

## CLASS GIFTS

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### **Why class gifts can be an effective GAPS ask**

Several staff have found great success using the Class Gift idea with graduating students. Javier Tarango-Sho originated this idea for his students at UC-Berkeley and found that students enjoyed giving in a group context to the chapter account, when they could set their own goals and hold each other accountable. Javier's role was to cast vision for the ministry and then to set up the structure of class gifts, including one or two class gift officers. After giving a pitch for why to give a class gift, he would leave the room, allow the students to make a decision as a group for 20-30 minutes and then return to hear their decision.

In the months afterwards, Javier and his staff would follow up on the individual decisions, but the class gift officers would also remind their peers to give. The officers would keep their friends motivated towards the goal.

In 2016, Ryan Lospaluto began a pilot project for staff who wanted to grow their alumni giving. Some staff used the class gift idea. One staff director employed these principles and in 2017, his graduates committed to \$800/month. In April 2018, the graduates committed to \$1250/month!

On the next page you'll find an outline of how to ask for a class gift.

### Asking For Class Gifts Outlined:

Vision for why supporting InterVarsity at \_\_\_\_\_ is important.

- Many people have been giving for years for this ministry to happen and you have been the direct recipient of that.
- We all want to see this ministry continue to grow and thrive. We also want to see the impact of our ministry grow beyond our campus borders as we long to seek the Gospel reach every corner of every campus.
- You know better than anyone else how valuable this ministry is and we want to see more students have the experience you did.

Talk about what a class gift is:

- They may have been asked already by their school
- The class gifts around campus are great (tree or bench on the quad, etc.)
- However, we are asking you to give a class gift that has eternal impact
- Combine what you can each give individually to a total coming from the class

So here is what I want you to do:

- Take a few minutes to think and pray about what God would have you give monthly for the next 3 years to the ministry here!
- To give you some context, our average alumni monthly gift is \_\_\_\_\_. The range is \_\_\_\_\_ to \_\_\_\_\_. So even if you are going to Grad School please consider just \$10/month.
- Talk together and come up with as a class what your gift will be to the ministry.
- Then, elect X number of class officers who will:
  - Be liaisons between the staff team and your class
  - Help report on the class gift and keep you accountable
  - Help organize class reunions
- I'm going to give you 20-30 minutes to do all this. I'll come back in and whatever you tell me you will give I will be so thankful for!
- Any questions?
- I really want to encourage you to own this as a group. Your class can make a huge impact for the kingdom for years to come on this campus!