

REUNION LEADERSHIP MANUAL

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Academy Mission Statement

The founder of Phillips Exeter Academy defined its mission more than two centuries ago. "Above all," **John Phillips** stated, "it is expected that the attention of instructors to the disposition of the minds and morals of the youth under their charge will exceed every other care; well considering that though goodness without knowledge is weak and feeble, yet knowledge without goodness is dangerous, and that both united form the noblest character, and lay the surest foundation of usefulness to mankind."

Exeter today continues the commitment to unite knowledge and goodness. It seeks students who combine proven academic ability, intellectual curiosity, and tenacity with decency and good character. At the Academy, exacting inquiry and thoughtful discourse foster the life of the mind; instruction and activity promote fitness and health, and the daily interactions of a residential school nurture integrity, empathy, and kindness. Because learning and growth at Exeter arise from each individual's engagement with others, the richness of education here requires diversity in all its dimensions; students and faculty value the differences they bring to the community they share.

The challenges that students meet at Exeter and the support they receive have a common purpose: to stimulate their development as individuals and as members of society. Exeter seeks to graduate young people whose creativity and independence of thought sustain their continuing inquiry and reflection, whose interest in others and the world around them surpasses their self-concern, and whose passion for learning impels them beyond what they already know.

-1991

2010 REUNION SCHEDULE

April 23 - 25, 2010

40th Reunion	Class of 1970	Exeter Inn
35th Reunion	Class of 1975	Exeter Inn
30th Reunion	Class of 1980	Fairfield Inn
10th Reunion	Class of 2000	Fairfield Inn

April 30 - May 2, 2010

60th Reunion	Class of 1950	Exeter Inn
55th Reunion	Class of 1955	Exeter Inn
45th Reunion	Class of 1965	Hilton Garden Inn
5th Reunion	Class of 2005	Portsmouth

May 14 – 16, 2010

25 th Reunion	Class of 1985	Exeter Inn
20 th Reunion	Class of 1990	Hilton Garden Inn

May 20- 23, 2010

50th Reunion	Class of 1960	Exeter Inn
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May 21 -23, 2010

15th Reunion	Class of 1995	Fairfield Inn
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The Exeter Inn	90 Front Street , Exeter	
(800) 782- 8444	(603) 772-5901	www.theexeterinn.com
The Fairfield Inn	138 Portsmouth Avenue, Exeter	
(866) 580-6282	(603) 772-7411	http://www.marriott.com/hotels
The Hilton Garden Inn	100 High Street Portsmouth	
(800) 445-8667	(603) 431-1499	www.hiltongardeninn.com

For a listing of all area accommodations, please go to: http://www.exeter.edu/about_us/about_us_2159.aspx

VOLUNTEER ROLES

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. Each member of the Committee 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 photos, 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 (20th 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.

REUNION PLANNING TIMETABLE

2009-2010

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 2009 – September 2009

- ◆ Determine and recruit class leaders and committee members for these roles: Program, Attendance, Nominating and Fundraising (All)
- ◆ Write and send President's letter providing reunion date (Class President)
- ◆ Meet with class leadership, share ideas and receive reference materials during Alumni/ae Council Weekend on September 25 & 26 (All)

October 2009 - December 2009

- ◆ Write and send social letter with information about the reunion schedule, pre-registering and lodging. Consider emailing a survey. (Program Chair)
- ◆ Consider talents within the class for potential events during the reunion (Program Chair)
- ◆ Attend and encourage classmates to attend regional events and phonathons throughout the year. (All)
- ◆ 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 to all classmates (Fundraising volunteers and Annual Giving Office)
- ◆ Solicit major donors via phone calls and follow-up visits (Fundraising volunteers)
- ◆ Finalize the weekend event schedule (Program Chair)
- ◆ Determine all expenses and the reunion fee (Alumni/ae Office)

January 2010 – May 2010

- ◆ Email the reunion schedule and registration form, including fees for the weekend (Alumni/ae Office)
- ◆ Update class web site regularly (Class Web Page Editor and Alumni/ae Office)
- ◆ Increase the number of classmates registered (paid) to attend (Attendance Committee)
- ◆ Finalize the election process (Nominating Chair)
- ◆ 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 prospects who have not yet contributed. (Fundraising volunteers)
- ◆ Email a final message to those classmates who have not registered (paid) to attend (Class President, Program Chair or Attendance Chair)
- ◆ Come back and enjoy your reunion! (All)
- ◆ Concentrate on final fundraising push for the closing of the books on June 30 (Fundraising volunteers and Annual Giving Office)

MEET THE REUNION TEAMS

th **60 Reunion**

Barbara Wetherbee - Assistant Director of Annual Giving, x3095
bwetherbee@exeter.edu

Jan Woodford - Assistant Director of Alumni/ae Affairs, x3414
jwoodford@exeter.edu

th **55 Reunion**

Barbara Wetherbee - Assistant Director of Annual Giving, x3095
bwetherbee@exeter.edu

Jan Woodford - Assistant Director of Alumni/ae Affairs, x3414
jwoodford@exeter.edu

th **50 Reunion**

Barbara Wetherbee - Assistant Director of Annual Giving, x3095
bwetherbee@exeter.edu

Jan Woodford - Assistant Director of Alumni/ae Affairs, x3414
jwoodford@exeter.edu

th **45 Reunion**

Jan Gosselin - Associate Director of Annual Giving, x3478
jgosselin@exeter.edu

Jan Woodford - Assistant Director of Alumni/ae Affairs, x3414
jwoodford@exeter.edu

th **40 Reunion**

Jan Gosselin – Associate Director of Annual Giving, x3478
jgosselin@exeter.edu

Jan Woodford - Assistant Director of Alumni/ae Affairs, x3414
jwoodford@exeter.edu

th **35 Reunion**

Jan Gosselin - Associate Director of Annual Giving, x3478
jgosselin@exeter.edu

Jan Woodford - Assistant Director of Alumni/ae Affairs, x3414
jwoodford@exeter.edu

th **30 Reunion**

Nancy MacDonald - Associate Director of Annual Giving, x3372
nmacdonald@exeter.edu

Jan Woodford - Assistant Director of Alumni/ae Affairs, x3414
jwoodford@exeter.edu

th **25 Reunion**

Nancy MacDonald - Associate Director of Annual Giving, x3372
nmacdonald@exeter.edu

Amy Faulkner - Associate Director of Alumni/ae Affairs, x 3481
afaulkner@exeter.edu

20th Reunion

Nancy MacDonald - Associate Director of Annual Giving, x3372
nmacdonald@exeter.edu

Benita O'Connell - Assistant Director of Alumni/ae Affairs, x3026
bloconnell@exeter.edu

15th Reunion

Jenny Carpenter - Assistant Director of Annual Giving, x3396
jfcarpenter@exeter.edu

Benita O'Connell - Assistant Director of Alumni/ae Affairs, x3026
bloconnell@exeter.edu

10th Reunion

Jenny Carpenter - Assistant Director of Annual Giving, x 3396
jfcarpenter@exeter.edu

Michelle Curtin - Assistant Director of Alumni/ae Affairs, x 3028
mcurtin@exeter.edu

5th Reunion

Jenny Carpenter - Assistant Director of Annual Giving, x 3396
jfcarpenter@exeter.edu

Michelle Curtin - Assistant Director of Alumni/ae Affairs, x 3028
mcurtin@exeter.edu

All team members listed on these pages can be reached by telephone using the following:

Direct: (603) 777- extension

Toll Free: (800) 828-4325 + extension

Reunion Alumni/ae Attendance Totals (Ten-Year History)

60th		55th		50th		45th	
Class	Total	Class	Total	Class	Total	Class	Total
1940	42	1945	49	1950	87	1955	49
1941	32	1946	33	1951	105	1956	44
1942	23	1947	51	1952	118	1957	45
1943	50	1948	26	1953	85	1958	59
1944	50	1949	40	1954	96	1959	39
1945	41	1950	37	1955	103	1960	39
1946	37	1951	57	1956	92	1961	24
1947	64	1952	45	1957	100	1962	44
1948	34	1953	30	1958	105	1963	39
1949	44	1954	36	1959	90	1964	36
40th		35th		30th		25th	
Class	Total	Class	Total	Class	Total	Class	Total
1960	57	1965	33	1970	40	1975	95
1961	39	1966	51	1971	48	1976	114
1962	66	1967	38	1972	69	1977	112
1963	76	1968	46	1973	50	1978	115
1964	40	1969	47	1974	77	1979	110
1965	56	1970	35	1975	53	1980	91
1966	64	1971	42	1976	57	1981	123
1967	54	1972	67	1977	65	1982	128
1968	42	1973	39	1978	62	1983	127
1969	44	1974	61	1979	80	1984	98
20th		15th		10th		5th	
Class	Total	Class	Total	Class	Total	Class	Total
1980	64	1985	35	1990	81	1995	153
1981	104	1986	55	1991	99	1996	145
1982	63	1987	56	1992	112	1997	120
1983	75	1988	66	1993	92	1998	112
1984	57	1989	36	1994	83	1999	93
1985	61	1990	71	1995	123	2000	133
1986	72	1991	44	1996	94	2001	145
1987	94	1992	70	1997	100	2002	150
1988	70	1993	55	1998	130	2003	148
1989	63	1994	52	1999	87	2004	109

Bolded Classes indicate Reunion Records Held

15th Reunion Record is held by 1976 - 89

REUNION FUNDRAISING TOTALS (Ten-Year History)

60th*		55th		50th		45th**	
Class	Total	Class	Total	Class	Total	Class	Total
1940	\$538,642	1945	\$450,872	1950	\$4,029,061	1955	\$967,146
1941	\$808,376	1946	\$667,733	1951	\$4,133,409	1956	\$555,090
1942	\$112,922	1947	\$526,499	1952	\$23,782,838	1957	\$447,903
1943	\$427,267	1948	\$461,953	1953	\$2,263,549	1958	\$236,157
1944	\$384,415	1949	\$253,258	1954	\$2,143,372	1959	\$160,749
1945	\$349,894	1950	\$1,308,008	1955	\$12,589,347	1960	\$1,240,631
1946	\$1,157,640	1951	\$1,878,452	1956	\$1,657,332	1961	\$1,211,949
1947	\$2,174,094	1952	\$28,151,811	1957	\$1,730,555	1962	\$1,381,697
1948	\$552,182	1953	\$457,416	1958	\$4,059,801	1963	\$369,970
1949	\$220,321	1954	\$212,928	1959	\$4,835,609	1964	\$179,173
40th		35th		30th		25th	
Class	Total	Class	Total	Class	Total	Class	Total
1960	\$174,070	1965	\$955,102	1970	\$301,643	1975	\$1,815,009
1961	\$2,139,186	1966	\$2,299,269	1971	\$590,152	1976	\$2,001,976
1962	\$1,843,310	1967	\$381,237	1972	\$675,795	1977	\$1,183,003
1963	\$323,311	1968	\$405,734	1973	\$455,565	1978	\$578,538
1964	\$213,510	1969	\$4,795,276	1974	\$311,352	1979	\$619,840
1965	\$1,301,804	1970	\$1,425,920	1975	\$5,439,347	1980	\$605,892
1966	\$5,631,228	1971	\$661,670	1976	\$958,260	1981	\$783,751
1967	\$748,911	1972	\$522,470	1977	\$2,034,440	1982	\$1,145,450
1968	\$574,180	1973	\$656,073	1978	\$489,829	1983	\$918,492
1969	\$544,785	1974	\$298,704	1979	\$534,219	1984	\$1,367,529
20th		15th		10th		5th	
Class	Total	Class	Total	Class	Total	Class	Total
1980	\$743,485	1985	\$143,396	1990	\$113,569	1995	\$5,623
1981	\$705,373	1986	\$194,298	1991	\$37,340	1996	\$15,982
1982	\$213,860	1987	\$107,525	1992	\$32,444	1997	\$8,852
1983	\$136,874	1988	\$135,356	1993	\$53,763	1998	\$7,432
1984	\$457,498	1989	\$109,561	1994	\$16,733	1999	\$10,154
1985	\$311,314	1990	\$85,727	1995	\$35,400	2000	\$25,201
1986	\$804,395	1991	\$257,783	1996	\$25,028	2001	\$15,158
1987	\$199,061	1992	\$80,907	1997	\$81,573	2002	\$8,402
1988	\$399,251	1993	\$105,098	1998	\$41,598	2003	\$16,838
1989	\$154,835	1994	\$44,348	1999	\$20,354	2004	\$10,604

Bolded Classes indicate Reunion Records Held

* 60th Reunion Fundraising record is held by 1934 - \$3,443,522
 ** 45th Reunion Fundraising Record is held by 1945 - \$2,750,000