



Reunion Planning Guide

2013-2014

Reunion is a great opportunity to return to campus, reconnect and reminisce with fellow alumnae and experience Simmons as it is today. On behalf of Simmons College, I thank you for helping to make Reunion a fun and meaningful experience for you and your classmates.

It really is true: we could not do it without you!

In coordination with the work you will be undertaking for Reunion, we invite you to kick-off the process and come back to campus October 18 & 19 for Leadership Weekend. We gather together to empower and thank our alumnae volunteers, start planning class celebrations and discuss special class gifts.

The information contained in the Reunion Planning Guide will serve as your roadmap to the Reunion process and will help you generate anticipation and interest. It will also provide information about your Class gift. Reunion giving counts towards the Making Education Work Campaign, fosters class unity, and leads to greater participation at Reunion events. We are excited to partner with you and look forward to helping your Class set and reach its goals.

Thank you again for leading the way and generously giving your time and energy to Simmons.

A handwritten signature in cursive script, reading "Diane Frankel Schoenfeld".

Diane Frankel Schoenfeld
Director, Alumnae/i Relations

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Reunion Planning Timetable 2013-2014

August

Simmons sends Reunion Weekend Save-the-Date postcard to all Reunion alumnae.

Simmons contacts class officers; recruits Reunion Committee members.

Committee members connect with each other via email, phone, social media, etc. to schedule first Committee meeting.

September

Fall appeal sent from College

1st Reunion letter– This letter can be combined with the president’s letter and should include reunion dates, local hotel information, request for program suggestions/ideas, as well as information about the class gift goals.

First Committee Meeting: On campus or conference call. Begin to brainstorm ideas for reunion and drafting letter.

October

ATTEND LEADERSHIP WEEKEND (October 18-19, 2013).

Committees connect with alumnae/i relations & annual giving staff regarding Saturday night venues and to discuss fundraising efforts. If you are unable to attend Leadership Weekend, please schedule a committee meeting on campus or at a location convenient for the group, you may also opt to hold a conference call instead.

Committees must decide the following by **December 1st**:

Discuss Saturday Evening Event venue (on or off campus, menu, music, price, etc.)

Discuss Reunion class gift with Alumnae/i Relations & Annual Giving staff.

Determine whether class will do a reunion memory book or class directory (If you decide to create a memory book, include questionnaire for class in first letter)

November

Send 1st Reunion letter

Volunteer assignments finalized and begin peer reunion attendance and fundraising outreach to classmates (Round 1).

Class-specific event details finalized by December 1st.

December

Calendar year end appeal sent from College

Class Honor Roll – Email sent from the College to each Reunion class with an update on class gift and list of current class donors.

Make annual fund gift by December 31 (ALL CLASS OFFICERS).

Continue peer attendance and fundraising outreach for calendar year end gifts.

January/February

Committees finish round 1 of peer fundraising outreach and strategize round 2.

Second Committee Meeting: On campus or conference call. Finalize all details for class event and begin drafting 2nd Reunion Letter– Letter should include final class event update, class gift update with honor roll, pledge card enclosed and list of classmates planning to attend.

Ask committee members to call/email or send postcard to at least (10) classmates to encourage attendance at reunion.

March

Simmons mails Reunion Brochure to all Reunion alumnae.

Online Reunion registration is posted on Alumnet.

Send 2nd reunion letter

Committees begin Round 2 of personal outreach to classmates focused on giving and Reunion attendance.

April

Spring appeal sent from College

Ongoing outreach to classmates to encourage attendance and giving participation.

Phonathon students call reunion alumni

May

Simmons reminds classmates of Reunion deadlines via email/phone calls.

Committees finalize all Saturday Evening Event details (favors, decorations, flowers, etc.)

Continue peer fundraising outreach for fiscal year end gifts.

REUNION!!! May 29- June 1, 2014

June

Fiscal year end appeal sent from College. Class specific and goes to those classmates who have not yet made a gift.

Simmons sends a thank you for coming letter/email.

End of Fiscal Year and deadline for reunion gifts (June 30)

Celebrate a job well done!

Expectations For Reunion Committee Members

Reunion committees will be formed for every class and will consist of as many individuals willing to assist, ideally a group of 5-10. Under the guidance of the Alumnae/i Relations & Annual Giving staff, and the reunion chairs, members of the reunion committee are charged with contacting classmates to encourage attendance at the reunion and seek participation in the Class Gift.

Vice President/Reunion Chair

The duty of the reunion chair is to direct the committee with regards to 1) class correspondence 2) promotion of the weekend and 3) class-specific event planning. The chair will assist with the recruitment and organization of the reunion committee and serve as the primary liaison between the class and the office of alumnae/i relations and annual giving. She will also help to keep the class on target for reaching their attendance and class gift goals.

Volunteer Job Description

The goal of the reunion committee is to help ensure their class achieves a meaningful and successful reunion by reaching both its class attendance and class gift goals. Select as many or as few of these responsibilities as you like:

Get in touch with at least **15 classmates**

- Encourage them to come back to Simmons for Reunion and make a gift to the Simmons Fund to make your Reunion Gift goal!
- Follow up on class communications with a phone call or personal contact
- Write postcards to classmates to encourage them to attend Reunion and participate in the class gift or thank them if they already made a gift.

Act as Facebook/Social media admin for class

- Post once a month on your class page, include photos, memories, and an encouragement to come back to campus for reunion. Be sure to always include the Reunion date May 29-June 1, 2014

Solicit peers for Class Gift

- Contact members of your class via phone and/or e-mail to request a gift in honor of your reunion

Class memory coordinator – create memory book, mix for music at class event, class takeaways, etc.

Attend events or host a mini reunion in your region and invite classmates to join you.

Reunion Communications

August

Save-the-Date Postcard and email - sent from the College to all alumnae/i with an upcoming Reunion in late August.

September – November

1st Reunion letter – Sent by November 30.

This letter can be combined with the president's letter and should include reunion dates, schedule of events for the weekend, local hotel information, request for program suggestions/ideas, as well as information about the class gift goals. Additional items covered in this letter may include; a list of current officers and how to contact them, a list of lost classmates, and/or a reply slip to recruit committee involvement or to get a tentative attendance response. Have fun with your letter and be creative!

December

Class Honor Roll – Email sent from the College to all classes celebrating Reunion with an update on class gift and honor roll of current donors.

March – April

Reunion Invitation - sent from the College containing registration information. Online Reunion registration is set up and classmates begin to register in March.

2nd Reunion letter – Sent by April 30

This letter serves as a follow up to the invitation and generally includes; details about Reunion Weekend, encourage attendance, a final class event update, class gift update with honor roll, pledge/gift form enclosed. Additional items covered in this letter may include a request for Class Notes and requests for officer nominations for Reunion election.

Emails

The office of alumnae/i relations & annual giving can send email blasts throughout the year. You must submit the content at least two weeks in advance of send date.

Class Page on Alumnet/Facebook/other Social Media

Every class has their own page on Alumnet and this is for the officers to update and utilize to post class specific information for reunion. Many classes have opted to set up a class Facebook page. Your staff contact can provide directions on how to set up a class page on Facebook, however it is the responsibility of the class volunteers to manage the page.

Reunion Class Book & Directory

Class books are generally published for milestone Reunions, such as the 25th and 50th, serving as a remembrance for classmates and to generate enthusiasm. The class booklet can be one of the most cherished mementos of Reunion for your entire class, whether or not your classmates are able to attend. Classes can share memories, achievements, and information about classmates that everyone will enjoy reading. Consider what questions your committee would like answered and what information you want to learn about your classmates.

If your class is planning a booklet, please remember the following:

You will need to develop a class questionnaire and include in 1st reunion mailing.

Questionnaires should include a sign-off sheet giving permission to publish the names, contact and information on classmates.

Budget carefully and plan ahead. Think about the quantity of booklets that you need to order and assess the cost. Will they be given to all classmates? Reunion attendees? Only questionnaire respondents? Determine if you have enough funds in your class treasury or if you will collect individual payment from classmates.

Distribution of booklets should be planned for some time during Reunion weekend; they may be given at the time of registration or as a favor at the class banquet.

You will need to work with the office of alumnae/i relations & annual giving or use a private vendor to prepare booklet for print.

Reunion Weekend 2014 Overview

Reunion Weekend (May 29-June 1, 2014) is designed for undergraduate alumnae celebrating milestone reunions from 5th – 65th years out. A sample schedule from previous Reunion Weekends can be found below:

Thursday Evening

Early Registration

Friday

- The *Today* Show – Simmons Style
- Tours of Campus, Boston, Fenway Park
- Reunion Kick-off Dinner
- Simmons Night at the Pops/Friday Night Evening Event on Campus

Saturday

- Simmons for a Day
- Alumnae Association Annual Meeting
- State of the College Address
- Awards Luncheon
- Class meetings and pictures
- Saturday Night Class Events

Sunday Morning

Service of Remembrance

Farewell Family Brunch/Half Century Club Brunch

Accommodations and Parking

On-campus accommodations available in Simmons College residence halls.

Dorms are air conditioned

Clothes hangers, linens and bath towels provided in dorms

Off-campus accommodations available at Hotel Commonwealth and The Inn at Longwood.

Complimentary parking available on the academic campus beginning at noon on Thursday, May 29 until midnight on Sunday, June 1.

Shuttle service provided throughout Reunion weekend between the academic and residence campuses and will stop at the Inn at Longwood upon request.

Peer Outreach

One of the top reasons alumnae come back to attend Reunion is because a classmate encouraged them to come. The personal attention you provide with your phone calls, emails and handwritten postcards makes a huge impact on class attendance and fundraising goals.

Below you will find a calling checklist to use as a guide when emailing and making calls as well as other information you might find helpful.

Calling checklist

Familiarize yourself with the reunion details

Offer general information about the weekend, including the dates and class events

Refer her to your class website or facebook page for updated information about the weekend and the Class Gift.

Encourage your classmate to get involved and help with class outreach

Verify e-mail address and contact info

Encourage participation in the Class Gift. Remember ALL gifts count in your class gift.

What To Expect From Us

Your staff liaison will provide regular communications with you throughout the year about event updates, weekend attendance, and progress on the class gift. We will also provide you with individual updates on your assigned classmates. E-mail will be used as much as possible, so please be sure to provide the office with a current email address if you haven't already done so.

Reunion Giving

Reunion is a time to celebrate your Simmons experience and reflect on your time here. It's a time to reconnect with old friends and the College. Making a stretch gift during your

Reunion year is a tangible way to demonstrate your belief in the continued value of your Simmons education.

By making a gift to Simmons between July 1, 2013, and June 30, 2014, you can contribute to your Reunion Class gift and participation totals. Gifts to the Simmons Fund provide immediate impact on the Simmons experience of today. Simmons Fund dollars are directed to priority areas on campus – financial aid, general scholarship support, academic programs, academic and residential campus enhancements, and student life activities.

Gifts can range from a few dollars to leadership-level amounts. We depend on annual, unrestricted gifts to help provide essential resources for our vibrant, student-centered educational community. When you make your annual gift to The Simmons Fund, you automatically join the growing community of alumnae/i and friends who are actively participating in our landmark Making Education Work Campaign.

This \$85 million initiative is the largest in the College’s history. It’s an unprecedented opportunity for you to enhance the educational experience of our students, and help more of them link their passion with lifelong purpose.

The 1899 Leadership Giving Society

The 1899 Leadership Society recognizes alumnae/i, parents and friends who support Simmons through cumulative annual gifts of \$1,899 or more. Members collectively contribute over half of the philanthropic support received by the College each year. By providing resources for financial aid, academic and co-curricular programs, enhanced technology and more, members of the 1899 Society have a crucial impact on the student experience at Simmons.

The President’s Circle	\$25,000 and up
Dean’s Circle	\$10,000-\$24,999
Centennial	\$5,000-\$9,999
Founder	\$2,500 - \$4,999
Member	\$1,899-\$2,499

Membership in the 1899 Leadership Society is available to graduates of the fifteen years at the following levels:

Associates

Less than six years since graduation	\$250
Six to ten years since graduation (2004 & 2009)	\$500
Eleven to fourteen years since graduation	\$1,000
Fifteen years since graduation (1999)	\$1,500

Ways to Give

Give Online

www.alumnet.simmons.edu

Click on “Ways to Give” to be brought to the secure online giving site.

Give by Mail

Checks should be made payable to Simmons College and mailed to the following address:

Simmons College
Attention: Office of Advancement
300 The Fenway
Boston, MA 02115

Give by Phone

Donors may call the Office of Advancement directly at 800-831-4284, and give credit card information over the phone.

Give by Fax

Donors may fax their credit card information to the Office of Advancement directly at 8617-521-3792.

*Credit cards are the easiest and quickest way to give. Simmons accepts Visa, MasterCard, American Express, and Discover.

Gifts of Securities (stocks, bonds, mutual funds)

Gifts of appreciated securities can be a wonderful way to support Simmons, while also providing tax benefits to the donor. Gifts of appreciated securities are tax deductible at full fair-market value if the donor has owned the asset for at least one year. To avoid capital gains taxes, donors must transfer the securities themselves, not the proceeds of their sale. For more information on outright gifts of securities contact the Office of Advancement at 800-831-4284.

Matching Gifts

Gifts from corporations with matching gift programs are a vital addition to annual support. An employee, retired employee, spouse, or partner generates these gifts. Usually the donor must obtain a matching gift form from the company’s personnel or employee benefits office and forward it to Simmons along with the gift. Donors receive “soft credit” for matching gifts. Matching gifts can also be counted toward 1899 Leadership Giving Society membership.

Planned Giving

Planned gifts, like gifts to **The Simmons Fund**, are a key part of the life of the College. In fact, the College was founded by a planned gift from the estate of John Simmons. Certain types of planned gifts can help donors with life incomes and provide tax benefits to loved ones during the settling of a donor’s estate. Planned Giving options are outlined on Alumnet at www.alumnet.simmons.edu/plannedgiving. Information tailored to a donor’s unique

needs and goals can be discussed by contacting Sharon Wheeler in the Office of Planned Giving at sharon.wheeler@simmons.edu or 617-521-2354.

Reunion Awards

Reunion Awards are presented at the Awards Luncheon on Saturday of Reunion Weekend. *Class gift awards are based on gifts received by 7pm on Friday prior to the Saturday Luncheon.

The Highest Simmons Fund Gift Award

Recognizes the class with the highest dollar total in gifts made to The Simmons Fund during the year of the Reunion.

The Highest Participation Award

Recognizes the class with the highest donor participation rate during the year of the Reunion. (Participation rate is the number of donors in a class divided by the number of solicitable alumnae in that class.)

The Kay Heggie '35 Planned Giving Award

Recognizes the class with the highest dollar total in planned gifts made during the year of the Reunion.

The Highest Reunion Class Gift Award

Recognizes the class with the highest overall dollar total in matching gifts, special gifts, major gifts, The Simmons Fund, and planned gifts since their last Reunion.

Reunion Cup Presentation

Recognizes the class with the highest percentage of returning alumnae for Reunion Weekend.

Thank You!

Thank you for your time and work on behalf of the College and your class. As a Reunion committee member, you will have the unique opportunity to connect with classmates, plan a memorable Reunion celebration, and raise a Class Gift that will have a great impact on the College. **We value your time and talent and appreciate your efforts.**