program summary

The Cranbrook Schools Class Agent Program aspires to encourage participation in the Schools Annual Fund by setting dollar or participation goals for reunion classes in milestone years (five-year intervals). Class Agents help us to achieve those goals by serving as ambassadors for their reunion classes.

With the assistance of the Office of Advancement, Class Agents commit to:

- Cultivate relationships with classmates and encourage their engagement with the school
- Set annual fund dollar and/or participation goals for their class
- Reach out to classmates by phone, text, letter and/or email to solicit gifts for the annual fund
- Thank classmates for their participation
- Share address, name or email changes with the School

reunion class solicitation letters

Traditionally, an agent sponsored solicitation letter will be mailed in February to alumni in milestone reunion years. Sample letters are provided by the Advancement Office and agents are invited to personalize and customize the text to appeal to their classmates. The Advancement Office will facilitate mailing.

class lists and giving summaries

Class Lists are circulated to agents each year in conjunction with the annual fund solicitation mailing. Lists include a roster of all classmates within the class year, along with contact information and annual fund giving history. Class agents should use lists to make personal contact with as many classmates as possible, and all information therein should be kept confidential.

Please contact Teresa Anderson at tanderson@cranbrook.edu or 248.645.3407 if you are interested in becoming a class agent or would like more information.

2020-2021 TIMELINE

October / November
- Advancement office sends fall appeal to alumni
- Identify/recruit Class Agents

December / January
- Advancement office sends year-end appeal hosts Annual Fund Drives
- Class Agent Training

February / March
- Advancement office sends spring appeal to alumni
- Class Agents send personal reunion/annual fund appeals

April / May
- Advancement office sends communication about Challenge Week, fiscal-year appeal and hosts Annual Fund Drive
- Class Agents send notices about Challenge Week and reunion