Class of 1968
50th Reunion Planning Visioning Group Meeting

August 19, 2016
Outreach
Outreach Calling

• One of the first committee initiatives
• Typically starts after meeting #1 and is completed before meeting #2 (or sooner)
• Outreach calls are made by anyone on the full 50th committee and sometimes class members not on the committee
• Most classes attempt to reach everyone in the class
• Results of outreach calls should be entered in the 50th volunteer portal
Purpose of Outreach Calls

- Convey reunion dates
- Extend a personal invitation to attend
- Gather information about what classmates have been doing and their interests (which can later connect to a possible reunion program, alumni award nomination or newsletter story)
- Collect email addresses
- Find lost classmates
- Reconnect non-grads or spouses of deceased classmates
Additional Calling

• A second wave of outreach calling is often done prior to the final deadline for Bio Book entries.

• A third wave of outreach calling can be done after registration has been open for a month and is targeted to classmates who indicated they had planned to come to reunion but had not yet registered.
E-Newsletter

• Newsletters have been popular with 50th reunion classes and the last four classes have relied heavily on e-newsletters.

• Classes have published e-newsletters on a periodic schedule during the 49th year and then moved into a monthly or every-other-month schedule for the 50th year.

• Class of ’67 Newsletter
Video

• Some classes have enjoyed creating videos as a part of their outreach effort.

• These typically feature classmates and have generated enthusiasm for the reunion and provided encouragement for classmates to attend.

• Videos have often been distributed through e-newsletters but can be used in other ways.

• It is helpful to have one person (or more) within the outreach committee heading this up.

• The gift committee may also use videos in their work.
John Vankat ’65
Why I’m coming to my first reunion
Class of 1965

Top Ten Reasons to Attend Reunion

Top 10 Reasons to Come to 50th Reunion
Class of 1965
’67 Rotblatt Fun
Class Website

The primary place for information

• Class newsletters
• Bio Book
• Reunion information
• 50\textsuperscript{th} reunion giving
• Who’s planning to attend reunion
• Lists of missing and deceased classmates
• Freshman Zoobook and Class Directory
• And more!
• \underline{Class of ’66 Website}
Bio Book

• This is one of the most significant projects for the outreach committee.

• Bios are submitted on-line and can be viewed on-line.

• A printed book is also created for the 50th class and is typically mailed in March of the 50th year.

• [Link to Class of 1966 Bio Book]
Class Survey

• Content and timing can vary significantly from class to class.

• Not all classes choose to do a survey.

• If a survey is done, timing needs to be coordinated with Bio Book
• 50th committees have typically enjoyed created a “look back” *Carletonian*.

• This is comprised of stories and pictures taken from issues of the *Carletonian* during your four student years.

• Work on the project often begins after the second committee meeting with a mailing date in the fall of the 50th year. The timeline could be moved up.
A second 50th Reunion *Carletonian* is often mailed in the spring of the 50th year. This issue is a “look forward” to reunion. This is a joint project with the Program Committee and features information about reunion programs, reunion attendees, alumni award winners and campus logistics.
Birthday Cards

• Most 50\textsuperscript{th} classes have liked to send a birthday card in the year leading up to the 50\textsuperscript{th}

• Cards are typically sent starting with May birthdays in the 49\textsuperscript{th} year through April birthdays in the 50\textsuperscript{th} year.

• You can determine your own schedule if this project is selected.
Sample Birthday Card Covers
Postcards

• These can be a frequent communication vehicle or a very periodic one, it will depend on the other projects selected.

• Most classes have used postcards to some extent.

• Some classes have also included a “Save the Date” magnet as a part of the first postcard.
Social Media

• ’66 had a 50th reunion Facebook page (with 59 followers) and ’67 is launching a Facebook page this fall

• Is this a good outreach vehicle for your class?
Carleton Reunion
A Programming Overview
WHY REUNION?
Changes in Reunion Today

• Many Changes over the past three years
  • Increased numbers of attendees
  • Provide balance of class committee coordinated programming and all-class programming
  • Opportunities to spend time with new and old friends
Thursday

- Exclusive Check-In at Watson Hall
- Opening Reception
- Class Dinner in Severance Great Hall with greetings and remarks from Carleton College President Poskanzer
- Evening social at the Watson Hall Tent
Friday

• Alumni College featuring Carleton faculty, staff, and alumni
• Academic Department Receptions
• Reunion Carnival and All Class Happy Hour
• All Class Ice Cream Social and Fireworks
Saturday

- Parade of Classes
- Reunion Convocation
- Oral History
- Class Programming
Sunday

- Alumni Interfaith Service of Remembrance and Celebration
- Sweet Farewell Reception
Other Programming

- 150th events
- Tours
- Arb Service Project
- Dacie Moses House
Class Programming Ideas

- Bird Walk
- Wine Reception by Classmates
- Discussion Groups
- Classmate Talks and Lectures
- Group Panels
- Class Sing-a-long
- Musical Performances
Weekend Hospitality

- Transportation from MSP by charter shuttles
- Accommodations in Watson Hall
  - Accessible, air conditioned
  - On-site hospitality tent and social area
- Over 130 student workers
  - 4 Class Hosts
  - Transportation around campus if needed
- Delicious meals
  - Can work with any dietary restrictions
The Class Gift
Presenting the Gift
Class of 1966 (left)
Class of 1963 (below)
Where We’ve Been

<table>
<thead>
<tr>
<th>Year</th>
<th>Cash Amount</th>
<th>Deferred Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1931</td>
<td>$165,495</td>
<td>$677,729</td>
</tr>
<tr>
<td>1942</td>
<td>$1,764,650</td>
<td>$4,139,610</td>
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<tr>
<td>1950</td>
<td>$12,043,081</td>
<td>$28,019,365</td>
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<tr>
<td>1952</td>
<td>$13,773,321</td>
<td>$23,245,631</td>
</tr>
<tr>
<td>1955</td>
<td>$13,773,321</td>
<td>$23,245,631</td>
</tr>
<tr>
<td>1960</td>
<td>$30,086,134</td>
<td>$25,025,941</td>
</tr>
<tr>
<td>1962</td>
<td>$30,086,134</td>
<td>$25,025,941</td>
</tr>
<tr>
<td>1966</td>
<td>$30,086,134</td>
<td>$25,025,941</td>
</tr>
</tbody>
</table>
50th Reunion Gifts Include

- All AAF gifts from the 45th year through the 50th year.
- All other types of gifts from the 41st year through the 50th year.
- Cash gifts can be paid over a period of up to five years.
50th Reunion Gift Types

- Cash, stock or mutual funds
- Property (either outright or as a retained life estate)
- Life income gifts
- Estate and trust provisions
- Beneficiary designations of retirement assets or life insurance
Class of 1965 Gift Breakdown

- 76% Deferred gifts
- 12% Outright restricted
- 6% Outright unrestricted
- 5% AAF - 50th year
- 1% AAF - 45th-49th years
Joseph Lee Heywood Society
## Joseph Lee Heywood Society

<table>
<thead>
<tr>
<th>Class</th>
<th>Heywood Members in 50(^{th}) year</th>
<th># Gained During 50(^{th}) Reunion Cycle</th>
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<tbody>
<tr>
<td>1962</td>
<td>49</td>
<td>25</td>
</tr>
<tr>
<td>1963</td>
<td>57</td>
<td>40</td>
</tr>
<tr>
<td>1964</td>
<td>76</td>
<td>57</td>
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<td>1965</td>
<td>52</td>
<td>35</td>
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<tr>
<td>1966</td>
<td>72</td>
<td>37</td>
</tr>
<tr>
<td>1967</td>
<td>40(^*)</td>
<td>16(^*)</td>
</tr>
<tr>
<td>1968</td>
<td>50(^*)</td>
<td>3(^*)</td>
</tr>
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Class Projects Funded Through the 50th Reunion

Class Endowed Funds:

*Internships, Scholarships, Career Advising, Study Abroad, Unrestricted, Cross Cultural Studies, Faculty and Student Support*

Capital Projects:

*Weitz Center for Creativity, Taube Memorial, Council Ring, Art Museum, Language and Dining Center, Center for Mathematics and Computing, Alumni Guest House*
# Cash Funding Levels for Class Projects

<table>
<thead>
<tr>
<th>Class</th>
<th>Gift</th>
</tr>
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<tbody>
<tr>
<td>1939</td>
<td>$126,112</td>
</tr>
<tr>
<td>1942</td>
<td>$184,636</td>
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<tr>
<td>1944</td>
<td>$558,591</td>
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<td>1950</td>
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<td>1952</td>
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<td>1960</td>
<td>$300,578</td>
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<tr>
<td>1962</td>
<td>$1,108,090</td>
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<tr>
<td>1964</td>
<td>$244,927</td>
</tr>
<tr>
<td>1966</td>
<td>$748,657</td>
</tr>
</tbody>
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Deferred Gifts Can Also Support Class Projects

*Example: Class of 1964*

**Class of 1964 Endowed Internship Fund**
- Current Dollars: $129,564
- Deferred Dollars: $651,088
- Total: $780,652

**Class of 1964 Endowed Scholarship Fund**
- Current Dollars: $115,363
- Deferred Dollars: $417,100
- Total: $532,463