



## Elon Alumni Peer Agents

An Elon Alumni Peer Agent is a volunteer who assists the Office of University Advancement with its efforts to increase the number of alumni engaged with and giving to Elon annually. Using a peer to peer model, volunteers will represent Elon through personal outreach to classmates and their network in an effort to promote their participation in Elon events and encourage their financial support of university initiatives.

Through this mutually beneficial relationship, Elon Alumni peer agents fill critical roles...

... as a lifelong PARTNER, remaining connected and involved with the university, as well as sharing university news and events with peers.

... as a lifelong ADVOCATE, facilitating and encouraging engagement with Elon among fellow graduates, assisting with internship and job opportunities for Elon students and alumni and promoting Elon among prospective students and families.

... as a lifelong INVESTOR, supporting Elon annually through charitable gifts in support of the university's priorities and encouraging fellow alumni to invest in today's students.

### Essential Responsibilities and Commitment of the Role

Length of Term: 1 year

Time Commitment: 3 outreach periods per year

- Giving Tuesday (Dec. 3)
- Elon Day (March 5)
- Fiscal Year End (May 1 – May 31)

### Responsibilities:

- Make a gift to Elon's Greatest Needs or the fund of your choice
- Contact fellow alumni (classmates or peers) in an effort to secure **at least ten donors** to the fund or area of Elon that is meaningful to them. Elon will provide basic contact and giving information via the Blackbaud Volunteer Network Fundraising app/website.
- Participate in our 3 annual outreach periods. During these timeframes, we will ask you to use phone, email, social media, and/or mail to reach out to your contacts
- Share Elon information, events, news and giving opportunities with contacts throughout the year
- Thank friends and classmates for making a gift
- Be a liaison between Elon and alumni by providing feedback to Elon
- Communicate with other volunteers and Elon staff manager on your progress and outreach
- (Optional Social Media Emphasis) Maintain a social media presence for class Facebook Group (assist with class group management, postings, etc.)

### Elon's Commitment to Volunteers

- Individualized attention from University Advancement
- Personal and professional growth and development through the volunteer experience
- Advanced insight into university information