

Welcome

2017

Volunteer Conference
Reunion Planning 2018

September 15-17, 2017

Introduction

Melissa Russell '01

Janet Glick

Goals for Today

- Reunion-Planning Timeline
- Identify your reunion goals and create your vision
- Updates on the new Community Center and how it impacts you
- Learn all about the Alumnae Association planning process
- Understand the College's rules and regulations
- Continue to build your budget
- Identify the tools you need to help plan Reunion
- **8 months – starting now!**

Resources

Alumnae Association Website

- alumnae.mtholyoke.edu

Volunteer Page

- alumnae.mtholyoke.edu/volunteers/reunion-planning

Reunion Page

- alumnae.mtholyoke.edu/reunion

Primary Contact
Director of Classes and Reunions

- reunion@mtholyoke.edu
- 413-538-2652

General questions about the
Alumnae Association

- alumnaeassociation@mtholyoke.edu
- 413-538-2300

Alumnae Association Classes and
Reunion Committee Page

- alumnae.mtholyoke.edu/reunion/committees

Volunteer Page

The screenshot shows a web browser window with the URL alumnae.mtholyoke.edu/volunteers/reunion-planning/. The page features a red navigation bar with links for Calendar, Home, Reunion, Volunteers, and College. Below this is a secondary navigation bar with links for CLASSES & REUNION, CLUBS & GROUPS, COMMUNICATIONS, RESOURCES, and CONTACT. The main content area includes the MHC Alumnae Association logo, a large red 'Volunteers' heading, and sections for 'Reunion Planning' and 'Resources'. A sidebar on the right contains a login/register box, a 'RECENT COLLEGE NEWS' section with four news items, and a 'SHARE' section with social media icons. A green footer bar contains links for ALUMNAE DIRECTORY, CAREER DIRECTORY, CLASSES, CLUBS, and UPDATE YOUR INFO.

Calendar Home Reunion **Volunteers** College

CLASSES & REUNION CLUBS & GROUPS COMMUNICATIONS RESOURCES CONTACT

MHC
ALUMNAE ASSOCIATION
MOUNT HOLYOKE COLLEGE

Volunteers

Reunion Planning

Resources

Don't see what you're looking for? Try the [Reunion Planning Handbook](#). Still can't find what you need? Email reunion@mtholyoke.edu.

Sample Documents & Photos

- » [Sample Winter Letter](#)
- » [Sample Fall Letter](#)
- » [Sample Welcome Centers](#)
- » [Sample Table Centerpieces](#)

THE ALUMNAE DIRECTORY

[LOGIN](#) OR [REGISTER](#)

[Reunion Plan](#)

RECENT COLLEGE NEWS

- Four MHC professors receive faculty awards.
- MHC professor: mentoring works.
- MHC's Society of Physics Students honored.
- Globe features Art Museum's Meyerowitz exhibit.
- A conversation about end-of-life issues.

SHARE

[f](#)
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ALUMNAE DIRECTORY CAREER DIRECTORY CLASSES CLUBS UPDATE YOUR INFO

<http://alumnae.mtholyoke.edu/>

Reunion Committee

Mandatory Positions

- Class President
- Communications/Web Coordinator
- Reunion Chair
- Treasurer

Optional Positions

- Booklet/Questionnaire Chair
- Costume Chair
- Hospitality Chair
- Program Chair
- Reunion Scribe
- Sign Chair
- Social Chair

Getting Started with Reunion Planning!

General Reunion-Planning Timeline

WORK ON [THIS MONTH]	ITEM	RESPONSIBLE	DUE TO ALUMNAE ASSOC. ON:
24 months prior to Reunion			
Spring/ Summer	Organize a conference call with class board to begin discussion of reunion goals and objectives	Reunion Chair(s); Class President	
18 months prior to Reunion			
Summer/Fall	Continue reunion planning discussions with class board and volunteers	Reunion Chair(s); Class President	
November	Have a second conference call with your class board to discuss your reunion	Reunion Chair(s)	
January	Create a plan/timeline for your reunion; begin seeking additional volunteers	Reunion Chair(s) Nominating	
January	Class presidents and reunion chairs attend conference call on reunion planning	Classes & Reunion Committee	

What Does Reunion Look Like?



What Does Reunion Look Like?



What Does Reunion Look Like?



Reunion Budgeting

Melissa Anderson Russell '01

Bridget Mahoney '06

Our Goal:
To ensure this is not you!



What Does Reunion Cost?

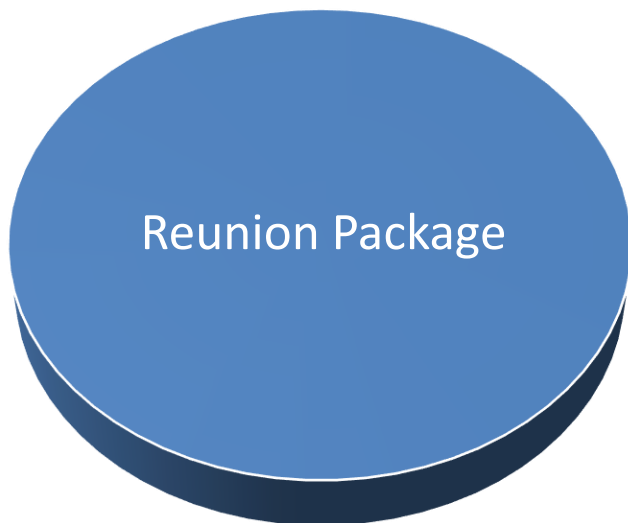
What Does Reunion Cost?

In past years the average cost to attend Reunion for alumnae was approximately \$380.00

Reunion Packages

Three-Day Reunion Package

Friday dinner, Saturday lunch and dinner, registration fee, and reunion programming Friday through Sunday

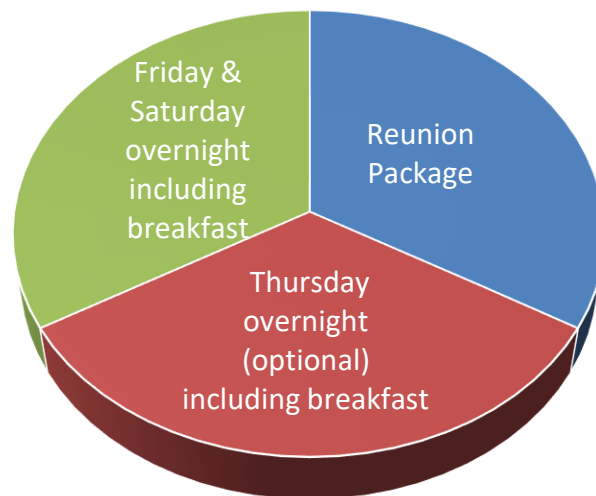


- Package (does not include class fee) \$219.00
- Package for 5th Year (does not include class fee) \$154.00
- Package for 2nd year (does not include class fee) \$129.00

Reunion Package with Overnight

Friday Dinner, Saturday lunch and dinner, registration fee, and reunion programming Friday through Sunday and overnight Thursday, Friday, and Saturday

Two-Night Minimum Friday & Saturday



- Reunion Package (does not include class fee)
- Thursday optional overnight \$50.00 (includes breakfast)
- Friday & Saturday overnight \$100.00 (includes breakfast)

Reunion Packages

Two-Day Reunion Package

Saturday lunch and dinner, registration fee, and reunion programming Saturday through Sunday



Reunion Package with Overnight

Saturday lunch and dinner, Registration fee, and reunion programming Saturday through Sunday and overnight Friday and Saturday

Two night minimum Friday & Saturday



- Package (does not include class fee) \$201.00
- Package for 5th Year (does not include class fee) \$136.00
- Package for 2nd year (does not include class fee) \$111.00

- Two Day Reunion Package
- Friday & Saturday overnight \$100.00 (includes breakfast)

Reunion Charges - Packages

Friday through Sunday

What's included:

- Friday Dinner
- Saturday Picnic Lunch
- Saturday Dinner
- Alumnae Association Registration Fee
- Class Fee (you set the price)

Saturday through Sunday

What's included:

- Saturday Picnic Lunch
- Saturday Dinner
- Alumnae Association Registration Fee
- Class Fee (you set the price)

Reunion Charges - Meals

Meals included in Package

- Friday Night Dinner
 - \$18.00 in New Community Center
 - Dinner in your dorm (you set the cost)
- Saturday Lunch
 - Reunion I – Picnic \$15.00
 - Reunion II – In New Community Center \$16.00
- Saturday Night Dinner
 - \$35.00 in the New Community Center
 - Willits-Hallowell Center – cost determined by menu choice
 - Off Campus – cost determined by menu choice

Reunion Charges – Association Fee

Alumnae Registration Fee

Fee pays for administrative costs including:

- Set-up and clean-up by Alumnae Association & College staff
- Student workers
- Reunion programming
 - Golf carts for parades and loyalty classes, wheel chairs, reunion signage on campus, security for parade and non class events, marching band for the parades, flowers for presidents and seniors, food at affinity receptions, activities on the green during Reunion I, registration refreshments, printed schedules, and brochures.

Alumnae Association Registration Fee's

- 2nd Reunion - \$50
- 5th Reunion - \$75
- All other classes \$150

Reunion Charges – Class Fee

Class Fee (you set the price)

Fee pays for class expenses including:

- Parade Accessory
- Booklet/Special Project
- Decorations for dorm
- Hospitality (alcohol, hosted breakfast, snacks, water bottles, supplies)
- Reception Saturday before dinner
- Parade Signs
- Other miscellaneous expenses

Reunion Charges – Overnight Bed & Breakfast

- \$100 per bed, Friday/Saturday overnights (includes breakfast)
- \$50 per bed, Thursday overnight (includes breakfast)
 - Thursday Reunion I - 50th reunion class returns
 - Thursday Reunion II - 55th & 60th reunion classes return
- This money goes directly to the school and is not part of the class's reunion budget
- 8 free beds for committee members Thursday night with reimbursement after Reunion*

*Reunion committee arrival Thursday

Creating your Reunion Budget

Step 1: Remember your vision

- What is your goal?
- Your answers will:

Step 2: What's in the piggy bank?



Treasuries can be used to supplement the cost of Reunion

Use funds to defray specific costs such as:

- Reunion mailings
- Reunion committee administrative costs
- Honorary guests (meals, accommodations)
- Reunion scholarships
- Gifts
- Projects that exceed standardized fees

Treasurers and Treasuries are key

- Leading up to Reunion, class treasuries pay up front costs of all reunion expenses
- A check from the Alumnae Association for class and guest fees collected are sent to the class treasurers in late April
- Treasurer is responsible for recording all reunion transactions and closing the books with the reunion chair
- A final budget, including actual reunion costs, must be submitted to the Classes and Reunion Committee liaison by July 31

Set up PayPal Account for your Class

- **Set up PayPal Account**

Go to <https://www.paypal.com/us/home>, then click Sign Up

Choose the Business Account, then Standard

Follow the prompts to create an account

- **Create a PayPal button**

Log into your PayPal account and then click on Tools, then All Tools

Go to PayPal buttons and click Open, then Related Items, then Create New Button. Follow instructions from there

- **Copy PayPal Button onto Website**

Copy the HTML snippet from PayPal and go to your website

Paste to the body of your website or add a PayPal Widget and paste your snippet there

Bottom line....

Get guidance from your class board on how much money is available to offset reunion expenses.

Step 3: What you need to start your budget

Things to keep in mind...

- Buying your own alcohol and beverages is less expensive than ordering from Willits-Hallowell
- One bottle of wine yields 4.5 glasses on average but not everyone will drink wine
- Don't forget non-alcoholic drinks.
- Ordering hors d'oeuvres costs more at Willits-Hallowell, but it's easier
- Friday night activities are individually planned.

Step 3: What you need to start your budget

Even more things to keep in mind...

- Remember to account for honoraries and speakers
- Do not forget to figure in tax and gratuity where appropriate
- Will your class offer scholarships

PLEASE KEEP IN MIND KITCHENS ARE NOT AVAILABLE FOR USE IN DORMS

Reunion Budgeting:

- Estimate Mailing Expenses
- Mailings for Reunion are a class expense and therefore come out of the class treasury
- Mailing expenses which consist of:
 - Fall Letter (sent in Nov.) – *Can be sent via email at no cost*
 - Winter letter (sent in February) – *mandatory hard copy mailing*
 - Any additional mailings for surveys, etc. the class plans
- A reasonable estimate is \$550.00 per mailing for an all-paper mailing; choosing to send your letter via broadcast email can reduce costs

Step 4: Creating the Reunion Budget

WORKSHEET A: ESTIMATED EXPENSES

Reunion Mailing Expenses

	Total
Fall Letter	\$ 0
Winter Letter	\$
Total Reunion Mailings	\$ 0

Attendance Expenses

	Estimated # of alumnae attendees	Cost per person	Total (Multiply the two columns at left to obtain this total.)
Class Fee The class fee includes the items listed below; it is separate from the Friday dinner fee and the Saturday social hour and dinner fee.			
Parade Costume		\$	\$ 0
Booklet (optional)		\$	\$ 0
Decorations		\$	\$ 0
Name Tags (if choosing to produce on own)		\$	\$ 0
Refreshments		\$	\$ 0
Signs		\$	\$ 0
Memorial Flowers (optional)		\$	\$ 0
Class Programming		\$	\$ 0
Alumnae Scholar Fund Contribution (optional)		\$	\$ 0
Friday Social Hour		\$	\$ 0
Misc/Reunion Committee Administrative Expenses		\$	\$ 0
Misc/Class Projects		\$	\$ 0
Misc/Reunion Scholarships (optional)		\$	\$ 0

Questions?

Lunch
Morrison Room
Willits-Hallowell

12:45–2:00 p.m.

Welcome

2017

Volunteer Conference

Reunion Planning 2018

Reunion I

Volunteer Page

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ALUMNAE DIRECTORY CAREER DIRECTORY CLASSES CLUBS UPDATE YOUR INFO

<http://alumnae.mtholyoke.edu/volunteers/reunion-planning/>

Getting Started with Reunion Planning!

Reunion-Planning Timeline

Reunion Budgeting

Reunion Planning Nuts & Bolts

Fun, Food and Felonies

Reunion I

Linda Crootof '67

Janet Glick

Reunion is a complex event that balances people's expectations with the College's available resources

- In 2017, **1,758** alumnae and guests came to campus

	Reunion I	Reunion II
Alumnae	737	545
Guests	299	177
Total	1036	722

- 19.53% of alumnae returned for their reunion
- Reunion I also includes planning for seniors and their families; an additional 1,000+ people

Fun

Saturday morning is taken up with Association planned activities

- Laurel Parade
- Alumnae Association Meeting
- Class Photo

Fun

The best times for class activities

- **Friday evening:** Game night
- **Saturday afternoon:** Class meetings, hikes, scavenger hunts, community service project, seminars, and speakers
- **Saturday evening:** Social hour, DJ
- **Sunday morning:** Activities, hikes, class memorial service

Fun

Ideas for class activities

- **Common Read Discussion**
- **Mohos at the Movies:** Friday night movie in the dorm living room
- **Service Project:** Donations and/or volunteering for a food bank, Birthday Wishes, homeless shelters, animal shelters
- **Travel Discussions:** Talk about the great places you've traveled
- **Visit to Mary Lyon's Grave:** Consider bagpipes for memorial service
- **Art Museum:** Schedule a formal tour
- **Music or other performance:** Sing-a-long, performance by musical classmates, open mic reading, skits, etc.
- **Visit your old haunts:** Odyssey Bookshop & Tailgate

Fun

Audio Visual for class activities

What is available:

Most equipment that you will need is available through the College.

Fun

Plan for your class meeting

- Each class must hold a class meeting during Reunion
- Sample agenda is on the volunteer page of website
- Representative from the Alumnae Association Board of Directors will discuss updates on the Association at the beginning of the meeting
- Class Loyalty Award presentations can be done at class meetings/social hour. Timing is coordinated with the Alumnae Association and class president
- Come to Reunion prepared with a slate of officers

Fun

Class Nominating Committee

- Class president should make any final appointments to the nominating committee
- The committee works to identify good candidates and gets their agreement to run for office
- Names for the slate are due on January 15
- Names for slate must be prepared prior to Reunion

Fun

Scholarships

Will your class offer scholarships for classmates to come to Reunion?

[Scholarship Form](#)

Food

Meals & Catering

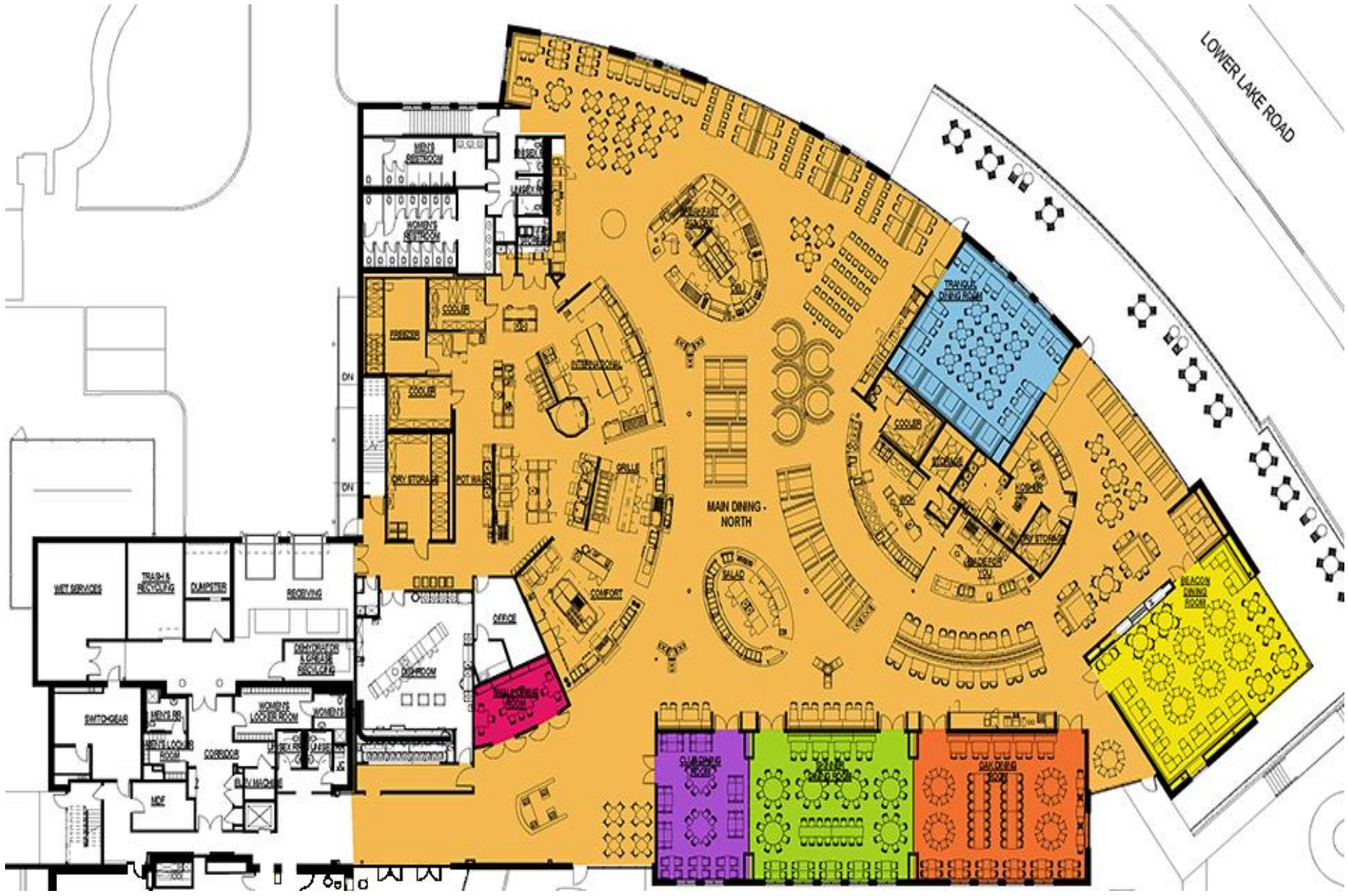


Imad Zubi, Director
Willits-Hallowell Center
Mount Holyoke College

Food

Meals & Catering

The New Community Dining Center













Food

Meals & Catering

- Classmates will have dietary options available
- Meals are now included in a package
- Menus will be pre-set and will offer stations
- Friday night (Taste of Mount Holyoke) open until 8:30 p.m.
- Saturday night buffet stations with options
- Breakfast will be hot and cold items
- Parents can sign children up for meal package only
- Meal pricing reduced because of packaging

Food

Meals & Catering

Are you inviting honoraries, special guests, or speakers to your meals and/or are they staying overnight ?

???

What spaces are available on campus?

- Almost all spaces on campus can be used by a class if they are available
 - Reunion I is more difficult to reserve space because of graduation-related events and activities
 - Alumnae Association staff can help you determine what space is available

Felonies

We must be in compliance with Liquor Laws

- South Hadley law: No open containers are allowed outside in public space
- Bartenders are required if the event is at a location on campus governed by MA state liquor law (i.e. Blanchard, Chapin)
- Class should consider hiring outside bartenders to avoid possible liability issues

Crowd Control Policies

- Massachusetts Law (527 CMR 10.13 (d)) requires “Massachusetts-certified crowd managers” be used at venues with a capacity of 100+ persons that are set up for dancing
- Mount Holyoke’s policy requires campus police to be on hand for events at these locations, and capacity restrictions are enforced
- Spaces on campus typically impacted by Massachusetts crowd control law: Blanchard, Chapin, Kendade Atrium, Willits-Hallowell
- Expected costs:
 - Certified crowd managers: \$240 for 2 for the length of the event
 - Campus police: \$350 for 2 officers for 5 hours

*When in doubt, reread your
mission statement and check the
Reunion Planning Handbook*

???

When will the class dorm be assigned?

- Spring of reunion year
- Selection is based on factors including:
 - Seniors staying in dorms
 - Number of attendees in your class
 - Special logistical needs

???

When will we know how many people have registered?

- Weekly reports are available two weeks before registration deadline, starting around April 1
- Reunion chairs are responsible for disseminating information to reunion volunteers and class officers
- You may want to post the link on your Facebook page of classmates who are coming—but be sure to keep in mind privacy concerns

???

How do I get a list of classmates?

- Memorial Service (list of deceased classmates)
- Birthday celebrations (celebrate those who return to campus)
- Awards at Reunion (farthest away, early-bird registrations)

<http://alumnae.mtholyoke.edu/>

???

Any Questions

Building Momentum for Reunion

Linda Crootof '67

Bridget Mahoney '06

Starting Now

- Continue getting your class engaged for Reunion
- Continue communication by social media, email blasts
- Explore affinity groups within class—use social media
- Encourage class officers to participate in outreach

Photos and Letters

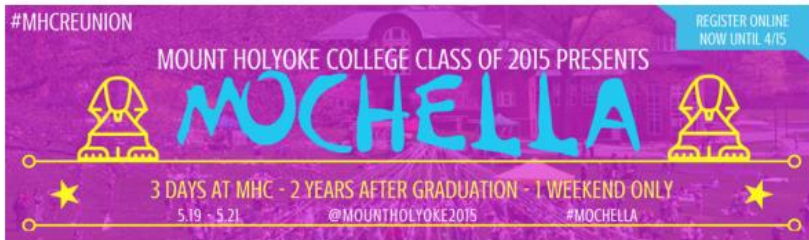
Encourage classmates to send photos of their life events, babies, new business, art work, visits with classmates, wildlife in the yard – anything they are interested in.

Keep your class informed involving the upcoming reunion with a fall reunion letter and winter reunion letter.

1962 created a “Creative62showcase” slideshow to be shown on a loop in the dorm all weekend.

<https://sites.google.com/site/holyoke62creative/products-services>

Photos and Letters



Dear 2015 Sphinx,

Our first reunion is almost a month away—**don't forget to register by April 15** to reserve your spot! Reunite with your classmates from around the world for this special weekend to catch up with your friends on Skinner Green, go "back-to-class" with your favorite professors, and celebrate our little siblings during the Laurel Parade—our first as alumnae!

See below for five important updates and announcements:



2015's Two Year Reunion Theme: Mochella!

This music festival inspired weekend will feature a mix of class and campus wide activities—think Pangy Day meets Spring Weekend meets Senior Week with serious some hella 'chella peace and love vibes. The line-up includes a totally chill pizza night with an open mic, devilishly delicious M & Cs, seriously good food trucks from across the Valley and totally wacked out Big/Little Party, and much more. Stay tuned via email and check out the Reunion Facebook Event page for more #Mochella updates.

2 The Official Lineup

We are proud to announce this ~groovy~ lineup for 2015's campus events at our reunion festival. More of your favorite activities like Back to Class, Canoe Sing, and Department At-Homes TBA!



Brainstorm

Internal Awards

- How it works
- What to tell classmates at this point

Class Planning Time

Work on budget and ideas for Reunion
3:30–5:00 p.m.

Classes & Reunion Committee members and Alumnae
Association staff are available for any questions

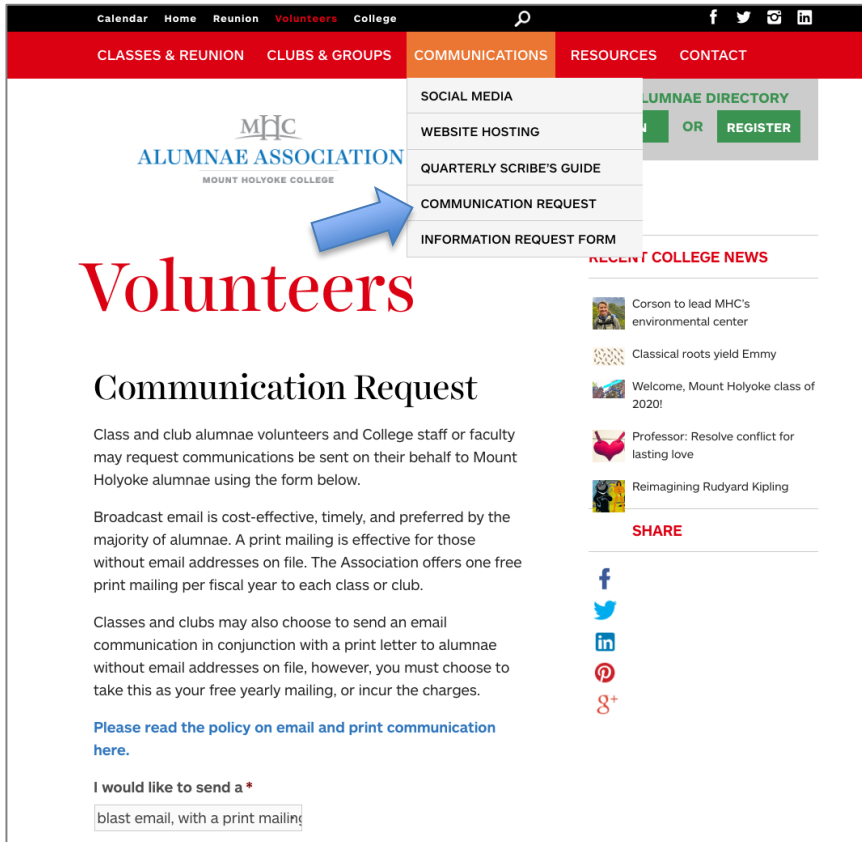
Welcome to Sunday's Reunion-Planning Workshop

Ways to Engage Your Classmates for Reunion

Janet Glick



Blast Emails & Print Letters



The screenshot shows the website's navigation menu with 'COMMUNICATIONS' highlighted. A dropdown menu is open, showing options: 'SOCIAL MEDIA', 'WEBSITE HOSTING', 'QUARTERLY SCRIBE'S GUIDE', 'COMMUNICATION REQUEST', and 'INFORMATION REQUEST FORM'. A blue arrow points to 'COMMUNICATION REQUEST'. The main content area features the 'Volunteers' section with a 'Communication Request' heading. Below the heading, there is text explaining that class and club alumnae volunteers and college staff or faculty may request communications be sent on their behalf. It also mentions that broadcast email is cost-effective and preferred, while print mailing is effective for those without email addresses. A link is provided to read the policy on email and print communication. At the bottom, there is a form with the text 'I would like to send a *' and a dropdown menu currently showing 'blast email, with a print mailing'.

Submit Communication Request form on website

Choose:

- Email only
 - Print only
 - Email & Print (will only go to those without email addresses)
-
- 5 business days for emails
 - 14 business days for letters

Blast Emails



Mount Holyoke College
Class of 1967

Dear Classmates,

The class of 1967 has been active in several ways and has recently received a challenge from the Alumnae Association in the Alumnae Directory.

Fiftieth Reunion May 19–21, 2017 SA

This is the first reunion year when almost all of us have schedules that can allow us to get together in person and sisterhood. Our Reunion Chair Susan has scheduled a conference call for class officers to talk about how that “celebration” will be the key. She invites you to the Reunion and/or interest in joining the committee. Contact at smozena@ameritech.net or 313-885-6666.



Mount Holyoke College
Class of 1977



Hello, Class of '77!

Do you remember when *Star Wars* first opened in May 1977, taking the movie-going world by storm? Of course you do, because MHC Class of '77 was taking the world by storm as well, having graduated just days before. So when it came time to choose our class theme for this year's Laurel Parade, *Star Wars* was the clear favorite—a tour de FORCE, if you will.



From light sabers, to Princess Leia get-ups, to pearls of Yoda wisdom, the force WILL be with us as we rock our 40TH REUNION in South Hadley this May 19–21—and we want YOU to be with us, too!

In fact, you can order a white Princess Leia costume for the parade online at Target, Party City, or Amazon if you wish. Or, you could make your own. But that's up to you; regular whites are perfectly great!

- Preferred channel for most alumnae
- Extremely high open and click-through rates
- Timely and cost-effective

Print Letters

MOUNT HOLYOKE COLLEGE

 CLASS OF 1962 

Dear Classmates,

Our 55th reunion is less than three weeks away and we will join us for a terrific experience.


- Renew your bonds with Mount Holyoke in the Upper Lake in spring, and connect with old friends.
- See classmates you have not seen in decades.

We are planning a variety of activities for the weekend.

At our 50th reunion we connected during the panel discussion and during the panel discussion we look forward to reconnecting at a time when we will share until our 75th. A number of us can be forged this May. Expect an exciting weekend.

Martha Lee Edmonds Owen asks that you submit your "Creative62Showcase." This will be a chance for you to share your gardens, artwork, theater performances, and other projects you are doing with your classmates. Please email your computer for details and submission information.

Judy Osborne is in charge of the reunion materials. She has a Common Read, *Between the World and Me* by Ta-Nehisi Coates, and author's 15-year-old son about racism. We will have excellent preparatory materials for you to discuss it.



MOUNT HOLYOKE COLLEGE
CLASS OF 1992

February 2017

Dear Classmates,

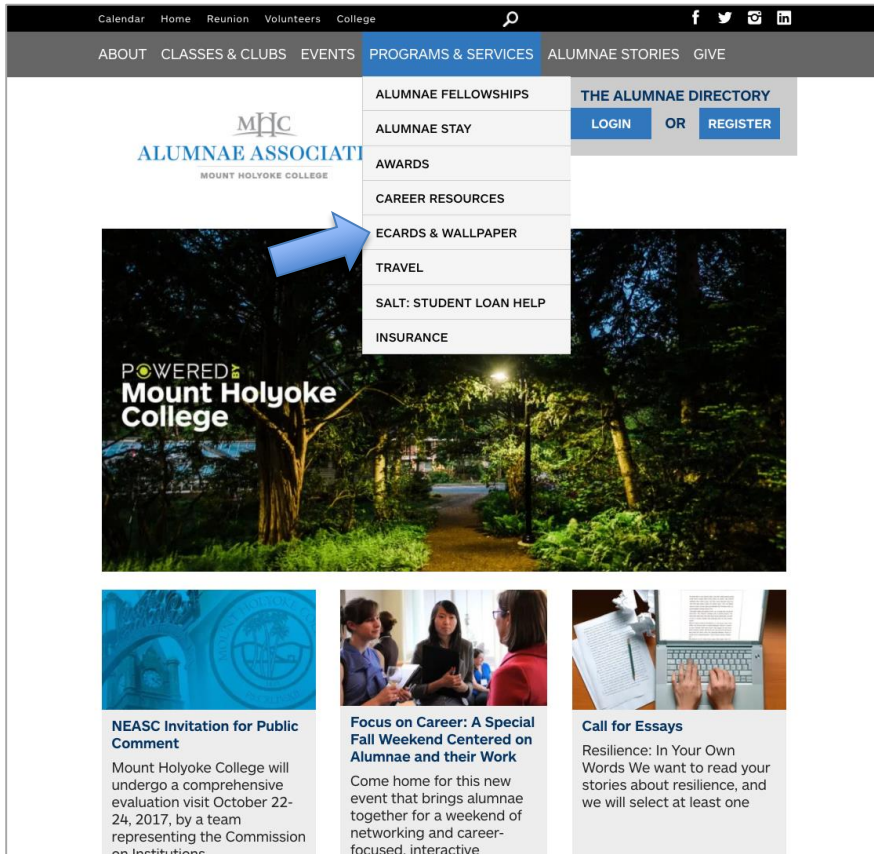
Our reunion is now only a few short months away, and we hope those of you who are still unsure will decide to join us for what we think will be a great weekend. Just in case you haven't heard, the dates are May 19–21.

We are planning a variety of activities, in addition to the campus-wide events, to ensure there is something for everyone. Here's an early preview (thanks to all who have volunteered to help thus far):

- **Friday afternoon:** The Back-to-Class sessions have become extremely popular, or join the '92-sponsored Alumnae Fun Run.
- **Friday evening:** Meet up with classmates upon arrival at our class headquarters. (Dorms are allocated based on # of attendees and rooms are assigned by the Alumnae Association, so register early and make sure to indicate your family or roommate arrangements on the form.)
- **Saturday morning:** Yoga before breakfast, followed by the Laurel Parade, Alumnae Association Annual Meeting, Class Photo and lunch on the Green. Don't forget your white outfit—we are hoping to win one of the reunion cups, which are based on class counts from the parade.
- **Saturday afternoon:** Join our Mountain Day in May (transportation provided, with ice cream at the top), visit the Class of 1942, or attend a Department-at-Home.
- **Saturday evening:** We'll begin the evening honoring the memory of lost classmates. We will elect new officers during the class meeting, followed by a social hour, dinner, Canoe Sing, and an '80s Rule Dance Party."

- One free print mailing for each class per year, sent at bulk rate (one page, single or double-sided)
- Can send more than one mailing or more than one page and incur charges

eCards

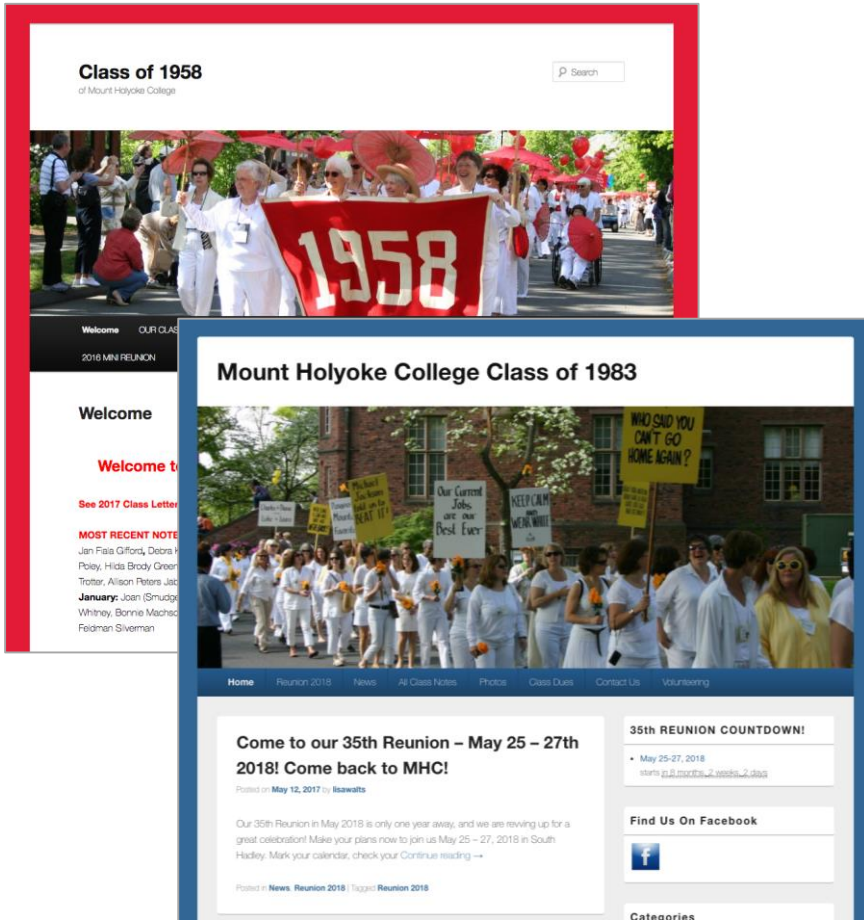


The screenshot shows the website's navigation menu with 'PROGRAMS & SERVICES' selected. A blue arrow points to the 'ECARDS & WALLPAPER' option. Below the menu, there are three featured articles: 'NEASC Invitation for Public Comment', 'Focus on Career: A Special Fall Weekend Centered on Alumnae and their Work', and 'Call for Essays'.

- Free through website
- Send anytime
- Select a fun image
- Personalize your message



Class Websites



Websites should be clean, simple, and evergreen

- Class board
- Dues payment
- Contact information
- Links to social media

Websites aren't for everyone

They take a lot of care. Social media may be a better option.

Social Media



Facebook Groups: Great for classes

- Can be set to “open” or “closed”
- Can send direct messages
- Can house the same information as a website
- Added benefit: can push out messages to all followers
- Events function to promote Reunion

Association Promotion



For website and social media coordinators:

- We will post weekly promotions on our Facebook page and email to you to share
 - Slideshows of campus
 - Class scarves drawing
 - Promotion video
- Don't forget that our website and the College website always have interesting content to share
 - *Quarterly* articles
 - Profiles of alumnae
 - Class products
 - Updates on campus

Proposed Timeline & Tactics

Fall Letter Email: Text due October 10

Happy Holidays Email: December/January

Winter Letter: Send via print mail / text due January 10

Registration Opens Email: March

Send an eCard in between other mailings.

Post on social media once per week:

- Shorter posts do better.
- Photos perform 53% better than other types of posts.
- Posts with questions garner 100% more comments than those without.
- Share from Alumnae Association Facebook page.

Keep your website up to date if you have one.

Welcome to Sunday's
Reunion-Planning Workshop
Reunion I

Report Out on Budget and Reunion Ideas

Bridget Mahoney '06

Managing your Reunion

Linda Crootof '67

It is not always smooth sailing

When challenges arise, reach out to:

- Other class officers
- The Classes and Reunion Committee
- The Alumnae Association Office

Many classes have faced the same challenges

- Reunion chairs who do not communicate with the class board
- Illness or unforeseen events which keep class officers from fulfilling their duties
- Treasurers who have become non-responsive
- Reunion chair that tries to do it all

How might you handle these dilemmas?

Share your stories....

Has your class had a difficult situation to manage
pertaining to Reunion?

How did you handle it?

Through the Gates...

Linda Crootof '67

Bridget Mahoney '06

Through the Gates...

What are the first three things you will do when you leave here?

- 1.
- 2.
- 3.



Resources

Alumnae Association Website

- alumnae.mtholyoke.edu

Volunteer Website

- alumnae.mtholyoke.edu/volunteers/reunion-planning

Reunion Website

- alumnae.mtholyoke.edu/reunion

Primary Contact
Director of Classes and Reunions

- reunion@mtholyoke.edu
- 413-538-2652

General questions about the
Alumnae Association

- alumnaeassociation@mtholyoke.edu
- 413-538-2300

Alumnae Association Classes and
Reunion Committee

- alumnae.mtholyoke.edu/reunion/committees

Thank you for your
participation in the
Reunion-Planning
Workshop for
Reunion I