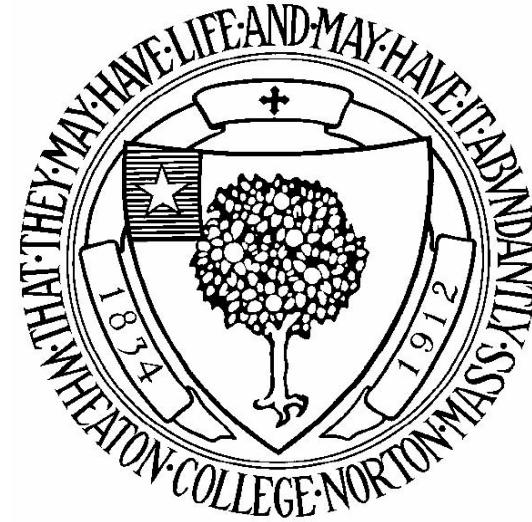


WHEATON COLLEGE



2-YEAR REUNION PLANNING OVERVIEW PROGRAM AND GIFT

CLASS OF '60

50TH CLASS REUNION

CLASS OF 1960

MAY 14, 15, 16, 2010

SAVE THE DATE!

**ANNUAL FUND GIFT
&
CAPITAL/PLANNED GIFT
IT'S OUR LEGACY TO WHEATON**

Reunion Annual Fund Gift

- Supports the ongoing, budgeted needs of the college
- Gifts are generally made in cash, securities, credit card or donor advised funds

Capital Gift

- Gifts may be used to establish an endowment, fund a particular current college need, or added to our class scholarship
- Gifts may be made in trust or through your estate
- Gifts may be established that produce income for you during your lifetime

NOTES

September 2008

Dear 50th Reunion Class Volunteers,

Thank you very much for leading the planning of your 50th Reunion program and gift efforts over the next eighteen months. The planning you do, both in the activities you will plan for your classmates and in the philanthropic support you will generate for the campus today, is of great significance to your fellow alumnae, to this generation of students, and to the entire Wheaton community. Wheaton is a special and unique institution, recognized nationally as a leader in undergraduate liberal arts education; your pride makes a tremendous difference and contributes in large measure to the college's national reach and reputation.

Alumnae attend reunions for many reasons, among them the desire to reconnect with and to support the place and the people who helped shape their lives, as well as the opportunity to meet new friends and make new memories. By leading reunion planning, you will be strengthening ties with your classmates, creating lasting memories, and supporting the exceptional students and faculty at Wheaton today. What could be more satisfying!

In the pages that follow, you will find a planning guide, descriptions of the volunteer positions that have worked for prior 50th classes, a glossary of terms that will be helpful in your program and gift planning, as well as the names and contact information of those on campus who will partner with you in support of your volunteer efforts. Together, we can create an exciting, dynamic and truly celebratory 50th Reunion program and gift. Let's get started in our partnership.

Most sincerely,

Sharon M. Howard '87
Executive Director, Alumnae/i Relations & Annual Giving

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Reunion Gift.

REUNION INVITATION AND RESERVATION FORM

These are mailed to Reunion classes in late March. Web registration is available in early April.

RESOURCES FOR PLANNING YOUR 50TH

Class officers from recent 50th Reunion classes ('56, '57, '58) are an excellent resource. Consult your staff contact for their e-mail addresses and telephone numbers.

SPECIAL EQUIPMENT IN RESIDENCE HALLS

Equipment such as CD/cassette players, bulletin boards, slide projectors, and TV/VCR/DVDs can be arranged by completing and returning the **REUNION CLASS NEEDS SURVEY** (see definition above) **by the first weekend in April** (this important tool is included in a March mailing to Reunion Program Chairs). Please note that coffee makers, urns, coolers, computers and china/glassware cannot be provided by the college.

STANDARD EQUIPMENT IN DORMS

Each residence hall parlor is equipped with assorted "living room-style" furniture, extra folding chairs, and one 8 foot table with a paper cloth.

SPORTS AND RECREATION FACILITIES

Recreation facilities are open to alumnae/i and their guests throughout the weekend. The weekend program will provide specific hours.

SPOUSES, FAMILIES AND GUESTS

Families and guests, including children, are an integral part of Wheaton Reunions. Special programs and services are made available to these important members of the Wheaton family. Consult with your staff contact if you have specific questions.

**REUNION GIVING PROGRAM
50TH REUNION GOAL
TWO GIFTS THAT COUNT:**

Cocktail parties at other times during the Weekend are generally organized by the Class and are held in the dorm parlor where the Class is housed. Light hors d'oeuvres and BAR SET-UPS (see definition provided) can be provided by the college at cost and with advance notice.

REFLECTION LETTERS

Reflection letters generate memories of shared class experiences (the first night on campus, life in the dorms, favorite professors, Peacock Pond, etc.). Reflection letters are ideally written by non-class officers from different social and academic groups.

50TH REUNION GOAL

REUNION ANNUAL FUND GIFT

This is the total of all Annual Fund contributions made by classmates in the 4 years prior to the Reunion year, during the 50th year and all Annual Fund pledges through the 54th year. Dollar and donor participation goals are set for the Reunion Annual Fund Gift effort, and awards are presented on Saturday of Reunion Weekend.

REUNION CAPITAL/PLANNED GIFT

This is the total of gifts toward purposes other than the Annual Fund. They may include gifts made through a will or trust.

REUNION CLASS NEEDS SURVEY

This important tool is e-mailed in March (just prior to Reunion) to all Vice Presidents/Reunion Program Chairs and must be returned in early April. When completed and returned in a timely manner, this tool helps the Reunion Program Chair determine specific needs and enables the Office of Alumnae/i Relations & Annual Giving to meet those needs and requests.

REUNION CLASS OFFICERS' CORRESPONDENCE

All e-mail and snail mail correspondence should encourage attendance, provide weekend program updates, and remind classes of the importance of making a

RESPONSIBILITIES OF REUNION PROGRAM CHAIRS (RPC)/CLASS VICE PRESIDENTS IN A REUNION YEAR

1. RECRUIT A REUNION PROGRAM COMMITTEE before ALC 2009 (begin after ALC 2008 and complete by Summer 2009)

- Encourage ongoing communication with class officers. For most classes, the Reunion Planning Committee is led by the Vice President who, in a Reunion year, serves as the Reunion Program Chair (RPC). Ideally, the RPC and Reunion Gift Chair(s) (RGC) will communicate a joint message to classmates about the importance of both attendance at Reunion and support of Reunion giving.
- The Office of Alumnae/i Relations & Annual Giving can provide a list (paper or electronic copy) of classmates.
- Recruit at least some Boston/Providence area classmates.
- Make certain that all committee members understand their duties before they accept.
- Inquire about vacation plans and business travel schedules in advance. It is important for key committee members to attend Reunion.

2. ATTEND ALC (OCTOBER 17-18, 2008 AND OCTOBER 16-17, 2009) WITH CLASS OFFICERS AND COMMITTEE MEMBERS

- Begin planning. Decide on committee assignments. Review deadlines determined by the college.
- Map out tentative Reunion program ideas. Bring ideas, suggestions and questions to ALC. Be creative! Think about what made Wheaton special for your class and include similar thoughts and ideas in your Reunion planning.
- Develop a budget, based on class dues, for items including but not limited

to: dorm parlor decorations and class souvenirs. Decide whether or not to collect class dues, keeping in mind that this is separate from, and in addition to, contributions to the Reunion Class Gift.

- 3. MAINTAIN FREQUENT CONTACT** with Sharon Howard and Diane Robbins in the Office of Alumnae/i Relations & Annual Giving and Katherine McKay in the Development office. Early and ongoing communication effectively clarifies expectations and addresses questions and concerns throughout the planning process. Regularly scheduled conference call meetings have been one of the keys to the success in most recent 50th Reunions enjoyed by the classes of 1956, 1957 and 1958.
- 4. FOLLOW TIMETABLE FOR CLASS MAILINGS DURING REUNION YEAR,** specifically recruiting several classmates to write and submit Reflection Letters to be mailed out periodically. These letters have been proven to generate interest and enthusiasm for the 50th.
- 5. COMPLETE AND RETURN REUNION CLASS NEEDS SURVEY**
The Reunion Class Needs Survey will be e-mailed to each RPC in March of their Reunion year.
- 6. MAINTAIN ONGOING CONTACT WITH REUNION PROGRAM COMMITTEE**
Follow up with fellow class officers and committee members on individual assignments between meetings. Use e-mail and phone trees to keep everyone "in the loop."

particular housing needs is something that can be handled in Class Newsletters or on the Class Web Page.

HOSPITALITY

Hospitality begins the moment the first guest arrives and should continue throughout the weekend until the last guest leaves. At Reunion, hospitality can take many forms. A hospitality room is provided in Mary Lyon for all alumnae/i and guests. Each class is encouraged to have several enthusiastic "meeters-and-greeters" visible at the dorm and in the class parlor as classmates arrive. Classes may also wish to provide refreshments in the parlors. These refreshments are the responsibility of the class.

ICE

Ice is available almost around the clock outside Chase Dining Hall.

MEMORIAL TREES AND PLAQUES

These can be donated in the name of a class or in the memory of a deceased classmate. To ensure delivery and placement in time for Reunion, they must be ordered no later than mid-January 2009. Please consult your staff contact for the cost of trees and plaques which are usually covered in the class treasury.

MINI-REUNIONS Mini-Reunions serve to build support for Reunion. See information on page 8.

OFFICE OF MAJOR GIFTS AND GIFT PLANNING

The gift planning staff in this office works with the Reunion Class Gift Planning Chair on setting and achieving its Reunion capital gift goal.

PHOTOGRAPHS

A photographer will be on campus on Saturday to take class photos. The schedule for class photos is created around Commencement Reunion activities, including class programs. Photos are taken on the library steps or, in the event of inclement weather, in the Balfour-Hood Center Atrium.

PRIVATE COCKTAIL PARTIES

A Class Cocktail party for the 50th Reunion Class is held on Saturday evening prior to the class dinner. An open bar and hors d'oeuvres are provided by the college.

and Mary Lyon. Other campus spaces may be available for class dinners; please consult with your staff contact.

CLASS SOUVENIRS

Souvenirs provide lasting memories of your Wheaton Reunion. Examples from past Reunion classes include: pint glasses, sweatshirts, scarves printed with a Pan or Pegasus, a bottle of wine imprinted with a class banner, nametags printed with yearbook pictures, and umbrellas. Your staff contact can assist you in identifying a vendor.

COMMENCEMENT AND REUNION

These are combined events and provide an opportunity for alumnae/i to welcome more than 400 graduating seniors to the Alumnae/i Association and to celebrate the years and experiences shared as a class.

COMMENCEMENT REUNION VOLUNTEERS (CRVs)

CRVs are current students who provide assistance throughout the weekend. Driving golf carts, running on-campus errands, sharing stories about the college today, and generally ensuring a trouble-free, enjoyable weekend are but a few of the tasks performed by CRVs. Classes are assigned CRVs based on program and logistical needs made known prior to the weekend.

FACULTY AND SPECIAL GUESTS

Faculty, staff, and special guests can be a special part of any Reunion dinner or party. Many faculty members are invited each year by class officers to attend several class cocktail parties and dinners. Be sure to invite faculty and other guest(s) early.

HOUSING

Housing for alumnae/i and guests is in the residence halls. *Please remind your classmates that residence halls are not luxurious; sheets, one blanket, one towel and one pillow are provided; alumnae/i are encouraged to bring any "extra comforts" from home, including reading lamps, fans and alarm clocks.* Residence halls are assigned to classes based on the number of classmates and guests registered by the deadline to stay overnight; housing assignments will be available to class officers no earlier than the week before Reunion. A list of area hotels is available for those classes or individuals who would prefer accommodations with more amenities. Encouraging classmates to consider their

RESPONSIBILITIES OF REUNION PROGRAM COMMITTEE

The committee assignments listed below are recommendations from past Reunion Program Chairs (RPCs) and Committees. Each class is responsible for creating a committee structure that will work for its members. The larger the committee with clearly defined roles and responsibilities (tasks), the less overwhelming and labor-intensive the planning process is for everyone involved.

RESPONSIBILITIES OF OTHER CLASS OFFICERS IN A REUNION YEAR:

President

- Appoints a Nominating Chair and committee to select nominees for new class officers prior to Reunion. This is a very important function and does take some time. The goal here is to arrive at the 50th Reunion with the slate of officers for the next five years in place.
- Supports all class officers and committee members (program and gift) as they assume their responsibilities

Secretary/Class Notes Correspondent(s)

- Provides Reunion updates in the Class Notes section of the *Wheaton Quarterly* to build awareness and momentum prior to Reunion. Collaborates with the Class Webmaster to be sure news and information gets to the class web site.

Treasurer

- Manages Class bank account.
- Establishes class budget for Reunion with RPC and class officer team
- Makes recommendation to class officer team regarding assessment for souvenir and other class expenses
- Records dues as received
- Pays class Reunion bills (souvenirs, class bar set-ups, etc.)
- Prepares financial report after Reunion and encourages the Class Officers to consider how the Treasury balance will be handled.

RECOMMENDED PROGRAM COMMITTEE ROLES AND RESPONSIBILITIES:

Hospitality Chair(s)

- Responsible for dorm parlor decorations, dorm room nametags, refreshments, bar set-ups, cocktail parties, etc. Suggest one Co-Chair for Friday and one Co-Chair for Saturday to share responsibilities. Each Co-Chair is encouraged to create a subcommittee. Remember, "many hands make light work."
- Greets classmates as they arrive at the dorm, serving as "host" in the parlor and reminding them to register for Class Awards.

Nominating Chair

- Appointed by the Class President
- Designs a process to recruit new class officers for 2010-2015 term.
- Collects nominations for all officer positions. Works directly with the Annual Fund staff to fill the role of Class Gift Chair.
- Contacts nominated classmates to confirm interest and willingness to serve as a candidate makes certain each nominee fully understands the role and responsibility.
- Prepares slate to be voted on during Reunion.
- Provides a complete list of new officers before the conclusion of Reunion to the Staff in Alumnae/i Relations & Annual Giving.

Promotional/Attendance Chair(s)

- Establishes a phone or e-mail network to build enthusiasm for the event, making an effort to reach every member of the Class.
- Remembers to include classmates all over the U.S. and abroad when recruiting for attendance

50th Reunion Class Book Chair(s)

- Designs and mails a Reunion questionnaire/survey that will gather information for a Class Book. Works very closely with the office of Alumnae/i Relations & Annual Giving to see that the book is produced and mailed prior to Reunion.

ALUMNAE/I RELATIONS AND ANNUAL GIVING

The staff in this office answers questions and supports the work of Reunion classes.

ATTENDANCE

Remember, the more classmates, the more successful the Reunion! Correspondence (e-mail or snail mail) by class officers, reflection letters, telephone calling trees, e-mail trees and especially personal outreach efforts by classmates are important tools to increase attendance and participation. Three attendance awards (class with largest percentage in attendance, class with the most improved attendance since last Reunion and class with the largest number in attendance) are presented on Saturday of Reunion Weekend.

AWARDS -- GO FOR THE GOLD

Reunion attendance and gift awards are presented annually at the Alumnae/i Association Celebration (Saturday afternoon). The awards can be promoted in class correspondence and telephone calls.

BAR SET-UPS

For a fee, Wheaton College Dining Services will provide the following bar set-ups in each class parlor:

2 disposable ice buckets	2 whole lemons	plastic stirrers
paper cocktail napkins	2 whole limes	knife
paper tablecloth	100-10oz. plastic tumblers	

1-litre bottles of: soda water (3), diet cola (3), tonic water (3), cola (3), ginger ale (3), diet ginger ale (3). Set-ups are delivered mid-afternoon on Friday and Saturday. Bagged ice is available at both dining halls throughout the weekend.

BULLETIN BOARDS

These are ideal to post photos, announcements and other class paraphernalia in the residence hall parlor. Bulletin boards are considered **SPECIAL EQUIPMENT** (see definition) and may be requested by using the **REUNION CLASS NEEDS SURVEY** (see definition).

CLASS DINNERS

Reunion class dinners are scheduled **Saturday** evening in campus dining rooms, including but not limited to Emerson, Chase Square, Chase Round, Chase Small

WHAT SHOULD YOU INCLUDE ON YOUR CLASS WEBSITE?

1. Updates about Reunion plans and activities

Family Program Chair

- Organizes optional programs for spouses and guests of Reunion alumnae/i

Class Webmaster

- Maintains and updates class pages in a timely manner with the assistance and support of the Office of Alumnae/i Relations & Annual Giving.

GLOSSARY OF A SUCCESSFUL REUNION

RESPONSIBILITIES OF REUNION ANNUAL FUND GIFT CHAIRS

While the Gift Chair(s) is the primary contact for all class fundraising purposes, the success of Reunion giving requires communication, cooperation and collaboration from each member of the class officer team, as well as a strong Gift Committee. Primary responsibilities of the Reunion Gift Chair(s) are:

MAKE YOUR OWN GIFT OR PLEDGE FIRST

In order to ask others for their support, it is important for the Reunion Gift Chair(s) to make their own gift or pledge first.

RECRUIT YOUR GIFT COMMITTEE.

(Begin after ALC 2008 and complete by April 2009. These people will be invited to attend ALC 2009.) We will organize a phone tree with the gift committee members as callers, and callers will be trained by conference call.

- Choose leadership donors who will be comfortable soliciting leadership gifts.
- Choose loyal, consistent donors from various groups of the class to focus on participation.

SCREEN YOUR CLASS AND ASSIGN CONTACTS.

This involves a review of the entire class (gift history reports will be provided by Diane Robbins) with an eye to setting individual ask amounts and pairing classmates with the appropriate solicitor. This process will be done by Diane Robbins and Katherine McKay and vetted with the Reunion Gift Chair(s), and ideally, could involve a few other classmates who have a good knowledge of classmates' histories and current situations.

SET A REUNION CLASS GIFT GOAL.

This is done in conjunction with Diane Robbins and Katherine McKay who will provide you with information regarding Reunion giving records and prior classes' performances.

REVIEW APPEAL LETTERS DRAFTED BY STAFF.

The internet is a great tool for communicating with your classmates and getting the word out about Reunion. Wheaton is proud to offer your class a website with features that allow you to:

- share details about mini-Reunion programs
- provide information about online Reunion registration, including "Who's Coming to Reunion" list.
- communicate contact information for class officers
- create photo albums
- communicate on message boards

WHAT YOU NEED TO KNOW ABOUT CREATING YOUR CLASS WEB PAGES:

1. Identify a volunteer to serve as Class Webmaster and assume responsibility for the Class Web pages.

Webmasters *do not* need to be especially computer-savvy
Webmaster must have regular access to a computer and basic familiarity with the internet and word processing tools (like Microsoft Word)
Webmasters must register for the Alumnae/i online community
www.wheatoncollege.edu/alum

2. Each Webmaster will be issued a Web Editor's Guide which provides in-depth instructions on how to update and enhance your class pages. Individual ongoing support and training is also provided by the Office of Alumnae/i Relations and Annual Giving
3. The Webmaster should update and maintain class pages regularly so that the content stays fresh and there is frequently something new to keep classmates coming back.
5. All Reunion Class Officers are asked to provide e-mail addresses to be included on the class home page so that friends and classmates can contact you directly with Reunion-related questions.

For more information, please contact alumweb@wheatoncollege.edu

- 1958 mini-Reunions in Florida, Maine and Cape Cod

Whatever your ideas, be sure to enlist the assistance of the Office of Alumnae/i Relations & Annual Giving and remember that mini-Reunions make your class stronger—and your next Reunion better than ever.

These letters will talk about the importance of Reunion giving and initially will include a suggested ask amount specific to each individual. Participation in the 50th Reunion gift and attendance at Reunion will be constant messages throughout the 2 year planning.

MANAGE YOUR GIFT COMMITTEE.

Schedule regular calls to review assignments and motivate and update committee members. Complete solicitations.

STAY IN FREQUENT COMMUNICATION WITH DIANE ROBBINS.

Diane is an important and helpful resource for you.

RESPONSIBILITIES OF REUNION GIFT COMMITTEE MEMBERS

Solicit classmates for a Reunion Annual Fund Gift. Call and/or visit assigned contacts.

Help the class meet its dollar and donor goals.

Stay in frequent contact with Gift Chair(s), updating her of your progress.

CREATING REUNION CLASS WEB PAGES

RESPONSIBILITIES OF REUNION GIFT PLANNING CHAIR

The 50th Reunion is an appropriate time for the college to salute members of the class for a lifetime of support. As such, this is the first time in which *all gifts for all purposes* are counted for the Class Gift, including cash, securities, real estate, life insurance, retirement funds, trusts, pooled income funds, gift annuities, and bequest intentions. This makes your 50th Reunion an ideal time for you and your classmates to include the college in your estate plans or establish a gift that pays an income for life while helping your class meet its goals.

THE GIFT PLANNING CLASS CHAIR

Ideally recruited three to four years before the 50th Reunion, the class gift planning chair communicates with classmates about the various ways a planned gift can be made to Wheaton and the advantages of each option for them, for their 50th Reunion effort and for Wheaton. Some of the basic responsibilities are:

- Attend Alumnae/i Leadership Conference and class committee meetings
- Serve as counsel on scope of communications program for class regarding gift planning options
- Act as a resource for the Gift Planning staff regarding interested classmates
- Assist staff in identifying, educating and if appropriate, help soliciting major gifts and planned gifts
- Act as an advocate for creative gift arrangements from the alumnae

PROCESS FOR GIFT PLANNING CLASS CHAIR

- Letters are created by the Gift Planning staff and sent to the volunteer for approval and signature
- The volunteer may sign each letter by hand individually, select individuals in the class and personalize with handwritten notes with the balance of letters signed via a scanned signature or have all the letters produced by the Development office with a scanned signature

Mini-Reunions contribute to the success of any Reunion. They build interest and enthusiasm for Reunion and keep class spirit alive between Reunions. The Office of Alumnae/i Relations and Annual Giving is ready and willing to support class efforts to organize and implement successful mini-Reunions by:

- discussing program ideas with you
- supplying lists, labels and e-mail address information
- printing and mailing invitations
- helping to coordinate faculty and staff participants at the request of the class

REGIONAL AND SPECIAL EVENT MINI-REUNIONS are organized by geographic area and can be held at a class member's home or at a place of general interest in the area. Spouses and family members are often encouraged to attend. Examples of successful regional mini-Reunions:

- Class of 2001 hosted mini-reunions in New York, Washington, D.C. and Boston
- New England members of the Class of 1986 gathered in Rhode Island for a class 30th birthday celebration
- Class of 1970 hosted a picnic for classmates and their families on Long Island
- Class of 1973 gathered in New York City for a 50th birthday celebration, and the Class of 1977 in Newport, RI
- Classes of 1956, 1957 and 1958 gathered at Wheaton for Homecoming and enjoyed a special lunch together.
- Golf outing at a Tournament Players Club (TPC) in your area
- Trip to New York City with theater, sightseeing and shopping
- Picnic luncheon at Tanglewood, summer home of the Boston Symphony
- One day cruise from Warren, RI to Newport, RI, including brunch, sightseeing and shopping
- Weekend trips to Martha's Vineyard and southern Maine
- Four-day class vacation to Walt Disney World
- A class birthday party weekend in Newport, RI

AT REUNION

- Commencement Reunion Volunteers (CRVs): student volunteers who provide assistance throughout the weekend (i.e., drive golf carts, answer questions, run on-campus errands, etc.)
- Advance requests for equipment and facilities met
- Nametags and Reunion packets furnished at Registration in Mary Lyon Hall (note that packets are not class-specific)
- Up-to-the minute progress against Reunion Gift goals
- Campus-wide programs and entertainment during the weekend
- Reunion Class Officers' meeting to review final and important weekend details
- Guaranteed cheerleading section for your successful Reunion!

- After volunteer approves the letter, letters are sent back to Katherine McKay and stuffed into envelopes with reply cards and return envelope and mailed to classmates
- The Gift Planning staff contacts the volunteer as responses are received. Once gift is closed and appropriate documents are signed by the classmate, the Gift Planning staff notifies the volunteer of the completed gift or bequest intention at which time the volunteer sends a note of thanks.

ABOUT MINI-REUNIONS

TWO-YEAR PLANNING GUIDE FOR REUNION PROGRAM AND GIFT FOR THE CLASS OF 1960

YEAR ONE

Summer/Fall Save-the-Date postcard mailed to alumnae/i in classes celebrating a Reunion in 2010

Correspondence sent to class officers about 2-year planning process and inviting them to ALC '08

Alumnae/i Relations & Annual Giving staff member(s) contact the Reunion Program and Reunion Annual Fund Gift Chairs by phone. As appropriate, meetings are scheduled.

Begin recruiting program and gift committees. Compile list of addresses, phone and fax numbers, and e-mail addresses to share with the committee and the Office of Alumnae/i Relations & Annual Giving

Fall Two-year Reunion Planning Overview provided to class officers.

Alumnae/i Leadership Conference (ALC/Homecoming) – October 17-18, 2008

Reunion Workshops to focus on both Reunion Program and Gift: expectations; planning timelines; recruiting and managing committees; providing schedule of college-sponsored regional events (as opportunities for mini-Reunions). Reunion Volunteer Handbook given to class officers

Class Notes deadline for winter issue of the *Wheaton Quarterly* – October 1, 2008

First correspondence from class officers written at, or immediately following, ALC and mailed to the class in November (letters should be received by the Office of Alumnae/i Relations & Annual Giving by mid-November). You may choose to e-mail this to classmates for whom you have e-addresses.

PRIOR TO REUNION

- Information, resources, support, regular Reunion planning sessions for the officer teams, including the gift chairs, via conference calls, and reminders from:

Sharon Howard '87
Executive Director, Alumnae/i Relations
& Annual Giving
(508) 286-8207
showard@wheatonma.edu

Diane Robbins
Director of the Annual Fund, Alumnae/i
Relations & Annual Giving
508-286-3568
drobbins@wheatonma.edu

Katherine McKay
Associate Director, Gift Planning
508-286-3459
mckay_katherine@wheatonma.edu

- Mailing of Save-the-Date postcard to all Reunion classes
- Lists, labels, e-mail address information, or downloads of classmates
- Information, analysis and support in setting Annual Fund and Capital Gift goals, and mailing in support of reaching these goals
- Easy-to-understand explanations of various planned gifts as well as personalized illustrations and follow up for each individual inquiry
- Processing and postage costs of mailings
- Mailing of Reunion invitation to all alumnae/i in Reunion classes in March 2010
- Processing of all Reunion registrations
- A complete Reunion presence on the Web, including late-breaking news and information
- Coordinating all residence hall and other facility logistics for your class
- Assistance with new class officer recruitment and transitions

May

- Housing assignments made (no earlier than the Saturday before Reunion and determined by the number of registered alumnae/i and guests by posted deadline, the number of available spaces in each residence hall, and special needs requests such as first-floor accommodations)
- Commencement Reunion Weekend, May 21-23, 2010. Comprehensive Reunion Gift Update included in Reunion registration packets. Gift Chairs provided with list of registrants in their class who have not made a gift. One-on-one solicitations occur as appropriate. Participation and gift awards presented at the Celebration meeting

Summer

June

- Reunion Annual Fund Gift Chair follows up with outstanding pledges and lybunts

July

- Reunion Program Chair sends thank you letter to committee members and participants
- Reunion Gift Chair(s) sends thank you letter to the class with final gift results

Revised 9/08
smh/dr/km

WHAT TO EXPECT FROM THE STAFF

Reunion Web pages template created for each Reunion class by the Office of Alumnae/i Relations & Annual Giving. Reunion Web pages are then maintained and updated by each Class Webmaster.

Winter

Class Notes deadline for the spring issue of the *Wheaton Quarterly* – Jan. 1, 2009

Alumnae/i from Reunion classes invited to regional all-constituency activities promoted as opportunity for mini-Reunion

Class Webmaster begins updating Web pages with information gathered at ALC and information gathered throughout the year about classmates, including who is planning to attend, where mini-Reunions are being held, etc.

Class Program and Gift Committee begin planning goals via conference calls.

Begin collecting and compiling complete and accurate list of classmate e-addresses; be sure to share them with the Alumnae/i Office!

Spring

Class Notes deadline for the summer issue of the *Wheaton Quarterly* - March 15, 2009

Guide to Giving in your 50th Reunion Educational Piece with cover letter from Reunion Annual Fund Gift Chairs and Reunion Gift Planning Chair mailed (early May)

Class officer representation at Commencement Reunion Weekend, May 15-17, 2009

Class correspondence written by class officers who attended Commencement Reunion Weekend is due to the Office of Alumnae/i Relations & Annual Giving by June 30th in order to be mailed in mid-July. (You may choose to e-mail this to those classmates for whom you have e-addresses). The letter should include Homecoming '09 dates and encourage attendance as a mini-Reunion for the class.

50th Reunion Class Goal and strategy are set.

Mailing schedule developed.

YEAR TWO

Summer

Class officers' post-Commencement Reunion letter mailed

Class officers organize pre-Reunion cocktail parties or mini-Reunions throughout the upcoming year to encourage attendance in May

Early solicitations

Reunion Gift Chairs review/edit/approve first appeal letter (to include specific Annual Fund asks).

First class reflection letter (early June)

Fall

Reunion Gift lead letter mailed (late September/early October)

Alumnae/i Leadership Conference/Homecoming: October 15, 16, 17, 2009 with Reunion program and gift workshops to focus on planning and implementation of class program and class gift efforts

Volunteer and student Annual Fund phonathon calling occurs

Class Notes deadline for winter issue of *Wheaton Quarterly* – October 1, 2009

Class letter mailed (or e-mailed) immediately following ALC, giving update on Reunion planning and to include an *expected attendance postcard*. The postcard (to be mailed to the Reunion Program Chair) asks each alumna/us to indicate whether he/she definitely plans to attend Reunion, cannot attend Reunion or hopes to attend Reunion (letter written by all class officers or class president).

Calendar year-end gift appeal from the College (November)

Reunion classes extend invitations to classmates, faculty, special

guests, etc. for class programs and special attendance

Annual Fund Gift chair regularly checks in with committee members

Winter

Class Notes deadline for March issue of the *Wheaton Quarterly* – January 2, 2010

Gift Update Memo mailed beginning of February
Attendance/Promotional Chair initiates telephone or e-mail campaign

Deadline to order memorial trees and plaques

Extend invitations to faculty guests for class cocktail and dinner parties

Spring

Solicitations continue. Annual Fund Gift chair regularly checks in with committee members.

March

- Class Notes deadline for May issue of the *Wheaton Quarterly* – March 15, 2010
- Final correspondence from Reunion Class Officers mailed (written by Reunion Program Chair) – you may wish to e-mail this as well
- Reunion invitation and reservation form mailed to all Reunion class alumnae/i (end March)
- Reunion Class Needs Survey mailed to Reunion Program Chairs

April

- Second class reflection letter (April)
- Completed Reunion Class Needs Survey returned by Program Chair to Alumnae/i Relations & Annual Giving Office
- Third gift appeal mailed