Carleton College Class of 1962
50th Reunion Committee Composition and Responsibilities

Outreach Committee
- Responsible for non-fundraising communication to the class—including determining which pieces to send, when they will be sent, and content.
  - College publications office can design stationery and other outreach communications in collaboration with the committee
  - Alumni Relations Office can provide customized lists or reports for targeted outreach efforts (by major, dorm, zip code, etc.)
  - Alumni Relations Office can coordinate printing, mailing, and e-mailing for all communications.
  - Outreach Committee members may incorporate information about reunion programming (as developed by the program committee) to inspire classmates’ attendance.
- Special items past 50th classes have tried, with success:
  - holiday cards (New Year’s, Valentine’s Day, etc.)
  - a reunion issue Carletonian (comprised of funny, interesting, or particularly evocative articles from Carletonians of your class’ era) including photos from your time at Carleton
  - a refrigerator magnet with reunion dates
  - a birthday card campaign
  - Class newsletters – e.g., The Voice of ’62
- Biographical books – The “Bio Book” gives class members an opportunity to discuss their lives over the course of the past fifty years. The Outreach Committee determines format and contents of the book (e.g., sections on deceased classmates, faculty members, and demographic survey results) and solicits entries from classmates.

Ideally, communications from the Program, Outreach, and Gift Committees should be incorporated into an overall communications calendar to avoid mailing overlap and communications overload.

Program Committee
- Responsible for putting together an interesting weekend with activities that will appeal to many, while leaving enough time for lots of catching up.
- The Alumni Relations Office generally plans a number of all-class events (a sample reunion schedule will be provided). The program committee develops a few activities unique to your class and will oversee these programs during the weekend. Programs already in place:
  - A Nutting House reception for your class with President Poskanzer (usually on Saturday)
  - Band for a Saturday evening dance, if desired.
  - Class photo
- Can survey the full class to ask for Program suggestions
- Responsible for decorating class lounge (with student help)

(See reverse)
- You may want to collect and/or solicit classmates to bring memorabilia to display.
- The Alumni Relations Office staff would be glad to help you select photos from Archives to display.

- Responsible for identifying hosts and greeters for lounge and class events.
- Decides upon class identity item for the class to wear throughout the weekend—and especially during the Parade of Classes.
- Plans after-dinner entertainment. (This will be handled jointly with Outreach Committee. Mary Rice and John Schultz are point people for this event.)
- Promotes nominations within the committee and the class for Alumni Association Distinguished Achievement and Exceptional Service Awards.

**Gift Committee**

- Responsible for organizing a campaign to communicate about and invite classmates to participate in a special giving opportunity in honor of the 50th reunion.
  - 50th reunion giving is comprised of a variety of gifts types. Gift committee members will learn about current and deferred giving opportunities and will create ways to share this information with classmates.
  - Committee members will segment the class and develop a strategy of cultivation and solicitation for each segment.
  - Special 50th reunion gift mailings will be developed and classmates will also be contacted by phone, email and through individual meetings.
  - Volunteers will work in concert with development staff as reunion gift conversations advance and more support is needed.
  - Classmates will be asked to continue supporting the alumni annual fund in the 50th reunion year, in addition to making a 50th reunion gift.

- The gift committee will decide, on behalf of the class, the purpose of the 50th reunion legacy gift after reviewing a list of College needs.
  - The 50th reunion gift is a special, one-time gift to the College for a particular need. It is usually in support of a capital project or endowed program. The cash portion of the 50th reunion gift is directed to the class legacy gift. Some class members will also chose to allocate deferred gifts for this same purpose.