

CHALLENGE AGENTS

CONNECTICUT COLLEGE FUND 2022-2023



CONNECTICUT COLLEGE'S CHALLENGE AGENT PROGRAM IS A MICRO-VOLUNTEERING OPPORTUNITY FOR ALUMNI TO MAKE THE GREATEST IMPACT DURING TIME-SENSITIVE FUNDRAISING CAMPAIGNS.

Challenge Agents (CAs) are enthusiastic supporters of Conn and are critical in promoting, advocating for, and sharing the impact of CC Fund campaigns to alumni.

CAs partner with CC Fund staff to fundraise for the Conn community.

CHALLENGE AGENT IMPACT

The opportunities are endless for how the inaugural group of CAs will benefit Conn. In previous years, alumni volunteers have been a driving force behind record-setting fundraising, and your support with high-impact campaigns will continue this tradition.

- Alumni are 3 times more likely to donate when asked to do so by a CC Fund volunteer.
- 1 in 4 peer solicitation emails results in a contribution to the College.
- Peer sharing on social media amplifies alumni engagement.
- 30% of online donors say that social media is the communication tool that most inspires them to give.

CHALLENGE AGENT ROLES & RESPONSIBILITIES

- Show your support early by giving a gift or pledge to Conn by December 1 of each fundraising year. Pledges are payable by June 30.
- Advocate for support from classmates and the Conn community during high-impact fundraising campaigns, such as Founders Day, Giving Tuesday, and specific in-person events. Peer-to-peer outreach can be conducted via email, phone and/or social media.
- Encourage alumni to give a gift to Conn through personalized and provided content on social media including video testimonials, posts and comments, and celebrating accomplishments.

INTERESTED IN JOINING THE TEAM AND BECOMING A CHALLENGE AGENT? EMAIL CONNECTICUTCOLLEGEFUND@CONNCOLL.EDU TO LEARN MORE.