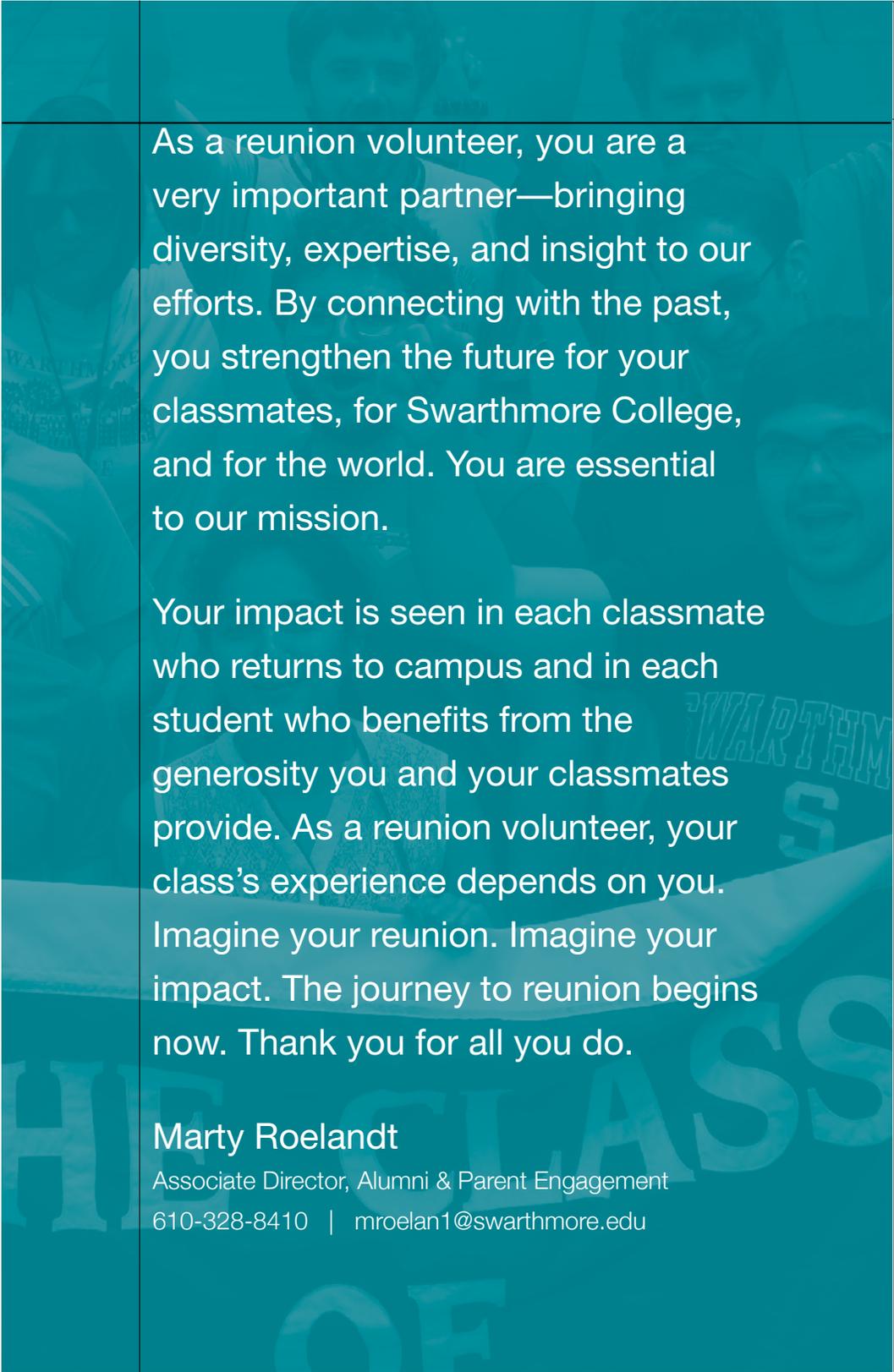


A 50th Reunion Planning Guide

Reconnect.
Reunite.
Reunion.





As a reunion volunteer, you are a very important partner—bringing diversity, expertise, and insight to our efforts. By connecting with the past, you strengthen the future for your classmates, for Swarthmore College, and for the world. You are essential to our mission.

Your impact is seen in each classmate who returns to campus and in each student who benefits from the generosity you and your classmates provide. As a reunion volunteer, your class's experience depends on you. Imagine your reunion. Imagine your impact. The journey to reunion begins now. Thank you for all you do.

Marty Roelandt

Associate Director, Alumni & Parent Engagement

610-328-8410 | mroelan1@swarthmore.edu

50th Reunion Committee: How It Works

The reunion committee plans and executes specific aspects of the reunion in support of Swarthmore College and the class. Committees choose a chair or co-chairs who coordinate tasks and monitor progress. Committee members take on one or more of the roles described in the column to the right. From the initial kickoff conference call in September through Alumni Weekend, the reunion committee collaborates to determine priorities, achieve class goals, and shape the unique experience of the reunion—with staff guidance and support along the way. All committee members are asked to support the College by giving a gift that is meaningful to them.

Class agents are responsible for reunion-year fundraising. They write two class letters and develop a fundraising outreach plan to contact class members and maximize class giving.

Activity planners help craft the reunion experience through their ideas and understanding of their class. They develop a communications plan to invite classmates to reunion and encourage attendance. Personalized outreach makes a remarkable difference in reunion turnout. Activity planners may also plan a class memorial, invite faculty members to class gatherings, and more.



Planning Your Reunion

Every class has its own personality, and each class reunion is unique. In shaping the experience of your reunion, you help create memories that last a lifetime. Committee members plan activities with impact by doing the following:

- **First, ask yourself: What is important to our class?** What kind of experience do we want to have together? The College will handle the logistics of planning your meals and other special events over the weekend. You'll define the character of your reunion by the ideas you share on behalf of your class and the attendance results you get.
- **Personally invite classmates.** Attendance at reunion is the single biggest predictor of success. Simple but true. So work with your committee to make a communications plan. Divide up names and start early. Make calls, send texts and emails, and/or create a Facebook page to reach out to your class.
- **Plan class activities.** We'll make classrooms available for the activities of your choice, such as class memorials or talks. Use the Activity Checklist for your request.
- **Bring photos and memorabilia.** Share these at class activities and get-togethers.
- **Manage your reunion allowance.** The College contributes a \$300 allowance to spend on drinks and snacks. The committee coordinates this spending. We suggest you use this for your Friday night get-together.
- **Recommend a favorite band to play.** Use the entertainment recommendation link at swarthmore.edu/reunionplanning.
- **As you begin to plan, refer to the Reunion Planning Resources & Policies at swarthmore.edu/reunionplanning.**

Send your completed Activity Checklist to Marty
BY NOVEMBER 15.

Writing Your Class Agent Letters

Classmate-to-classmate fundraising is the philanthropic foundation of giving. Class letters are effective ways to reach your classmates and your goals. Plan to send your first letter to College staff by October 15, and the second message by February 15. Though staff will send several sample letters to inspire you, the best letters include the following elements:

Remember and relate. What special things or people do you remember about your experience at Swarthmore College? What events took place in your own life, on campus, or globally that made an impression on you? Memories are powerful connectors and create strong bonds.

Ask and ask again. Early in your letter, mention your own gift(s) to the College and ask class members to join you in giving. Share your class goals and ask for help to make class participation better than ever. All gifts make a difference. Finally, ask classmates to attend reunion to celebrate with your class. Include the dates of Alumni Weekend and ask other committee members for information they want to add to the letter.

Remind and thank. Remind classmates of the impact of their gifts on expanding opportunities for the extraordinary Swarthmore students of today. And thank them in your own personal way at the close of your letter.

Ways to Give

1

Online, visit our secure website at gift.swarthmore.edu to give a one-time gift or to set up monthly giving by credit card.

2

By phone, call 800-660-9714 to give by credit card on the guided voice message or call 800-525-8622 for personal assistance.

3

By regular mail, send checks made payable to “Swarthmore College” to: Swarthmore College, Gift Records, 500 College Avenue, Swarthmore, PA 19081

4

Recurring giving and matching gifts increase the impact and convenience of giving to Swarthmore through monthly or quarterly automatic gifts. In addition, many employers will match charitable contributions made by employees. Visit lifechanging.swarthmore.edu and click on “Get Involved” to learn more about these creative ways to give.

5

Gift planning leaves a lasting legacy for future Swarthmore students while accomplishing your goals. Include Swarthmore College in a planned gift. Visit swarthmore.edu/giftplanning to learn more. Or, contact Renee Atkinson at 610-328-8323 or at giftplanning@swarthmore.edu for assistance and suggestions regarding gift goals.

6

Gifts of stocks or other assets—including stock, bonds, and mutual funds—are an easy way to give to Swarthmore. Learn more about making gifts of appreciated securities by visiting lifechanging.swarthmore.edu and clicking on “Get Involved.” Or, contact Ruth Krakower at 610-328-8407 or rkrakow1@swarthmore.edu.

All gifts not designated to a specific fund will be credited to The Swarthmore Fund.

50th Reunion At-A-Glance

At Alumni Weekend, in addition to the events the College organizes, we know you'll want time with your class. As a reunion activity planner, please review the reunion outline below. Time slots in red are the available times for your specific class activities to avoid conflict with other scheduled events.

Thursday, May 28	12–4 p.m.	Barnes Foundation Trip
	6 p.m.	Class Dinner
	8 p.m.	50th Class Get-together
Friday, May 29	7:30 a.m.	Class Breakfast
	Noon	Lunch with President Smith
	2:15–4:30 p.m.	Individual Class Activity Time
	4:30 p.m.	All Alumni Welcome Reception
	6 p.m.	All-Alumni Dinner
Saturday, May 30	9:15 p.m.	Individual Class Get-togethers
	7:30 a.m.	All-Alumni Breakfast
	10 a.m.	Parade of Classes and Collection
	Noon	All-Alumni Lunch
	2:45–4:15 p.m.	Individual Class Activity Time
	4:30–5:30 p.m.	Chester Children's Chorus Performance
6 p.m.	Class Banquet	
9 p.m.	All-Alumni Party	
Sunday, May 31	7:30 a.m.	All-Alumni Breakfast
	10–11 a.m.	Individual Class Activity Time
	10:30 a.m.–noon	Goodbyes & Departures

Key Terms to Know

The Swarthmore Fund provides critical annual support for the College. All Swarthmore Fund gifts count towards the *Changing Lives, Changing the World* campaign and the class goal.

Fiscal year for Swarthmore runs from July 1 to June 30.

Changing Lives, Changing the World is Swarthmore's \$450 million comprehensive fundraising campaign that celebrates the transformative power of a Swarthmore education. To learn more, visit lifechanging.swarthmore.edu.

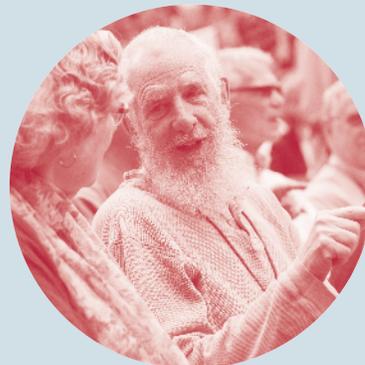
The Rose Garden Associates recognizes the generosity of young alumni to The Swarthmore Fund through their leadership gifts of \$100 (years 1–4), \$500 (years 5–9), or \$1,000 (years 10–14).

The 1864 Society honors the year of Swarthmore's founding and celebrates those who make a leadership gift of \$1,864 or more to the College.

The James A. Michener Legacy Circle honors those who have helped build the future of the College through a qualifying gift to an endowed fund or by including Swarthmore in their estate plans, such as a gift by will, a trust, or a life income gift.

Class goal refers to the fundraising and participation goals a reunion committee aims to achieve. All giving counts toward the reunion fundraising goal, including gifts, pledges, matching funds, documented estate commitments, and realized bequest intentions that occur within the five-year reunion cycle. This cycle ends June 30 of the reunion fiscal year.

Participation rate reflects the percentage of donors from a specific class who gave to the College during the fiscal year.



Timeline to Reunion



Start early



Establish priorities



Communicate with your committee regularly

Keep this timeline nearby and follow the dates

August



1st

All recruitment ends.



Committee organizes, decides on chairs and tasks to prepare for September call.

September



Write fall fundraising letter.



Committee considers activity ideas to implement at reunion.



Second week: Committee kickoff call with staff. Please allow an hour for this scheduled conversation. Dial 1-877-826-6967 and enter conference ID 7134018580 followed by the # key. If your moderator is not yet there, you'll be placed on hold.

*One month until
your Activity
Checklist is due
to Marty*

*WE THANK YOU
for all the hard
work you are doing.
Happy holidays!*

October

4th–
6th

Garnet
Weekend and
Advancement
Volunteer
Summit.

15th

**Fall
fundraising
final letter
due to
Marty.**

31st

Fundraising
letter mailed
by staff.

November

Fundraising
outreach
begins with
choosing
classmates to
contact.

20th

Last day to
recommend
entertainment.

15th

**Activity
Checklist
due.**

December

Fundraising
push focuses
on year-end
giving. Contact
your class-
mates!

Remember,
personal contact
can make all the
difference in
someone's decision
to attend your
class reunion.

2020

Which of your classmates historically gives in the spring? Plan to contact them soon.

Two months left until reunion!

January

Write winter fundraising email.

February

Winter fundraising email to class is sent.

March

Registration for reunion opens online.

15th

Who will coordinate your reunion allowance?

Gifts made before May 18 will be published in the class total report given out at reunion. Gifts made after that date (but before July 1) will still count toward the class goal.

*The time to
REUNITE, the time
to RECONNECT,
the time to RENEW
is almost here.*

Congratulations!

April

● Activity details completed within committee as needed.

● Fundraising push focuses on giving before Alumni Weekend.

● Outreach push to encourage attendance.

May

● If needed, wrap up last-minute details within your committee.

●
**May 28th–
May 31st**

**Alumni
Weekend 2020:**
Celebrate your reunion!

This is it, this is what you worked for all year. It's time to commemorate your Swarthmore experience. Every face you see enjoying reunion, every gift given is because of your efforts.

You did it, together.

WE THANK YOU for the many hours spent supporting your class and Swarthmore College.

June

●
30th

Fiscal year ends. The campaign is scheduled to end.



**“If you want to
go fast, go alone.
If you want to go
far, go together.”**
~ Proverb