The Exeter Fund

FY27 Volunteer Outreach Templates

Fiscal Year 2027 | July 1, 2026 – June 30, 2027

These templates are designed to help Exeter Fund volunteers connect with classmates, encourage participation, and support class fundraising goals. Volunteers are encouraged to personalize each message to reflect their relationships with classmates.

General Outreach Templates

1. Introductory Letter or Email

Subject: Connecting About Our Class and Exeter

Dear [First Name],

I hope you're doing well! I'm reaching out as a member of our Class of [Year] Gift Committee as we work together to support The Exeter Fund this year.

I'd love the opportunity to reconnect, hear how you've been, and share a little about why I continue to support Exeter. With our [XXth] reunion approaching, it's an especially meaningful time to reflect on our Exeter experiences and the impact we can make for today's students.

Would you have a few minutes to catch up sometime in the coming weeks? I'd be happy to find a time that works for you.

I look forward to connecting!

Best,
[Volunteer Name]
Class of [Year]

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2. General Solicitation

Subject: Join Me in Supporting Exeter This Year

Dear [First Name],

I hope you're doing well!

The 2026–27 academic year is underway, and a new generation of Exonians is learning, growing, and finding their place within the Exeter community. While much has changed since our time on campus, the Academy's commitment to academic excellence, opportunity, and *non sibi* remains as strong as ever.

As you may know, The Exeter Fund supports nearly every aspect of the Exeter experience, from financial aid and academics to athletics, the arts, and student life. Its origins date back to 1921, when alumni came together to provide winter coats and boots for students in need. More than a century later, that same spirit of generosity continues to make a difference.

I'm proud to support The Exeter Fund, and I hope you'll consider joining me with a gift this fiscal year. Every gift, regardless of size, contributes to the opportunities available to today's students.

You can make your gift at www.exeter.edu/give and direct your support to an area of the Academy that is especially meaningful to you.

Thank you for considering a gift and for being part of our Exeter community.

Best,
[Volunteer Name]
Class of [Year]

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3. Thank You for a Pledge

Subject: Thank You for Supporting Exeter

Dear [First Name],

It was wonderful connecting with you and reminiscing about our time at Exeter!

Thank you again for your generous pledge of $[Amount] to [Designation] in support of The Exeter Fund. Your commitment will help provide meaningful opportunities for today's Exonians and strengthen the Academy for future generations.

I'm grateful for your support and for the example you're setting for our classmates. You'll also receive an official acknowledgment from the Academy.

I hope we can stay in touch, and I look forward to seeing you again soon!

Best,
[Volunteer Name]
Class of [Year]

Reunion Solicitation Templates

4. Reunion Participation Outreach

Subject: Let's Make Our [XXth] Exeter Reunion One to Remember!

Dear [First Name],

I hope you are doing well!

It's hard to believe our [XXth] Exeter reunion is approaching! I hope you'll join us on campus [Reunion Dates] for a chance to reconnect with classmates, revisit familiar places, and see all that's happening at Exeter today.

In addition to celebrating together, our class has an opportunity to make a meaningful impact through The Exeter Fund.

Our Class of [Year] has set a goal of [XX%] participation in honor of our reunion, and I'd love for you to be part of reaching that milestone. Our experiences at Exeter were made possible in part by the generosity of alumni who came before us. Now, we have the opportunity to do the same for today's students.

I hope you'll consider making a gift of any amount at www.exeter.edu/give.

You can also find reunion information at www.exeter.edu/reunion.

Thank you for considering a gift. I hope to see you on campus in May!

Best,
[Volunteer Name]
Class of [Year] Participation Gift Committee

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5. Reunion Leadership Solicitation

Subject: Making an Impact for Our [XXth] Reunion

Dear [First Name],

I hope you're doing well!

With our [XXth] Exeter reunion coming up [Reunion Dates], I've been reflecting on our time at the Academy and the opportunities that helped shape our experiences.

Our Class of [Year] has set an ambitious reunion fundraising goal of $[Goal], along with a participation goal of [XX%]. These goals represent an opportunity for our class to come together in support of the next generation of Exonians.

I'm reaching out to ask whether you would consider making a leadership gift of $[Suggested Amount] to The Exeter Fund in honor of our reunion.

Your support would make a meaningful difference in the lives of today's students while helping our class build a lasting legacy of generosity and *non sibi*.

I'd welcome the opportunity to connect and discuss our class goals and your reunion giving plans.

Thank you for considering this special commitment. I hope we'll have the chance to celebrate together on campus in May!

Best,
[Volunteer Name]
Class of [Year] Leadership Gift Committee

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6. Reunion Leadership Outreach to Previous Donors

Subject: Your Exeter Legacy and Our Upcoming Reunion

Dear [First Name],

As we approach our [XXth] Exeter reunion, I wanted to reach out personally to thank you for the generosity you've shown the Academy over the years.

Your past support of The Exeter Fund reflects a meaningful commitment to the Exeter experience and to the students who continue to benefit from the opportunities we once enjoyed.

In honor of our reunion, the Class of [Year] is working toward a fundraising goal of $[Goal] and [XX%] class participation. We're hoping that classmates who have demonstrated a strong commitment to Exeter will consider helping lead the way.

Would you consider making a leadership gift of $[Suggested Amount] this year in celebration of our reunion?

I would love to connect and hear your thoughts about our class goals and your giving plans.

Thank you again for all you've done for Exeter. I hope to see you on campus in May!

Best,
[Volunteer Name]
Class of [Year] Leadership Gift Committee

Renewal and Reengagement Templates

7. LYBUNT Outreach

For classmates who gave in FY26 but have not yet made a gift in FY27.

Subject: Let's Keep Our Class Giving Strong

Dear [First Name],

I hope you're doing well!

With our [XXth] Exeter reunion approaching, I wanted to reach out and thank you for supporting The Exeter Fund last year. Your generosity helped make a difference for today's students, and I hope you'll consider continuing that support in FY27.

Our Class of [Year] is working toward [XX%] participation this year, and every classmate who gives brings us one step closer to our goal.

Would you consider renewing your gift of $[Previous Gift Amount], or perhaps increasing it this year?

You can make your gift at www.exeter.edu/give.

I hope to see you on campus for our reunion in May. Thank you again for being part of what makes our Exeter community so special!

Best,
[Volunteer Name]
Class of [Year]

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8. SYBUNT Outreach

For classmates who have given previously but did not make a gift in FY26 and have not yet given in FY27.

Subject: We'd Love to Have You Join Us This Year

Dear [First Name],

I hope you and your family are doing well!

As we look ahead to our [XXth] Exeter reunion, I've been reaching out to classmates to reconnect and encourage support for The Exeter Fund.

I know there are many meaningful causes competing for our attention, but I hope you'll consider making a gift to Exeter this year. Your generosity in the past has helped support the opportunities that make the Exeter experience so special, and we'd love to have you participate again.

Our class has set a goal of [XX%] participation in FY27, and every gift, regardless of size, helps us get closer.

If you're interested in making a gift, you can do so at www.exeter.edu/give.

Thank you for considering it. I hope we'll have a chance to reconnect at our reunion!

Best,
[Volunteer Name]
Class of [Year]

Volunteer Personalization Tips

Before sending a message:

- Replace all bracketed placeholders with the appropriate information.
- Add a personal memory, shared experience, or recent connection whenever possible.
- Confirm class fundraising goals, reunion dates, and suggested gift amounts with your Exeter Fund staff liaison.
- For non-reunion classes, remove reunion references and focus on the class's annual giving goals.

- When appropriate, invite classmates to consider increasing their previous gift, making a recurring gift through Forever RED, or taking advantage of a corporate matching gift.
- Follow up personally when possible. A genuine conversation can be more meaningful than a formal solicitation.

Helpful Links

Make a Gift: www.exeter.edu/give

Reunion Information: www.exeter.edu/reunion

Thank you for your time, leadership, and commitment to The Exeter Fund. Your outreach helps strengthen the connections that make the Exeter community so special.