



CLASS LEADERSHIP TEAM JOB DESCRIPTION

The Class Leadership Team is a key group whose role is to partner with the Knox Alumni Engagement Staff on strategic initiatives that increase the number of alumni engaged with the Knox and bring annual gifts to the College. The leadership team will ideally consist of 3-5 volunteers from each class who will encourage classmates and peers to remain connected with Knox and each other. The time commitment for each volunteer will range from 5 - 10 hours per year.

Duties of the Team:

CONNECT:

Share campus news and updates via email or social media and encourage classmates to submit Class Notes and updated contact information.

- Fall: Send reminder email to class about class notes for the *Knox Magazine*.
- Winter: Sign holiday greetings to classmates that alumni engagement staff will send via email.

TAKE PART:

Attend events in your region and on campus, participate in volunteer opportunities while encouraging classmates to do the same.

- Fall: If on social media, participate in the Virtual Pumphandle during New Student Orientation.
- Fall: Contact classmates and encourage Homecoming and Reunion Weekend registration.

GIVE BACK:

Advocate the importance of giving back to Knox, thank classmates for their financial support and make a personal contribution to the College.

- Spring: Participate in #KnoxProud Day, an annual day of giving, as an advocate.
- Summer: Contact classmates about making a gift before the end of the fiscal year.

Ongoing duties:

- Maintain a class Facebook page, or other preferred social media channel.
- Remind classmates to recommend prospective students to Knox.
- Ask classmates to nominate peers for alumni awards.

QUESTIONS? Contact Jennifer Gallas, Associate Director of Alumni Engagement and Annual Giving, at 309-341-7957 or at jgallas@knox.edu.

YEARLY TIMELINE FOR CLASS LEADERSHIP TEAMS

- Suggested touch points for Classes

FALL:

- Correspondents or other class leaders send reminder email to class about class notes for the *Knox Magazine*.
- Participate in the Virtual Pumphandle during New Student Orientation.
- Contact classmates and encourage Homecoming and Reunion Weekend registration.

WINTER:

- Sign holiday greetings to classmates that alumni engagement staff will send via email.
- Reminders to make a gift before calendar year end.

SPRING:

- Participate in #KnoxProud Day, an annual day of giving, as an advocate.

SUMMER:

- Contact classmates about making a gift before the end of the fiscal year.