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MISSION STATEMENT

The purpose of the Alumnae Association shall be to further the interests of Barnard College and to promote a spirit of fellowship among its alumnae.

VISION STATEMENT

Each alumna will feel a connection to the college and a significant number of alumnae will want to serve the College by supporting its fundraising efforts, advocating for Barnard and/or participating in the programs of the Alumnae Association and the College.
REUNION PLANNING PROCESS

Role of the Class Reunion Committee

The Reunion Committee is comprised of class officers and volunteers who assist in the planning of Reunion, support the class’ Reunion fundraising efforts, and serve as a liaison between Alumnae Relations and their classmates. Their involvement is key to the overall success of Reunion weekend. The Committee serves as leaders of their class by generating a level of enthusiasm and excitement that will galvanize their peers to both come back and give back in celebration of their reunion.

Role of Barnard

Alumnae Relations Office

Alumnae Relations is responsible for the planning and management of the overall program and production of Reunion. Alumnae Relations works closely with the Alumnae Association Reunion Committee.

Additionally, Alumnae Relations works with specific classes to guide and facilitate planning efforts for the class-specific activities the Class Reunion Committee would like to host, and offer guidance in managing class mailings, electronic communications and election of new officers.

Development Office

Annual giving staff members work closely with the Class Reunion Committee to maximize both participation and individual giving in honor of a class’ reunion.

Each reunion class has a member of the annual giving team designated to work specifically with their class. This liaison will assist the Class Reunion Committee in setting class goals, soliciting reunion gifts from classmates, organizing Phonathon efforts and drafting solicitation letters.

Role of the Alumnae Association Reunion Committee

The Alumnae Association Reunion Committee helps plan the general program for Reunion weekend and encourages Reunion attendance. The Committee is comprised of alumnae volunteers who serve a three year term and partners with the Alumnae Relations Office for the overall program and structure of Reunion.
REUNION PLANNING TIMELINE

SUMMER
- Work with Barnard Alumnae Relations and class officers to recruit Class Reunion Committee members (by e-mail, phone and/or “early bird” letter to classmates) and hold initial meeting
- Set date for September meeting
- Alumnae Relations sends “save the date” postcard to alumnae celebrating a milestone reunion

SEPTEMBER
- Meeting held to organize class reunion effort:
  - review planning timeline, past reunion activities
  - identify class-specific events
  - organize class reunion planning committee and class reunion fundraising committee, recruit classmates to join either/both
  - outline reunion fundraising plan and roles of fundraising volunteers
  - discuss content fall Class Reunion Letter or Email
  - set date for next meeting
- First appeal letter sent from Reunion fundraising committee
- Fall Class Reunion letter written by Reunion chair, mailed by Alumnae Relations in early fall

OCTOBER
- Reunion planning committee members make arrangements for class-specific events (time, price, location, etc. details to be included in printed materials throughout the year) – deadline is the third Monday in December
- Letter and email calling for award nominations is mailed by Alumnae Relations to all alumnae celebrating milestone reunion
- Class Planned Giving material from Planned Giving Chairs mailed

NOVEMBER
- Second meeting of the full Class Reunion Committee and Barnard Alumnae Relations
  - Class event details finalized (settle any outstanding decisions: location, price, other details that will be included in invitation)
  - Networking/fundraising calls
- Class Fund Chairs begin receiving acknowledgement reports from the Development Office so that they can begin sending personal thank you notes to classmates (sent regularly until end of fiscal year).
- Deadline for award nominations
- Reunion appeal letter mailed

DECEMBER
- All class event details finalized by Class Planning Committee, final approved text sent to Alumnae Relations by class reunion chair by the third Monday in December to include in Reunion invitation
- Letter and email calling for story submissions for storytelling show produced by The Moth is mailed by Alumnae Relations to all alumnae celebrating milestone reunion
- College calling network to begin calling selected alumnae

JANUARY
- Alumnae Relations finalizes all text for Reunion invitation
- Alumnae Relations emails/mails hotel and travel discounts for Reunion
- Class committee members work on class book/survey letter/form (if applicable)
FEBRUARY
- Barnard Phonathon
- Reunion invitation and registration form for all events is printed, schedule posted online
- Class correspondent sends column for spring issue of *Barnard* magazine (issue mails in May)

MARCH
- Spring leadership calling/emailing by committee and other volunteers continues
- **Reunion invitation** mailed from Alumnae Relations to all alumnae celebrating Reunion
- **Online registration** for Reunion goes live
- Class Planning Committee members compile materials for class book (if applicable)
- Follow-up **Charitable Giving mailing** sent

APRIL
- **Spring Reunion letter** from Reunion Planning Committee mailed by Alumnae Relations
  Includes:
  - Details on events and classmates featured in overall program
  - Nominations for class elections
  - Class book/survey (if not sent in fall/winter; or use as final reminder)
- Reunion Class Committees attend spring calling night to make outreach/fundraising calls
- Alumnae Relations sends frequent e-mail reminders to alumnae not yet registered for Reunion, can incorporate class-specific messages
- Class Reunion Committee conducts outreach (phone and email) to build attendance
- **Spring appeal letter** includes list of donors who have already made their Reunion Gift

MAY
- Class Reunion Committee continues outreach (phone and email) to build attendance
- Alumnae Relations sends e-mails to all alumnae in Reunion classes not yet registered

JUNE
- Outgoing Class Correspondent sends final column of her term to *Barnard* magazine by the **Monday following Reunion**
- Reunion Fundraising Committee works with staff on final push to meet goal by June 30

JULY
- Final thank-you notes sent to donors by outgoing officers (New officers send notes if the old officers are unavailable.)
- New officers take office July 1, begin working on mini reunions and class initiatives for the next five years

*Appeal letters and fundraising calls are made only to alumnae who have not yet given this fiscal year.*
CLASS REUNION COMMITTEE

The Class Reunion Committee, including all officers and interested classmates should meet (in person or via conference call) throughout the Reunion year to plan and execute class event, networking, outreach and fundraising. Development and Alumnae Relations representatives will attend these meetings and provide guidance as the committee works along the Reunion planning timeline.

This committee is responsible for class-specific events that are not part of the general Reunion program planned by the AABC Reunion Committee. This includes off-campus events, content for the Friday dinner program and Thursday cocktail parties. All event details must be finalized by the third week in December.

Alumnae Relations representatives will review the College’s hosting policy with any classmate hosting an event in her home before prices are set or arrangements are made.

For on-campus dinners and events, locations are assigned based on registration numbers. Faculty and guest speakers are welcome and must be finalized in January.

NETWORKING AND OUTREACH

All members of the Class Reunion Committee should work together to encourage participation and boost attendance at Reunion. Outreach can be done as part of the peer to peer fundraising effort in conjunction with Development. Officers should take the lead in organizing outreach.

Class President/Vice President

- Determine primary liaison to Alumnae Relations
- Compose regular email updates to classmates

Class Correspondent

- Include information on Reunion in each column
- In summer and fall, place notice calling for volunteers to help networking and outreach
- Write about Reunion plans for Winter issue
- Coordinate your communication and outreach with Class Fund Chair
- Make us of social media

FUNDRAISING

Working closely with the Development Office, the Fund Chair may appoint a Participation Chair or Leadership Chair, as well as encourage volunteer callers to help raise funds for the College in honor of Reunion. Fund Chairs will be asked to review and sign fundraising letters throughout the year.
and will be asked to write thank you notes to classmates who have made a gift. Hearing directly from a classmate is the most effective means of keeping classmates connected to the College and may also encourage attendance at Reunion.

CLASS LETTERS

The Class Reunion Committee will work with Alumnae Relations to send mailings to the class. Each class is allotted two mailings in a reunion year and as many emails as needed. Samples and templates can be provided by Alumnae Relations. You may customize to your needs but please allow two weeks for printing and addressing through Alumnae Relations.

The fall letter should be sent in October or November with a description of events being planned and the spring letter should be sent in February or March with compelling messaging for why they should attend Reunion.

The spring letter also includes a slate for new Class Officers. Nominees must agree to serve for five years and will be voted on at Reunion. Elections must be completed by June 30; new terms for officers begin July 1.

CLASS BOOK (optional)

If a traditional class book is preferred, this committee is responsible for developing the book form or survey, compiling pictures and responses, designing the layout and presenting the book “print ready” to Alumnae Relations. Sample surveys and books can be provided. **In order to print books by Reunion all materials must be received in PDF format no later than five weeks before Reunion.** Alumnae Relations will process book orders with Reunion registration and distribute books at check in (and mail copies to those who do not attend).

Planning

- Decide on your format, i.e. bound book, PDF, shared online, memory stick or other
- Plan to include the questionnaire in the fall mailing and follow up via email.
- Set a budget for the book and make sure you have added up all of the expenses to be covered by book sales.
- If you are including contact information on the book pages, be sure to include the following privacy notice:
  - "The names and addresses as well as other information contained herein are to be used expressly for communication among classmates and may not be used for commercial or political purposes."

Timing

- Write your introduction and other elements of the book as early in the process as possible.
- Begin to review and analyze returned questionnaires in the winter to allow time for follow up emails and mailings as needed.
• If you plan to use archival images, make an appointment with Barnard Archives at 212.854.4079 in the fall.
• Gather graphics, photos, illustrations as you go and have all elements together by February.
• Gather names for In Memorium page if it is going to be included in the book (you can get this information from Alumnae Relations).

Printing & Distribution

• Send your finished book to the printer by early April. Alumnae Relations can help you find one if needed.
• Work with Alumnae Relations to keep track of the number of books ordered and print 20 – 25% more for additional requests.
• Class books are distributed to classmates at Check In and mailed to those who made the purchase but are not in attendance after Reunion.

NOMINATING & ELECTING NEW CLASS OFFICERS

The Class President should develop a slate of class officers to be elected by the class, or appoint a member of the Class Reunion Committee to do so. The Class President or designated member should work with Alumnae Relations to identify volunteers for these positions. Descriptions of each officer position can be found in the Class Officer Handbook.

Elections can be held in advance of Reunion by mail or web or can be conducted in person at the Friday Class Dinner – either way, be sure to announce how and when the election will take place. The Class President or designated member is responsible for submitting the results of the election to Alumnae Relations by June 30. All new officers begin their terms on July 1 for five years.

Class President or designated member should:

• Work with committee to include nominations and forms and descriptions in mailings or emails.
• Contact classmates and encourage them to run for President, Vice President or Correspondent.
• At least one-third of the slate must include candidates who have not held class leadership positions in the immediately preceding five year term.
• Prepare the slate of nominee (with consent from nominees in advance).
• Determine voting process and report results.
• Fund Chairs are appointed by Annual Giving.
• Sample letters and forms can be provided by Alumnae Relations.
CLASS MAILINGS

Each Reunion year class is allotted two mailings, limited to two pages, black and white, to their entire class during the Reunion year. Each interim class is given one mailing per year. Reunion year classes may also send and early bird letter or post card over the summer prior to Reunion. Please contact Alumnae Relations for all mailings and allow two weeks for processing.

Fall Reunion Letter (October-November) should include:
• Reunion Weekend date
• Class Officers and Reunion committee members list and contact information
• Class officer nominations form, to be received by specified date

May also include:
• Call for volunteers for class-specific reunion activity planning; description and contact person for sub-committees
• Enthusiasm about major activities being offered
• Exciting information about new events on the master schedule
• Questionnaire and/or class booklet page, to be returned by specified date

Spring Reunion-Year Letter (February-April) should include:
• Reunion weekend dates
• Description of class-specific activities with times and any scheduled speakers or presentations
• More highlights of Reunion events and programs
• Slate of Class Officers or Ballot

Fundraising letters are sent in the fall and spring as drafts to the Fund Chair for review, revision, and signature.