On behalf of Simmons College, thank you very much for helping to stage a successful reunion celebration for you and your classmates. It really is true: we could not do it without you! As many of you know, Leadership Weekend is an exciting time to start planning your Reunion Weekend celebration and talking about your Class gift. Reunion is a great opportunity to return to campus, reconnect with alumnae, experience excellent programs, and explore the newest spaces on campus while giving back to Simmons.

We hope that the information in this Reunion Planning Guide will help you understand the plan and generate excitement and enthusiasm from your classmates. 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 work with you and look forward to helping your Class set and reach its goals.

We hope that Reunion planning will bring you closer to Simmons College and strengthen the connections which benefit you and the institution. That is certainly our goal.

Thank you again for so generously lending your time and energies to Simmons. Here's to you and to our great success in the year ahead!

Sincerely,

Janice B. Taylor ’07GS
Assistant Vice President, Alumnae/i Relations & Annual Giving
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Office of Advancement
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**Simmons Contact Information**
Simmons College  
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[mailto:alumvolunteer@simmons.edu](mailto:alumvolunteer@simmons.edu)
Reunion Planning Timetable 2012-2013

August/September

- 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.

October

- Fall appeal sent from College
  - Committees connect with alumnae/i relations staff regarding Saturday night venues and annual giving staff to discuss fundraising efforts.
- Committees discuss Saturday Evening Event venue (select by December 1st).
- Discuss meals choice, music, and Reunion class gift with Alumnae/i Relations & Annual Giving staff.
- Call for presidents’ letters
- Request copies of class list:
  - Email: alumnet@simmons.edu
  - Phone: 800-831-4284

November

- Simmons sends holiday greetings and a Reunion update via class email list.
- Send presidents’ letters
- Begin peer fundraising outreach to classmates (Round 1).
- Finalize class dinner information (by December 1st):
  - Location
  - Time
  - Cost
  - Menu
  - Transportation
- Reunion Planning Conference Call.
- Tea with Margaret Kane ’75 on campus Tuesday, November 14 – 4:00-5:30 p.m.

December

- Calendar year end appeal sent from College
- Make annual fund gift by December 31 (ALL CLASS OFFICERS).
- Continue peer fundraising outreach for calendar year end gifts.
- 1st Reunion Committee Call Night on Campus.
  - Margaret Kane to host on campus during the week of December 3-7.
January

- Committees finish round 1 of peer outreach and strategize round 2.
- REUNION PLANNING CONFERENCE CALL.

March

- Simmons mails Reunion Brochure to all Reunion alumnae.
- Online Reunion registration is posted on Alumnet.
- Call for presidents’ letters (optional second message)
- Committees begin Round 2 of personal outreach to classmates focused on giving and Reunion attendance.
- REUNION PLANNING CONFERENCE CALL.
- SECOND REUNION COMMITTEE CALL NIGHT ON CAMPUS.
  - Margaret Kane to host on campus during the week of March 11-14.

April

- Spring appeal sent from College
- Ongoing outreach to classmates to encourage attendance and giving participation.
- REUNION PLANNING CONFERENCE CALL.

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 PLANNING CONFERENCE CALL.

June

- Fiscal year end appeal sent from College
- REUNION!!! May 30- June 2, 2013

Post-Reunion

- Simmons sends a thank you for coming letter/email.
- Send email or letter to classmates with an update on Reunion.
- REUNION DEBREIF CONFERENCE CALL.
- Celebrate a job well done!
Reunion Planning Conference Calls 2012-2013 Schedule

All classes celebrating Reunion are welcome to participate in the conference calls. Calls and meetings to discuss class-specific progress and details can be arranged outside of the general Reunion Conference Calls.

- Conference Call Number: 1-866-352-3799
- Meeting Number: *3054388* (Must dial * before and after meeting number)

2012-2013 Call Dates

1. Wednesday, November 7
2. Wednesday, January 9
3. Tuesday, March 5
4. Wednesday, April 10
5. Tuesday, May 7
6. Tuesday, June 11

Calls run from 6:00 p.m. – 7:00 p.m. EST. Minutes from the calls will be shared with ALL Reunion Committee members the business day following the calls. Note: Dates and times may be subject to change.

Sample Call Agenda

- Welcome
- Reunion giving updates for each class
- Reunion program and activity updates
- Open forum
Reunion Weekend 2013 Overview

Reunion Weekend (May 31–June 2, 2013) is designed for undergraduate alumnae celebrating milestone reunions from 5th – 65th years out. A simple schedule for Reunion Weekend 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.
- Off-campus accommodations available at Hotel Commonwealth and The Inn at Longwood. Parking available on the academic campus.
- Shuttle service provided throughout Reunion weekend between the academic and residence campuses and will stop at the Inn at Longwood upon request.
**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, 2012, and June 30, 2013, you can contribute to your Reunion Class gift and participation totals and the Making Education Work Campaign. Gifts to The Simmons Fund provide immediate impact on the Simmons experience of today. Annual 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.

**Reunion Goals**

Reunion is a time to reconnect with classmates and Simmons. Alumnae leadership and Simmons staff working together as a team make Reunion Weekend a success. We can measure that success through increased attendance at events during Reunion Weekend, dollars raised towards the Class Gift and donor participation in the Class Gift.

**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 makes a huge impact on class attendance and fundraising goals.

The *Class Officer Toolkit* contains information to set you up for successful peer outreach.
Reunion Awards (presented at the Awards Luncheon on Saturday of Reunion Weekend)

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.