving;
- Follow-up with the Annual Giving Office about the details of your phone calls;
- Participate in periodic training and informational conference calls;
- Attend and/or host regional gatherings and/or phonathons;
- Have fun!

Volunteer Structure

The Graduate Annual Giving volunteer effort is coordinated by a volunteer chair and a Steering Committee. Working closely with the Annual Giving Office, the Steering Committee helps guide the overall yearly program, including developing the dollar and participation goals. Members of the Steering Committee are also responsible for recruiting new volunteers, encouraging and engaging volunteers in the fundraising process, and monitoring progress over the year.

Please feel free to call us for help, advice and guidance – we are here to help!

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**SECTION II**

**WHY ANNUAL GIVING MATTERS TO THE GRADUATE SCHOOL**

All Princeton students – graduates and undergraduates alike – benefit from generations of donors who preceded them. Giving to Princeton plays a vital role in sustaining scholarly excellence and helping the University move in new directions.

**Annual Giving (AG)** provides unrestricted funds that go directly into the operating budget to support Princeton’s distinctive tradition of teaching and learning, to meet unforeseen challenges, and to provide seed money for important new initiatives. Graduate alumni generosity enables Princeton to build and sustain excellence across diverse departments and interdisciplinary programs.

Since the University’s earliest days, forward-thinking donors have provided the foundation of Princeton’s educational excellence. Today, Princeton continues its core commitments to teaching, primary research, and scholarly inquiry, while shaping the future of the arts and sciences for the 21st century. As the University improves residential life and social options for graduate students, breaks new ground in research and pedagogy, extends the international reach of its programs, and prepares a new generation to lead, Annual Giving provides funds not only for intellectual discovery in new fields, but also for many quality of life enhancements.

Equally important, Annual Giving helps the University increase the sum of knowledge by providing funds for innovation. For example, the multidisciplinary Lewis-Sigler Institute for Integrative Genomics is changing the way that biology is taught to undergraduates and serves as a model for education in the sciences. Some of our finest graduate students in the sciences have been involved as teachers and mentors in this program and throughout the University’s research program. The seed money for the institute came from Annual Giving, and AG support also enabled the recruitment of renowned geneticist David Botstein to run the institute. Today AG is helping other new programs to get underway while permanent funding is sought.

Princeton values graduate alumni participation in Annual Giving – that is, the number of graduate alumni who give to Annual Giving – as much as the total amount of gifts received. Gifts of all sizes are important and together make a profound difference in the life of each and every graduate student.

As graduate alumni participation in Annual Giving has increased over the past 10 years, the President, Provost, and Board of Trustees have recognized and responded to graduate alumni commitment and generosity to Princeton, making additional funds available to the Dean of the Graduate School to launch new graduate programs and interdisciplinary opportunities.
SECTION III

FACTS ABOUT ANNUAL GIVING & THE GRADUATE SCHOOL

Annual Giving volunteers play a vital role in maintaining the excellence of this University, and your efforts make a daily difference in the lives of people at Princeton. The personal contacts you make with fellow graduate alumni are the key to this year’s successful campaign in support of the people and programs at Princeton.

Annual Giving makes a critical difference to the Graduate School and underwrites the education of every Princeton graduate student.

- Princeton spends over $100 million annually on all forms of graduate student financial support, including teaching and research. Princeton has increased the number of graduate students it supports through fellowships, from 803 several years ago to more than 1,200 today.

- University fellowships generally are granted to all entering doctoral candidates for their first year of study, before they turn to research or teaching.

- Funds have been made available to increase graduate student stipends, particularly for assistants in instruction (teaching assistants), and nearly every Ph.D. student is given some form of summer support for every year of their program period.

- Funds are now provided for Dissertation Completion Enrollment for fifth and sixth year graduate students, so students can keep their benefits and complete their degrees without having to take multiple outside jobs.

- Annual Giving funds enable the University to implement quality of life enhancements for graduate students, including the campus shuttle service for graduate student housing residents, a wide range of new social events for graduate students, renovated D-Bar, and improved health care coverage.

- Princeton has implemented a number of pioneering Family Friendly Initiatives, including child care support and a full semester’s leave for the primary caretaker after a child is born or adopted, so that graduate students who have young children are able to stay on track to complete their degrees.

Since the Centennial of the Graduate School in 2000-01, Graduate Annual Giving has grown significantly: FY2017 was the fifth consecutive year that the program raised more than $1.6 million. Our goal is to enhance this growth in order to sustain the vital resources that keep Princeton at the cutting edge of scholarship and research.

Thank you for your support and volunteer commitment moving forward!
SECTION IV

PREPARING FOR SUCCESSFUL CALLS

Reflect on your own Princeton experiences. Be ready to talk about why Princeton is important to you. Your memories of Princeton can help evoke similar reminiscences in the person you are calling.

Understand why Annual Giving is so important. You are more persuasive if you can explain why giving matters with precise examples. Review the volunteer website and materials included in this handbook, and think about how you will answer questions that often come up in solicitation phone calls.

Make your own gift or pledge before asking anyone else for one. You have more confidence and credibility if you are already a donor.

Consider doing a bit of research before making your calls. You have received confidential biographical and giving information about your prospects, including their history of financial support to Princeton. Often, you can find additional background information on the internet. Also note whether the person prefers to be contacted at home or work. Review this information closely before you contact them.

Please forward any updated contact information to the Annual Giving Office. The contact information you receive from the Annual Giving Office is what is currently on file in the alumni database. At times you will discover through your attempted contact that the information is incorrect or out-of-date. Many volunteers find it useful to use various online resources (Google, White Pages, etc) to track down contact information on their prospects. Please forward any contact information updates to the Annual Giving Office, which will help maintain the integrity and accuracy of the Princeton alumni database.

We ask that you respect the confidentiality of the information you receive from the Annual Giving Office to help you make calls on behalf of Princeton University. When you have finished your calls, please shred any printed material which links names and gift amounts or return them to the University with your notes.

Make your calls in clusters. The first call is often the hardest, so build momentum by dedicating a block of time to Annual Giving phone calls. Sunday afternoons and evenings are often good times to catch people at home. You may reach an answering machine the first few times you call someone. If you try at various times of the day and don't reach them, it's OK to leave a short message and send a hand-written note to make the request. Note cards are enclosed with your volunteer packet.
Emphasize gifts of every amount matter. State the overall Graduate Annual Giving goals in terms of dollar amount and participation.

- Annual Giving (AG) is vital for supporting cutting-edge research opportunities and overall educational experience for current and future graduate students.

- Graduate education is costly and ever more challenging (fellowships, research costs, publications, facilities, faculty), and AG provides a continuing, renewing source of support.

- The high level of alumni support is part of what makes Princeton exceptional. Graduate alumni gifts demonstrate confidence in Princeton's future and enable Princeton to maintain excellence in graduate scholarship across departments.

If you sense reluctance, turn the conversation toward positive or shared Princeton experiences. Ask about favorite professor(s), life in the Graduate College/Butler, an organization or activity, etc. Ask what your prospect values most about their time at Princeton. It then becomes easier to point out that Annual Giving allows others to have the same experiences and opportunities that alumni prize so highly -- and that were made possible, in turn, by the support of earlier generations of alumni. The most important thing is to leave a positive feeling about Princeton and to keep the door open for further discussions, so always try to end on a positive note.

You do not need to know the answer to every question that comes up. Simply say that you will look into it and call back at a later time. The AG Office can help you with responses to any questions.

Report back to the AG Office. Communicate the results of your contacts and the details of your conversation and/or any commitment to the Annual Giving Office immediately. Please confirm contact information including home and work address, phone number, and e-mail address are correct with each person you contact, and inform us of any changes.

Ask for help. If you are making little progress with prospects, ask for help from the Annual Giving Office or from fellow volunteers – we are here to help!

Thank the prospect. Throughout your conversations, thank prospects for their time, for listening to you, and for thinking seriously about Princeton and Annual Giving. When a prospect has decided to make a gift, it is appropriate for you to send a personal thank you note to them.

Making calls for Annual Giving support is a terrific way to stay connected with fellow Graduate School alumni while helping to obtain vital support for current Princeton graduate students.
SECTION V

MAKING THE CALL

Beginning the Call

Introduce yourself as a fellow Princeton graduate alumnus/alumna: mention your department and year; indicate that you are seeking support for the University.

Try to find points of commonality: with your department, life experiences, where you live, friends, colleagues. Then be prepared to talk about Princeton at present, graduate education, graduate life, your own feelings, etc. -- whatever works for you.

Seasonal talking points:

➢ October – December 2017: outline the goals and rationale for the campaign; provide specific details of how AG helps current graduate students as well as growth and excellence of the Graduate School as whole; discuss end of calendar year giving opportunity (December 31), and thank them for including AG in their end-of-year gifts.

➢ January - March 2018: talk about and invite back to campus for Alumni Day (February 24, 2018). Talk about the best and brightest of our peers -- Madison Medalist, Jacobus Fellows, or the intellectual excitement among graduate alumni who return for Alumni Day. Talk about progress of the campaign, and reiterate the importance of their gift to support research and teaching of current and future graduate students. Thank them for their support of AG at the same level or greater than last year.

➢ April - June 2018: discuss and invite to Reunions (May 31 – June 3, 2018). Explain that there is a growing cadre of graduate alumni across all departments and programs who come back to campus for scholarly symposia, professional networking, and camaraderie. All graduate alumni are welcome and encouraged to attend Princeton alumni events. Thank them for making a gift to AG in the remaining days of this year’s campaign.

Asking for Support

If they gave last year: “Thank you so much for your gift to Graduate Annual Giving last year in (month)! We would love to have you on board again this year. Would you consider a gift of [target amount] or more?"

If they have not given before: "We would love to have you on board this year along with the thousands of other graduate alumni who participate in Graduate Annual Giving. Would you consider a gift of [target amount] or more?"

If their last gift was in the past 2-3 years: "Thank you so much for your past support of Graduate Annual Giving. Your last gift was $1,000 in 20XX. Would you consider making a gift of [this year target] or more this year?"
If it has been longer than 3 years: "Thank you so much for your past support of Graduate Annual Giving. I hope you will join me in support of Annual Giving this year. Would you consider renewing your support this year with a gift of [target amount] or more?"

If the donor has made a gift $1,000+ for several years, think through how you will ask them for an increased leadership gift this year. "Thank you for your past leadership of Graduate Annual Giving. Leaders like you set an example for others to follow, and it is wonderful that you have given steadily for so many years. It looks like your largest gift ever was $XXXX. In celebration of the XXth anniversary of receiving your graduate degree from Princeton, would you consider increasing your gift to $XXXX this year?"

Closing the Call

Thank the individual. “Thank you very much for your time and for your gift to Annual Giving. Your participation in this year’s campaign -- and that of all graduate alumni who support Princeton at this level on an annual basis -- enables the Graduate School to move in bold, new directions." If an individual decides not to make a gift this year, thank them for their previous support, or, if they have never given, thank them for their time and interest in Princeton.

Schedule a follow-up conversation, if applicable. Schedule further discussions leading to a decision by the prospect, send any follow-up correspondence, or contact the Annual Giving Office for assistance with follow-up, if necessary.

(Optional) After a positive gift conversation, suggest possible volunteer involvement: "Since you've been such a loyal supporter of Graduate Annual Giving, would you like to get involved as a volunteer? I've found it's a great way to stay in touch both with what's happening at the Graduate School today and with fellow alumni. I think you'll have a really good time and meet really great people as a graduate alumni AG volunteer."

After the Call

Follow-up in writing with the donor. Once you are finished, it is often helpful to send a hand-written note with a pledge card to ensure that the prospect follows up promptly on your phone call. You may also send an e-mail thanking the donor and noting how to make their gift by using the giving website (www.princeton.edu/ag).

Report back the results of your calls to the Annual Giving Office. Please let the Annual Giving Office know the results of your call, including the amount of a potential gift, any address/contact information updates (new jobs, moves, etc) or any objections or comments you received from the donor. It is extremely helpful to collect as much information as possible from your phone calls. If you have any questions on any of the steps above, please contact the Annual Giving Office for advice – we are here to help you!
SECTION VI

Handling Objections

Most people give to the University because of the life-shaping experiences they had at Princeton, as well as their belief in the importance of education. But some will question why Princeton needs their continued support, or object to a policy or professor at the University.

You do not need to know the answer to every question that comes up. Simply say that you will look into the matter and call the person back — the AG Office can then help you prepare a response. In fact, it can be advantageous to continue the conversation at a later date.

If your prospect poses an objection, such as the strength of Princeton’s endowment or the appointment of a particular professor, try to steer the conversation to what is indisputable, such as the important role Princeton plays in educating the leaders of tomorrow. Try not to get bogged down in the details of their protest.

Emphasize that a gift to Princeton reinforces the core mission of the University – excellence in education. Princeton graduates go on to complete groundbreaking research, teach the next generation of students and serve "in the Nation’s service and in the service of all Nations."

Here are four of the most frequent objections, along with suggestions about points you might make.

Princeton is well off already.

- If it were only a matter of keeping the doors open, Princeton could get along for quite a while with little fundraising. But everyone’s expectations are higher than that. We want Princeton to continue to attract the most talented students and faculty and give them the necessary resources to do their best work. This level of excellence does not come cheaply. Rather, it reflects the investment of generations of Princetonians who dedicated themselves to strengthening the leading role that Princeton plays in teaching, research, and scholarship.

- The endowment contributes nearly 50% of the University’s operating revenue. Most endowment income, however, is restricted or earmarked for specific uses, including named scholarships and fellowships, endowed professorships, and even the replacement of the flowers in Prospect Garden. This makes the flexibility provided by Annual Giving funds especially valuable.

- It takes much more than tuition and endowment income to run the University, and gifts from alumni are what makes Princeton a first-rate institution.

- Annual Giving is vital for maintaining the Princeton educational experience, and makes up roughly 10 percent of the educational budget.
- Princeton’s hallmark features – such as graduate fellowships, support for summer study, a robust computer network and extensive library holdings - are expensive.

- Annual Giving supports the **graduate fellowships** that have put Princeton ahead of its peers.

- Annual Giving supports the **research and scholarship** at Princeton that leads to advances in knowledge, solving problems throughout the world.

- Generations of Princetonians have supported the University, and, as graduate students, our experiences were shaped by their gifts.

**Other causes need my support more.**

- We aren’t asking people to donate exclusively to Princeton, but we do hope that every graduate alumnus will include Princeton somewhere on his or her list of charitable priorities. And we hope that Princeton will be particularly high in their list of educational philanthropy.

- A gift to Princeton provides leverage to help many causes at once: in addition to research and teaching, current graduate and undergraduate are active volunteers and leaders for many worthy causes, and giving to Princeton has long-term impact.

**I’m upset about a professor / a decision / a policy.**

- A University by definition is a place that encourages many diverse points of view.

- Princeton is a lot bigger than any one issue or any one person, and we can’t hope to have everyone’s approval on every question/issue.

- Graduate students – not the current administration or trustees – are hurt by the withholding of gifts.

- As a graduate student, you had many opportunities that were made possible by the generosity of earlier alumni.
My child / other relative was not admitted to Princeton.

- Turn the conversation to the successes of the child/grandchild at the college he/she attended or attends.

- Remind the alumnus of his/her positive experiences at Princeton.

- Be a good listener and a sympathetic friend. Sometimes that’s all it takes, and the person will be ready to reconsider the idea of supporting Princeton once they have had a chance to let off some steam.

- **Graduate alumni often ask whether the children of graduate alumni are considered “legacies” in the admissions process.** It is important to let them know that the children of graduate alumni receive the same consideration as the children of undergraduate alumni in the admissions process.

- Many recover from the disappointment in time as the child is happy and successful at another college (and beyond).
SECTION VII

ANSWERS TO FREQUENTLY ASKED QUESTIONS

I already give to my Department; isn’t that enough?
That’s great that you support your [department/special program]; Annual Giving funds support all the departments too. AG is a vote of confidence in graduate education at Princeton, a way of helping growth initiatives and new intellectual opportunities across all the departments including XXX.

With Princeton’s endowment, how does my small gift have an impact?
Every gift makes a difference, and it is the growth in number of annual gifts from graduate alumni—as much as the overall total amount of those gifts—that has enabled the University to move with confidence in new directions, with interdisciplinary programs in Neuroscience and International and Regional Studies. As graduate alumni Annual Giving participation has increased over the past decade, the President, Provost, and Board of Trustees have recognized and responded to graduate alumni commitment and generosity to Princeton, making additional funds available to the Dean of the Graduate School to launch new graduate programs and interdisciplinary opportunities.

I’m really opposed to [program the University has developed recently].
There are probably programs that each of us is not wild about individually. But I think one of the great things about Princeton is its ability to cultivate such a wide range of intellectual positions, and to encourage faculty and graduate students to push the boundaries of knowledge in new directions.

I’ve paid my APGA dues this year; why are you asking me for more?
The APGA is our graduate alumni organization, a separate entity that works to provide intellectual, professional, and social programming for graduate alumni, on campus and with local Princeton clubs throughout the US and around the globe. Annual Giving, in contrast, supports the core work of the University.

I was miserable as a graduate student, why should I give to Princeton?
In certain ways Graduate School is grueling for everyone. The Graduate School is working to improve the quality of life issues that were difficult for many of us in the past— improved housing, transportation, extremely low health care costs, and additional time to complete the degree. Annual Giving helps support all of these improvements.
SECTION VIII

WAYS TO MAKE A GIFT

Online: www.princeton.edu/ag

Credit card gifts can be made online at the Annual Giving secure website. If donors express interest, we recommend following up the conversation by e-mailing them this link.

INTERNATIONAL ALUMNI: may need to contact their bank to make a credit card gift (i.e., a credit card purchase on a U.S.-based website).

By Phone: 800-258-5421 (outside the U.S., 609-258-3373).

You will need the following information from the donor:

- Donor’s name
- Type of card
  (Visa, MasterCard, Discover or American Express)
- Account number
- Expiration date
- CSC code *
- Gift amount

* This is the three digit code found on the back of the credit card.
For an American Express card, use the four digits on the front of the card.

Outside of business hours, Annual Giving’s toll-free number is answered by a recording. Please leave your name and phone number, and someone from the Annual Giving office will get back to you the next business day.

By Mail: Box 5357, Princeton, NJ 08544-5357

It is a good idea to send prospective donors a confirmation note with a reply envelope (the AG Office can provide a supply to you).

INTERNATIONAL ALUMNI: Princeton accepts checks in any foreign currency. The University will cash the checks and convert currency to US dollars; the donor will receive credit for the US dollar amount.
Gifts of Stock

Detailed information is available on the AG Web site at [www.princeton.edu/giving](http://www.princeton.edu/giving). Please remind donors to copy the AG Office on all correspondence with their broker to avoid unidentified gifts. A gift is valued on the day that the stock is received in a Princeton account, and gifts of securities that are held for more than one year may be deducted at the full market value. Questions regarding gifts of stock should be directed to (609) 258-0160 or stock@princeton.edu.

Wire Transfer

Gifts can be transferred via international wire transfer. Electronically transferred funds should be payable in U.S. dollars. Please notify our office in advance of your intent to wire funds. For instructions or for other questions, please contact: Helen Hardy, Alumni and Donor Records at 609.258.8283 or hhardy@princeton.edu.
SECTION IX

THANKING DONORS

Anything you can do to personally thank your prospects is recommended since it strengthens the relationship with the donor, and is extremely worthwhile – even making next year’s call to the donor easier.

When a gift arrives at Princeton

- The University updates donor records, and the gift will appear on subsequent reports you receive and be posted the next day in TigerTracks. You will also receive an automatically generated e-mail the day after the gift is processed, notifying you that one of your assigned prospects has made a gift.

- The University sends the donor an official tax receipt confirming the amount of the gift, unless the donor has checked the “no acknowledgment” box.

- All donors to Graduate Annual Giving receive an acknowledgment from Vanessa Silva (gifts of $1-499 receive a hand-signed postcard; first-time gifts and gifts of $500 or more receive a hand-signed notecard.)

- For gifts of $10,000 or more, President Eisgruber sends an acknowledgement letter.

Thanking your prospects

The Annual Giving Office can provide postcards and/or note cards for your use in writing notes, or you can use e-mail to send a short message to a donor.

Your thank you does not need to be anything elaborate — a simple handwritten “Many thanks for your gift to Graduate Annual Giving” will suffice in most cases. You do not need to state the amount since the University’s formal acknowledgment provides it for tax purposes.

For large gifts, increases, or gifts accompanied by notes or letters, you will naturally want to make your acknowledgment a bit more substantial.

Giving is purely voluntary. The more pleasurable and rewarding we make the experience of giving, the more likely people are to continue and increase their support!

Thank you for the efforts you put forth as a Graduate Annual Giving volunteer, striving for both dollars and participation, which means so very much to Princeton. We look forward to a strong, productive, and enjoyable partnership with you.
APPENDIX A: Annual Giving Glossary

' before class year Indicates an undergraduate degree: Jane Smith '76

* before class year Indicates a graduate degree: Jane Smith *83.

h before a class year Indicates an honorary class or graduate alum designation: Jane Smith h'75 (undergraduate) or Jane Smith h*05 (graduate)

P before a class year Indicates an individual is a parent of either an undergraduate or graduate student/alumni: Jane Smith P17 (undergraduate) or Jane Smith P*03 (graduate)

Anonymous Gifts (ANON) Alumni who request anonymity will not have a gift amount listed on any reports provided to volunteers. Any questions about the subject of anonymity can be addressed by the Annual Giving Office.

CYP Bal “Current Year Pledge Balance” If you see a figure following “CYP Bal”, a donor has made a pledge to Princeton Annual Giving, and has not yet completed payment. In June, it can be especially useful to contact these individuals and to remind them of their pledge.

First-Time Donor Individual who has made their first gift to AG in the current fiscal year.

Fiscal Year (FY) Annual Giving campaigns run on Princeton’s fiscal year: July 1st through June 30th.

Leadership/Special Gift Donors Individuals who make contributions of $500+, roughly the top 10% of graduate alumni donors.

LYBUNT Donors who gave Last Year BUT Not (yet) This year.

MG: Y An individual is eligible for a corporate Matching Gift. Please ask the donor to check on and complete his or her employer’s necessary paperwork.

Never Giver An individual who has not (yet!) ever made a gift to Annual Giving; when they do make a gift, they become “First-time Donors” for that year.

Phonathon A gathering of alumni to make calls in support of Annual Giving; AG Office-sponsored phonathons take place in May and June at the Princeton Club of NYC and at the Helm Building in Princeton; additionally, alumni may host regional phonathons in their offices and homes.

SYBUNTS Donors who give Some Years BUT Not (yet) This year.

Tiger Call Princeton’s undergraduate student calling program, which operates throughout the school year contacting undergraduate and graduate alumni and parents in support of Annual Giving.

Tiger Tracks Princeton Annual Giving’s password-protected online prospect tracking system for volunteer use; contains current contact and gift information on prospects assigned to volunteers.
“Total Years Donated” or the total number of years a person has made a gift to Annual Giving; this figure is not necessarily consecutive years of giving.

**AG SOLICITATION CODES – found in both the Excel and PDF reports**

- **Reduced Solicit** An individual who has not made a gift to Annual Giving in the previous five years; please contact them!

- **AG limited Mailings** An individual has not made a gift in 5 years (or more). Please go ahead and contact them (this is more of an internal tracking code).

- **AG Perm Telethon Do Not Solicit** An individual who has requested that we not phone and ask for money. Do not call these people unless they happen to be very good personal friends. Please use e-mail or mail instead.

- **No AG Email** An individual has requested not to be solicited by e-mail. Do not e-mail these people unless they happen to be very good personal friends. Please call them or use mail.

- **AG Refused TigerCall Curr Camp** An individual who declined to make a gift when contacted by our student calling program. *Note:* A surprising number of these alumni will give when called by another alumnus/a; please feel free to contact them.
### APPENDIX B: Cumulative Totals

#### Graduate Annual Giving

<table>
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<th>Year 1</th>
<th>Donors</th>
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(1) Graduate alumni participated in Annual Giving from the first year (1940-41), but a specific Graduate School program was not formalized until 1957-58.