

The Prout School

Breaking Ground Campaign

Alumni Class Captain Job Description

Introduction

First of all, thank you for taking on the role of **Alumni Class Captain!** We cannot take this next step on our journey to a new playing field without your help. Since the field received final approval from the Town of South Kingstown in January of 2019, we have raised one million dollars from current families and local businesses and parents of alumni. While several alumni have also come through, we would like your help with a formal campaign that will target Prout alumni.

Our Goal

The goal is to raise \$260,000 from Prout's alumni base from November 17 through December 31, 2020, or later. We currently have about 4,300 alumni from 52 graduating classes. Class sizes vary greatly, so some may raise less, some much more. Our goal of \$260,000 assumes an average gift of \$5,000 per graduating class.

Several of you have asked if all gifts need to come from ONLY Prout alumni and, of course, the answer is no. If there are Prout parents and grandparents and siblings and coaches and teachers you want to reach out to, that is great. When these people make a donation, they can designate which class their gift should be applied to!

Next Steps/Timing

Once you agree to help (yay again), I'll send you an invitation to sign up and set up your account (be sure to add your personal photo). When you sign up, make sure you join the team set up for your class.

A link to your class page is what you send out on November 17 and beyond via social media, text, email, etc. to your fellow alumni to make the case for the field and ask for a donation.

Now through November 17

Prout will: Identify at least one captain for all 52 classes. Make sure class captains have set up their accounts (and added photos) in GiveButter. Send class lists to all class captains so they can update them with any updates they have/obtain.

We'll also start getting the word out to our alumni that this campaign is in the works and will be launched November 17. We'll do this via our Crusader magazine and emails and social media posts.

Class Captains will: Set up your profile in GiveButter, including a photo. Consider personalizing your class page*. Familiarize yourself with GiveButter's features, which is VERY easy to use and understand. Poke around in there, send an invitation to a few

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people in your class you know really well so THEY can poke around and make a donation and get a feel for GiveButter.

Also during this time, we ask class captains to work with fellow alumni to ensure that you have **at least one way** to connect with just about everybody in your class – text or email or Facebook or Linked In or Twitter.

November 17: Online Launch Party

We'll have a quick Zoom meeting at 6:30pm during which we'll officially launch the campaign, announce where we are to date, and answer any questions you may still have. Of course, if you can't make it, you can't make it, but mark your calendars now so we can have as many of you there as possible! Won't be more than 30 minutes.

November 17 through December 31 (May extend)

Reach out to your friends and family via GiveButter and do whatever it takes to create excitement and enthusiasm and a drive to reach your class goal of at least \$5,000! I'll be in touch regularly to help. **Giving Tuesday (a national day of giving with lots of national and worldwide PR surrounding it) is December 1 so that will provide us with an opportunity to give another push two weeks into the campaign.**

About GiveButter

We've selected a software product called GiveButter, which we hope will make things very easy and appealing, especially to our younger alumni classes. Contributions can be made via credit card, PayPal and Venmo. GiveButter helps us get the word out about a million different ways, updates everybody on where we stand in terms of money raised against goal, allows us to create competition among classes and lets the donor make a donation as easily as possible, using the method they are most comfortable with.

You'll be able to reach out to your fellow alumni via email, text, Facebook, What's App, Linked In, QR code to let them know there's a campaign and remind them to donate. There's even "text to donate". And when people make a donation, they can indicate that they're donating "in memory" of someone or "in honor" of someone.

People can pay with a check, credit card, PayPal, or Venmo. Some other possibilities include:

- **Google Pay** (on mobile and desktop Chrome browsers)
- **Apple Pay** (on mobile and desktop Safari browsers)

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- **Microsoft Pay** (on a limited number of Internet Explorer browsers)

Donors can also easily set up a recurring donation – for example, pay \$25 a month for 4 months for a total donation of \$100.

Other Resources

If you go to the Prout website, there is a lot of information about the field so you can become knowledgeable about where we are on the project, why there's a need, what the field will look like, etc. Here are some page links that will be helpful:

<https://www.theproutschool.org/athletics/the-field>

<https://www.theproutschool.org/giving/supporting-the-field>

HELP!

Contact me at ANY time for help or answers to your questions! I love this stuff and am happy to talk to you: nkelly@theproutschool.org or cell 401-680-3430.

On behalf of all of the students at Prout, thank you, one and all!!

* You can change the photo/graphic on your class page to something that might be more meaningful for your graduating class or leave it as is (The Crusader logo).

Another way to make your class page unique is to add to the STORY part of the page. What I wrote will still appear, but you can add a paragraph or two above that. I'm thinking for the classes that really knew Meghan Cooney, this is a good place to write about Meghan and what she meant to you.