

THE **WESTMINSTER** FUND

2017-18
Volunteer Handbook

Dear Westminster Fund Volunteer,

Each year, the success of The Westminster Fund is propelled by a strong network of committed volunteers who strive to strengthen the School's relationships with all of its constituencies by engaging our community with our mission. This year, you will join a team with more than 200 annual fund volunteers to make a positive impact on the Westminster experience for our students and faculty, and we are grateful for the role that you play in inspiring others to make meaningful investments in our School.

For the past three years, annual giving to Westminster has surpassed \$3 million, and we are extremely grateful for the collective annual contributions of more than 4,000 alumni, current and past parents, grandparents, faculty, staff, and friends.

In partnership with our volunteer leaders, we look forward to another successful year for The Westminster Fund. Our goal is to continue our strong rate of participation and dollar contributions, and I know that your energy, enthusiasm, and dedication will yield great results. On behalf of all of our Wildcats, thank you for your service to our community and for your commitment to making our 2017-18 campaign a success!

With gratitude,

Anne Murphy, Director of Annual Giving

Thank You for Joining the Team!

At Westminster, our students enjoy exceptional educational experiences every day, and The Westminster Fund helps make it possible. Cutting-edge technology in every classroom, collaborative learning experiences like JanTerm, and a robust financial aid program are just a few of the many ways in which The Westminster Fund enhances the student experience. By volunteering with The Westminster Fund, you make a lasting impact on our students and faculty by providing them with opportunities to learn, grow, and excel.

Tips to Get Started

- **Give.** Make your own commitment first. This makes it possible for you to invite others to join you in supporting Westminster this year.
- **Prepare.** Review your prospective donor's personal and past giving information. Familiarize yourself with current information about Westminster so that you feel confident discussing school activities.
- **Ask.** Most people simply do not give until they are asked. We recommend that you start with a call and then follow up with an email.
- **Thank.** Thank them for the conversation, no matter how long or short. If a past supporter, thank them for their prior gift. If a new family or a non-donor, talk about the wonderful experiences at Westminster—all made possible by The Westminster Fund—and thank them for their consideration.



THE WESTMINSTER FUND OVERVIEW

Recognition Levels:

Pressly Leadership Society

President's Circle.....	\$25,000+
Principals' Circle.....	\$10,000 – \$24,999
Deans' Circle.....	\$5,000 – \$9,999

The Pressly Leadership Society celebrates donors who made gifts totaling \$5,000 or more to Westminster during the 2016-17 school year. Members of the Pressly Leadership Society honor the vision of Dr. William L. Pressly, Westminster's founding president, through their thoughtful leadership and extraordinary philanthropic commitments.

Pressly Leadership Society members are honored at an annual dinner in September of the following school year.

Young Alumni Pressly Leadership Society

Classes of 2009-2017.....	\$250+
Classes of 2003-2008.....	\$750+

Members of the Young Alumni Pressly Leadership Society play a pivotal role in shaping the futures of our Wildcats through their exemplary leadership support for The Westminster Fund.

Gift Club Levels

1951 Circle.....	\$1,951 – \$4,999
Honors Circle.....	\$1,000 – \$1,950
Wildcat Circle.....	\$250 – \$999
Donor.....	\$1 – \$249

The 1951 Circle is named in honor of Westminster's founding year, and members are honored at a Spring reception.

Westminster Fund gifts may be directed to one of the following budgeted areas:

- Greatest Need
- Academic Programs
- Arts
- Athletics
- Faculty Support
- Financial Aid
- Technology



Ways to Give

Pledges

Westminster encourages pledge commitments to support the fundraising priorities. Pledges to the annual Westminster Fund must be fulfilled by June 30 each year. Pledges and gifts secured by December 31 add momentum to the campaign and help Westminster better prepare to forecast the budget for the following fiscal year.

Gifts of Cash, Check, or by Credit Card

Checks should be made payable to The Westminster Schools and sent to:

The Westminster Fund
 The Westminster Schools
 1424 West Paces Ferry Road, NW
 Atlanta, Georgia 30327

To make a credit card gift securely online, visit www.westminster.net/giving.

Gifts of Stock and Other Appreciated Securities

For detailed information about transferring securities to Westminster, please contact Andrea Pinder, Director of Advancement Services, at 404-609-6304 or andrapinder@westminster.net.

Other Ways to Give

The Cornerstone Society was established to honor and recognize friends who have included The Westminster Schools in their estate plans. Planned gifts and bequests allow you to support Westminster while realizing financial and tax benefits for you and your family. Please visit our planned giving website (www.westminster.net/cornerstone_society) to explore myriad ways to apply your gift.

Matching Gifts

Corporate matching gifts to Westminster total over \$150,000 per year. Individuals receive donor recognition for their initial gift PLUS the amount of their matching gift.

- Encourage donors to seek a match through their employer or through their spouse's employer.
- Donors must initiate the matching gift through their own company, usually online or with their Human Resources department.
- A list of companies who will match gifts to Westminster is available at <http://matchinggifts.com/westminster>. Please contact Brenda Brodie, Gift Management Specialist, at 404-609-6490 or brendabrodie@westminster.net with any questions.

Why Support The Westminster Fund?

The Westminster Fund is the School's annual unrestricted fundraising priority. Giving to The Westminster Fund allows the School's community—alumni, current parents, grandparents, past parents, faculty, staff, and friends—to express their commitment to providing the best possible education for current and future generations of Wildcats. The Westminster Fund supports nearly every aspect of a Westminster education and enriches the intellectual, social, and personal development of every student, every day. In fact, Westminster's standard of excellence in education is directly attributable to the collective effort of alumni, parents, and friends who contribute every year.

Our students enjoy unparalleled educational experiences every day. Westminster is one of the top schools in the country because students and teachers have the necessary tools to excel. Annual giving provides immediate budgetary support for numerous improvements: access to the latest technology for all students, the best teaching tools and classroom equipment, across-the-board support for our athletic and arts programs, a robust financial aid program, and increased opportunities for teachers to grow professionally. These are direct benefits to our students right now and enhance their lives on campus every day.

Tuition and fees do not cover the full cost of educating our Wildcats. The annual fund, combined with endowment income and auxiliary programs, makes up the difference between tuition and the cost of educating a student at Westminster.

Every bit helps. Each gift, large and small, signifies a commitment to Westminster's mission to provide the best possible education for our students. As foundations and corporations consider grant applications, they frequently ask about the percentage of alumni and parents who give to Westminster. It strengthens our case when those closest to the School support us.

Every dollar donated to The Westminster Fund has the annual purchasing power of a \$25 gift to our endowment.



What if I hear...

“I already made a gift this year.”

Thank you! Given the high volume of gifts and pledges received, volunteer reports are outdated quickly. However, sometimes there is confusion about giving during The Westminster Fund’s fiscal year calendar (July 1- June 30) and the traditional calendar year for tax purposes (January 1 - December 31). Please feel free to direct these questions to the Annual Giving team.



“Yes, I am planning to participate.”

Great! We cannot officially count a pledge unless we have a confirmed amount. If a prospective donor is reluctant to share the amount of their pledge with you, please notify the Annual Giving team, and we can follow up.



“I will make my gift later in the year.”

If a prospect plans to participate later in the year, encourage them to pledge now, but do not push too hard. We want everyone to support the annual fund, and we need to be respectful of what works best for them.

“We cannot give right now.”

Donors have until June 30, 2018, to fulfill their pledge. Ask them to consider setting up a pledge now which they can fulfill later or in installments, if desired.

“I have concerns about...”

If they are willing to share their concerns with you (or even if they are not), please make someone on the Annual Giving team aware of the situation, so the appropriate person can follow up as needed.

“We are doing all we can to afford tuition at this time.”

I certainly understand. Your participation matters, and I do hope you will consider joining the campaign. Westminster appreciates your support at a level that is meaningful for you.



“Westminster does not need my money; other organizations do.”

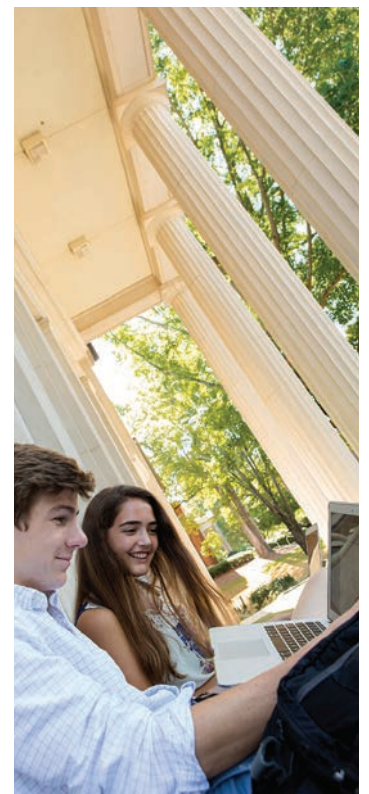
Westminster appreciates that there are likely many charitable groups that are special to you. The School hopes you consider Westminster among the many causes you support because of the significant role it plays in your life. Westminster is committed to preparing students to serve and lead in their communities. With your support, Westminster can continue to provide the best possible education for current Wildcats.

“I support Westminster through the Tax Credit Program.”

Wonderful! But, participation in the Georgia Tax Credit Program is separate from The Westminster Fund. There can be confusion about supporting The Westminster Fund and redirecting part of your tax liability through the Georgia Tax Credit Program. Please feel free to direct these questions to Anne Murphy at annemurphy@westminster.net.

“I already made a gift to the X campaign or Y program.”

Thank you for your generosity! However, The Westminster Fund is the school’s annual fund and provides unrestricted support for faculty resources and student experiences. We hope we can count on you to participate in this year’s Westminster Fund.



6 Ways That Investing in Westminster Pays Off

1. College Counseling



- a. **100%** of the Class of 2017 attended a four-year university/ college
- b. **80** different colleges and universities welcomed a Wildcat this year

2. Nationally Recognized Scholars



- a. **22** National Merit Semifinalists
- b. **6** U.S. Presidential Scholar Candidates
- c. **76%** of 2017 grads were AP Scholars

3. Athletics



- a. **20** students from the Class of 2017 were intended college athletes
- b. **85%** of Middle School and 77% of Upper School students are involved in one or more of the 25 sports programs offered at Westminster

4. Academic Excellence



Class of 2017:

- a. Average SAT score:
1390
- b. Average ACT score:
31

5. College Counseling



- a. **5** full-time counselors —no coaching or teaching
- b. Brand new space located in Pressly Hall
- c. Skype booth for admissions and scholarship interviews

6. 21st Century Learning

- a. **Lower School:** Design Thinking Lab: Innovative space where students hone their creativity, collaboration, and problem-solving skills



- b. **Middle School:** 3,400 sq. ft. Innovation Lab for STEAM education
- c. **Upper School:** JanTerm, offering 46 intensive, cross-disciplinary courses

• **1,847** students in 2017

- Lower: 481
- Middle: 564
- Upper: 828



• Westminster offers **23** Advanced Placement courses, and

- 82% of students score a 3 or higher on AP exams

• Our athletics department offers **84** athletic teams



Fast Facts/Westminster at a Glance

• Tuition is **\$24,220** for Lower School and **\$28,090** for Middle and Upper Schools



• **15%** of our students receive financial aid

• Our students come from more than **76** different zip codes in the greater Atlanta area



• Our global programs span **5** continents

CAMPAIGN LEADERSHIP

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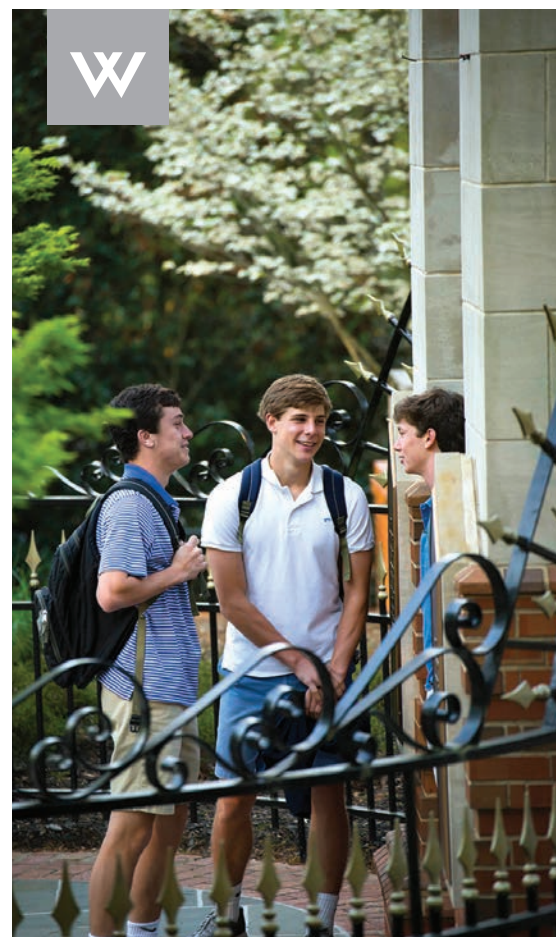
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WESTMINSTER

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