

STAFF:

Hallmark Reunions Outline

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Three Keys to Success

W&L and Colby have three keys to success that we found we have in common when it comes to Reunion Fundraising success:

- *Partnership with our Alumni Relations colleagues
- *Strong Volunteer Leadership with a sound Reunion structure
- *A multi-year approach/ask for annual gifts



Partnership with Alumni Relations

- * Alumni think of us as “one school”, they don’t want to worry about whether they need to call AR or AG!
- * Delineation of responsibilities
 - * Recruitment
 - * Management
 - * Logistics



Strong Volunteer Leadership

- * Recruit volunteers who are willing to encourage attendance **AND** solicit
 - * Peer-to-peer solicitation is critical
- * Right volunteers in the right roles with the right levels and type of responsibilities
 - * Selection process
 - * Committee structure
 - * Committee responsibilities

Reunion Structure

25th Anniversary at Colby

2 Year Model

*Year 1: Committee development and classmate engagement

*Year 1-2: Pre-Reunion engagement events

*Year 2: Fundraising

Reunion Structure

25th Anniversary at Colby

Structure

- *Class President

- * Reunion Planning Committee Members

- *Gift Chair

- * Leadership Giving Chair
 - * Participation Champion(s)
 - * Gift Committee Members



Reunion Structure

25th Anniversary at Colby

- * Class of 1986 increased revenue by over 150% for their 25th Anniversary unrestricted Colby Fund gift
- * Led their class to a class record of 56% participation
- * **Engagement** has been the key success factor for Colby

Reunion Structure

50th Anniversary at Colby

3-Year Model

- *Year 1: Committee development and early fundraising outreach
- *Year 2: Fundraising and capital/planned gift discussions
- *Year 3: Fundraising and Reunion attendance encouragement

Reunion Structure

50th Anniversary at Colby

Structure

*Class President

- * Reunion Planning Committee members

*Gift Chair

- * Assistant Gift Chair
- * Gift Planning Agent
- * Leadership Giving Chair
- * Gift Committee Members
 - * Calling Agents



Reunion Structure

50th Anniversary at Colby

- * 100% of the class is contacted by a peer!
- * The Class of 1961 achieved 99% participation
- * Revenue has increased by a 200% AVERAGE from their 47th year to their 50th year!
- * Participation, on average, has increased by 20-percentage points during that same time frame.



Multi-Year Commitments

- * 40% of reunion donors make a multi-year commitment
 - * *In FY07, 10% made a multi-year commitment*
 - * 36% of AF12 goal already committed from reunion pledges
- * Past five reunion clusters have each committed over \$1,000,000 to the Annual Fund in their reunion year
- * \$17,500,000 has been committed in current and future pledges

Questions and Comments