Class of 1966
50th Reunion Committee Composition and Responsibilities

Outreach Responsibilities

- 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
  - 50th Reunion Office can provide customized lists or reports for targeted outreach efforts (by major, dorm, zip code, etc.)
  - 50th Reunion 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.
  - A member or members of the Outreach Committee may take leadership for including 50th reunion messages on the class website or in class newsletters.
- 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
  - a calling campaign to encourage reunion attendance
  - Class newsletters
- 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 committees should be incorporated into an overall communications calendar to avoid mailing overlap and communications overload.

Gift Responsibilities

- 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.

(See reverse)
• 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. It is usually in support of a capital project or endowed program. The cash portion of the 50th reunion gift is divided between the class legacy fund and the Alumni Annual Fund. Some class members will also choose to allocate deferred gifts to the class legacy fund.

Program Responsibilities

• Propose the Reunion Schedule for the Class of 1966
  ❖ Plan an interesting weekend with a variety of activities that will appeal to your classmates. Collect ideas for potential events and classmates to involve as speakers, performers, etc. from the class and the 50th Reunion Committee.
  ❖ The Office of Alumni Relations generally plans a number of all-class events, so the committee is primarily responsible for programming during the times below.
    ▪ Class dinners on Thursday, Friday, and Saturday
    ▪ Thursday after dinner
    ▪ Friday afternoon (approximately 1:15-4:30)
    ▪ Friday after dinner (optional)
    ▪ Saturday early morning (optional, approximately 8:00-9:30)
    ▪ Saturday afternoon (approximately 1:15-2:45)
    ▪ Saturday after dinner (optional)
  ❖ Class of 1966 events being planned by the Office of Alumni Relations are a class photo, a dinner with President Poskanzer (usually on Thursday, the first night of reunion), and Oral History Program interviews.

• Organize pre-reunion in the Twin Cities leading up to Reunion (optional).
• Recruit speakers, determine set-up and audiovisual needs, etc. for each event.
• Work with staff to help plan a special menu for one or two of the class meals (optional).
• Organize efforts around remembering classmates (class memorial service, inclusion in the Bio Book, remembrance board in the lounge, etc.) collaborating with Outreach volunteers as needed.
• Send a letter to the class with a call for nominations for the Alumni Association Awards, coordinate suggestions for nominees, and communicate with nominators to ensure the timely collection of materials for nomination packets.
• Recruit hosts and emcees for class events and dinners.
• Recruit and organize classmates to be greeters on Thursday in the class lounge.
• Collect memorabilia and photos from classmates and Archives to display in class lounge. Work with student hosts to make lounge feel welcoming and festive.

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