

# **2008-2009 REUNION LEADERSHIP MANUAL**

**2009 Reunion Schedule**

Page 1

**Volunteer Job Descriptions**

Pages 2-3

**2008-09 Reunion Planning Timetable**

Pages 4-5

# 2009 Reunion Schedule

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## April 24 - 26, 2009

<b>35th Reunion</b>	<b>Class of 1974</b>	<b>Exeter Inn</b>
<b>30th Reunion</b>	<b>Class of 1979</b>	<b>Exeter Inn</b>
<b>20th Reunion</b>	<b>Class of 1989</b>	<b>Hilton Garden Inn</b>
<b>15th Reunion</b>	<b>Class of 1994</b>	<b>Hilton Garden Inn</b>

## May 8 - 10, 2009

<b>60th Reunion</b>	<b>Class of 1949</b>	<b>Exeter Inn</b>
<b>55th Reunion</b>	<b>Class of 1954</b>	<b>Exeter Inn</b>
<b>45th Reunion</b>	<b>Class of 1964</b>	<b>TBD</b>
<b>40th Reunion</b>	<b>Class of 1969</b>	<b>TBD</b>

## May 15 - 17, 2009

<b>25th Reunion</b>	<b>Class of 1984</b>	<b>Exeter Inn</b>
<b>10th Reunion</b>	<b>Class of 1999</b>	
<b>5th Reunion</b>	<b>Class of 2004</b>	

## May 21- 24, 2009

<b>50th Reunion</b>	<b>Class of 1959</b>	<b>Exeter Inn</b>
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## May 26 -28, 2009

<b>70th Reunion</b>	<b>Class of 1939</b>	<b>Exeter Inn</b>
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## May 27 & 28, 2009

<b>Super Senior Reunion</b>	<b>Classes of 1943 and older</b>	<b>Exeter Inn</b>
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<b>The Exeter Inn</b> 90 Front Street , Exeter		
(800) 782 - 8444	(603) 772 - 5901	<a href="http://www.theexeterinn.com">www.theexeterinn.com</a>
<b>Hilton Garden Inn</b> 100 High Street, Portsmouth		
(800) 445 -8667	(603) 431-1499	<a href="http://www.hiltongardeninn.com">www.hiltongardeninn.com</a>

For a listing of all area accommodations, please go to [http://phillips.exeter.edu/pdfs/Travel\\_Lodging.pdf](http://phillips.exeter.edu/pdfs/Travel_Lodging.pdf)



# Volunteer Roles

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The Alumni/ae Affairs and Annual Giving Office staff will guide all reunion volunteers to ensure the success of each reunion.

## **CLASS PRESIDENT**

This central volunteer position is critical to the success of the reunion. This person helps identify and recruit all reunion volunteer leaders (see list below) and oversees the reunion-planning process with the Alumni/ae Affairs and Development Office staff. He or she writes the initial reunion letter, and serves as a cheerleader and taskmaster to all volunteer leaders.

## **PROGRAM CHAIR**

This person is responsible for planning the social and educational aspects of the reunion for classmates and their family members. This Chair considers the talents within the class and investigates event ideas with the broadest appeal and with an understanding that expenses are reflected in the reunion fee. He or she writes at least one letter to the class and determines which faculty and emeriti/ae faculty to invite. He or she may also organize pre-reunion social gatherings.

## **ATTENDANCE CHAIR**

The main task of the Attendance Chair is to recruit and manage an Attendance Committee. The Attendance Committee is comprised of representatives from each dorm, sport, activity and/or geographic region and is assigned a segmented list of classmates to contact. The Committee member is responsible for calling, writing, and emailing their assigned list of classmates and encouraging their attendance at reunion, regional events and phonathons. This Chair works with the class correspondent and the class web page editor to promote reunion attendance in the *Bulletin* and on the class web site.

## **CLASS WEB PAGE EDITOR**

The Alumni/ae Affairs Office provides an initial web page for the class and maintains the online Reunion Event Schedule, "Reunion Planning to Attend" list and registration process. The goal of the Class Page Editor is to generate interest and enthusiasm about attending and specifically, registering for reunion. While adhering to the Alumni/ae Affairs Office web guidelines, he or she maintains, updates and adds to the content of their web site. Content ideas include pictures, messages from reunion volunteers, trivia about classmates and additional class-specific information.

## **NOMINATING CHAIR**

The Nominating Chair forms the Nominating Committee. This person leads that committee in soliciting classmates to fill the following positions: Class President, Vice President, Class Correspondent, Class Page Editor, Class Agents and Planned Giving Chair (20<sup>th</sup> Reunion and older) and potential Honorary class members. The Nominating Chair works with the Alumni/ae Office on elections for President and Vice President prior to the reunion. Finally, the Nominating Chair introduces the new class officers at the reunion.

**MAJOR GIFT CO-CHAIRS**

These individuals will coordinate their efforts with a member of the Annual Giving staff to identify and focus on the solicitation of top prospects (10-20 percent of the class.) The Major Gift Co-Chairs, as well as committee members, are involved with personal, face-to-face, telephone and written solicitations. A small portion of this group will be managed by the Major Gift Staff for soliciting, which may include a personal visit by the Principal and other key personnel.

**GENERAL GIFT CO-CHAIRS**

The primary goal of the General Gift Co-Chairs is to increase class participation. These individuals solicit 80 percent of the class through direct mail pieces – adding their personal messages to letters and brochures. They also recruit classmates to attend regional phonathons.

# **2008-2009 REUNION PLANNING TIMETABLE**

The timetable below is a guideline for planning a successful reunion. The Alumni/ae Affairs and Annual Giving Office staff will lead this process and support all reunion volunteers with their responsibilities.

## **June 2008 - September 2008**

- ◆ Select class volunteers and assign to committees- including Program Committee, Attendance Committee, Nominating Committee and Fundraising Committee (All)
- ◆ Write and send President's letter providing reunion date (Class President)
- ◆ Review the class fundraising project, if applicable (Fundraising volunteers and Annual Giving Office)
- ◆ Attend meeting with class leadership during Alumni/ae Council Weekend (All)

## **October 2008 – December 2008**

- ◆ Write and send social letter with information about the reunion schedule, pre-registration and lodging – preferably before the first solicitation letter to the class (Program Chair)
- ◆ Consider talents within the class for potential events during the reunion (Program Chair)
- ◆ Begin nomination process (Nominating Chair)
- ◆ Assign ask amounts and solicitors to major prospects (Fundraising volunteers and Annual Giving Office)
- ◆ Write and send initial solicitation letter (Fundraising volunteers and Annual Giving Office)
- ◆ Recruit attendance for regional events and phonathons for fundraising and participation building purposes (Attendance and Fundraising committees)
- ◆ Solicit major donors via phone calls and follow-up visits (Fundraising volunteers)
- ◆ Finalize the special events for the reunion weekend (Program Chair)
- ◆ Determine all expenses and the reunion fee (Alumni/ae Office)

## **January 2009 - May 2009**

- ◆ Send event schedule and registration form, including fee for the weekend (Alumni/ae Office)
- ◆ Finalize the process to determine new officers (Nominating Chair)
- ◆ Prioritize telephone and email outreach for reunion registration (Attendance Committee)
- ◆ Update class web site regularly (Class Web Page Editor with Alumni/ae Office)
- ◆ Send second solicitation letter in Feb./Mar. to those classmates who have not yet contributed (Fundraising volunteers and Annual Giving Office)
- ◆ Continue phone calls and follow-up with those major prospects who have not yet responded
- ◆ Recruit attendance for spring regional events and phonathons for fundraising and participation building purposes (Attendance Committee and Fundraising volunteers)
- ◆ Send or email final social letter to those classmates who have not responded (Class President, Program Chair or Attendance Chair)
- ◆ Come back and enjoy your reunion! (All)
- ◆ Concentrate on final fundraising calls before closing of the books on June 30 (Fundraising volunteers and Annual Giving Office)