

The Faculty and Staff Campaign for Geneseo

FREQUENTLY ASKED QUESTIONS

What is the Faculty and Staff Campaign?

The Faculty and Staff Campaign invites all Geneseo employees to show their support for **Shaping Lives of Purpose: The Campaign for Geneseo** by making gifts in support of this historic Campaign.

When does the Faculty and Staff Campaign start?

The Campaign will be highly visible following the public launch on September 15, 2011. Packets will be distributed to all Faculty and Staff beginning September 27, 2011.

How much will I have to give to be a part of the Campaign?

There is no specific dollar amount required. Your gift of any amount will help us move closer to our goal.

Do gifts I've already made count?

All gifts given this fiscal year (since July 1, 2011), including payroll deduction gifts, will be included in the campaign totals. Most gift commitments, however, are over a multi-year period, so if you would like to make a pledge of your intent to support the Campaign, please let us know by filling out the Gift Form. Forms and campaign information can also be found online at campaign.geneseo.edu; Faculty and Staff giving.

If I give to the Faculty and Staff Campaign, where will my gift go?

You can direct your gift to any area of Geneseo that is important to you, however; the following designations are what most Faculty and Staff currently support:

- **The Fund for Geneseo**
- **Roundtable Athletic Association and/or a specific sport**
- **Department Funds**
- **Other**

Can I designate my gift to more than one area?

Certainly! Just indicate the area and amount for each designation on your gift form.

What types of gifts "count?"

All types of gifts count for the campaign. Common gift types include:

- Outright gifts: cash, checks, payroll deduction, and credit card gifts.
- Shares of stock in publicly traded companies.
- Gifts of real property

How will my gift be used?

100% of your gift goes to the fund you designate.

I already work here. Why should I give?

In these hard financial times, it might seem a little presumptuous to ask you to give back, but we do so because your giving is so important to support our students and faculty, and because you can help this college strengthen itself for its future.

The Fund for Geneseo

is a vital source of support for the College, providing critical unrestricted funding to virtually every area of campus life and student learning. Tuition, fees, and funding from the State of New York cover only a fraction of the cost to educate each student. The Fund for Geneseo fills in the gaps, supporting scholarships and financial aid, undergraduate and faculty research, athletics, study abroad opportunities, student internships, faculty enrichment, and other programs and initiatives that enhance the quality of the educational experience at Geneseo and provide learning opportunities to Geneseo students.

I already work here. Why should I give? (continued)

Your giving influences the giving decisions of alumni and others.

Consider servers at a restaurant. They see the entire operation of the restaurant in which they work – from how clean the kitchen is, how carefully the chef works or whether the ingredients are fresh. So when a server comes to eat at the restaurant on his/her own time, that's quite a powerful recommendation.

The same principle applies to faculty and staff giving. We are fortunate to have achieved a giving rate of 21% last year. This serves as evidence that many stand behind Geneseo's mission and know best what the college accomplishes in students' lives.

Our giving rate is compelling proof of Geneseo's value to prospective donors, foundations and corporations—so we know we can do even better! Every gift, regardless of the amount gets counted in the percentage, so please give what you can.

How do I make a donation to Geneseo?

As a Geneseo Faculty or Staff member, this packet includes facts about the campaign to help you make an informed decision, as well as a gift form. If you have questions about these materials, please contact a Faculty and Staff Campaign volunteer, or call Michelle Worden at Ext. 5506. They will provide you with the assistance you need. Or, if you prefer, you may find the information you are looking for at campaign.geneseo.edu: Faculty and Staff Giving.

Who are the committee volunteers and how can I reach them?

<u>Name</u>	<u>Phone</u>	<u>Email</u>
Ron Herzman Co-chair	ext. 5265	herzman@geneseo.edu
Andrea Klein Co-chair	ext. 5500	klein@geneseo.edu
Liz Argentieri	ext. 5194	argent@geneseo.edu
Susan Bailey		baileys@geneseo.edu
Laura Canfield	ext. 5662	canfield@geneseo.edu
Sue Chichester	ext. 5577	sue@geneseo.edu
Betsy Colon	ext. 5060	colon@geneseo.edu
Kurt Fletcher	ext. 5281	fletcher@geneseo.edu
Laurie Fox	ext. 5577	fox@geneseo.edu
Harry Howe	ext. 5465	howeh@geneseo.edu
Wes Kennison	ext. 5546	kennison@geneseo.edu
Jo Kirk	ext. 5335	kirk@geneseo.edu
Chip Matthews	ext. 5926	matthewc@geneseo.edu
Rose McEwen	ext. 5247	mcewen@geneseo.edu
Chris Schultz	ext. 5356	schultz@geneseo.edu
Dennis Showers	ext. 5264	showers@geneseo.edu
Becky Stewart	ext. 5666	sutherr@geneseo.edu
Gary Towsley	ext. 5388	towsleyg@geneseo.edu
Joe VanRemmen	ext. 5651	vanrem@geneseo.edu

list as of 9/20/11

Who on the College Advancement staff can I contact with a question?

<u>Name</u>	<u>Title</u>	<u>Phone</u>	<u>Email</u>
Michael Catillaz	Vice President for College Advancement	585-245-5519	catillaz@geneseo.edu
Lisa Feinstein	Executive Director of Campaign Operations	585-245-5519	feinstein@geneseo.edu
Michelle Worden	Associate Director of Alumni Relations	585-245-5506	worden@geneseo.edu
Lynn Myers	Director of Advancement Services	585-245-5518	myers@geneseo.edu

Who is the primary contact for the Faculty and Staff Campaign?

Michelle Worden	Associate Director of Alumni Relations	585-245-5506	worden@geneseo.edu
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