



Reunion

JUNE 6-9

2019



VOLUNTEER HANDBOOK



Dear Reunion Volunteer,

Sarah Lawrence Reunions are unforgettable! From academic seminars, workshops, and local tours to cabarets, art exhibits, and dance parties, Reunion Weekend brings friends together to relive every aspect of their time at the College. From Thursday, June 6 through Sunday, June 9, alumni will journey from near and far to return to Sarah Lawrence for a fantastic weekend that celebrates extraordinary education and lasting friendships.

As a Reunion Volunteer, you will play an important role in making Reunion Weekend enjoyable and memorable. Your classmates will be excited to hear from you as you encourage them to participate in an experience that will connect them to each other and to Sarah Lawrence: a community of dedicated learners, curious explorers, and thoughtful creators. What can be better than a gathering of alumni of all ages at our beautiful campus, as they network with fellow alumni, faculty, staff, and even current students.

Reunion Volunteers are the most important component of the Reunion planning process. Alumni have the best insight into the kind of celebration their classmates enjoy, and that can make a real difference in the quality of the experience. Volunteers make Reunion a great occasion for all by contacting friends to invite them to the big weekend, assisting in the planning of class gatherings, and encouraging participation in class giving efforts. By asking fellow alumni to pledge financial support to the College, volunteers play an essential role in preserving the Sarah Lawrence experience and ensuring that it will be available for future generations of unique and driven individuals. Alumni are the proof of Sarah Lawrence's excellence in the world, and participating in Reunion Weekend through attending or giving is a celebration of that excellence.

Thank you for your commitment to Sarah Lawrence College and for helping to plan a rewarding and meaningful weekend!

On behalf of the Offices of Alumni Relations and Advancement,

Dania Abu-Shaheen '04
Director, Alumni Relations

Kin C. Lazzaro
Director, Leadership Giving



Being a Reunion Volunteer

Your class Reunion is the perfect occasion for reconnecting with classmates, visiting campus, and sharing news and memories. The Alumni Relations and Advancement staff greatly appreciate the time that Reunion Volunteers give to the College, and we want to make your job as simple and as satisfying as possible!

Below is a list of general Reunion Volunteer expectations:

- Make every effort to participate in conference calls and meetings.
- Promote Reunion fundraising efforts.
- Brainstorm class programming and special events.
- Contact classmates to promote attendance and Class Gift participation.
- Notify Alumni Relations of updated classmate contact information.
- Make every effort to attend Reunion!

Gathering and Supporting Our Volunteers

SLC's Office of Alumni Relations sends e-mails and letters during the summer prior to Reunion in order to secure volunteers. This effort yields several volunteers per class. We also rely on classmate referrals to help us identify alumni who would be active volunteers. Personal contact from a classmate is by far the best way to secure Reunion Volunteers.

Reunion Volunteers can provide different levels of support. Some are able to devote time to brainstorming programs and fundraising, while others might only be able to lend their names to a class letter. We make every effort to recruit volunteers from across the nation/world, and ideally, volunteers will be alumni who were active members of the SLC student community (student groups, service organizations, sports teams, performance groups, etc.). We ask that our volunteers sign a confidentiality agreement, acknowledging that the information they receive about classmates will be used only for the purposes of Reunion fundraising and outreach.

Communications

There are a number of Reunion communications scheduled throughout the 12 months leading up to the big weekend. Some of these letters and brochures will be generated by the Offices of Alumni Relations and Advancement, and they will be sent to all Reunion classes. Others will be generated by the Reunion Volunteers from each class and then forwarded through our offices by e-mail, postcard, or letter. Please see the planning calendar on the back of this brochure for specific mail/e-mail dates.

OFFICE-SPONSORED COMMUNICATIONS

- Save the Date Postcard
- Monthly E-Newsletter Reunion Content
- Reunion Magnet
- Reunion Giving Appeals
- Citation Awards Ballot
- *Are You Planning to Attend?* E-Mail
- Reunion Brochure and Registration Forms
- Registration Reminders
- Call for Participation in the Art Show and Cabaret

VOLUNTEER COMMUNICATIONS

- Class Gift Appeals
- Personal Outreach (phone/e-mail) for Fundraising and Attendance
- Social Media
- Registration Reminders to Classmates Highlighting Exciting Reunion Events

E-MAIL VS. SNAIL MAIL

In an effort to be green, the Offices of Alumni Relations and Advancement will use e-mail to contact alumni when possible. Reunion e-mails will always contain links to Reunion web pages and class Facebook groups.



Programming

CLASS ACTIVITY

Reunion Volunteers are tasked with planning a class activity during Reunion on Saturday during Reunion Weekend from 2:30–5 p.m. Please make sure your special class program is planned in a timely manner as it can help boost excitement and participation. The Office of Alumni Relations will support you in planning and executing this event. Here are some past class activity examples:

- 1956 reconnected over wine and cheese in Westlands
- 2003 hosted a party behind Andrews House
- 1987 played croquet on Andrews Lawn
- 2007 compiled a nostalgic slideshow and watched it in Slonim
- 1968 had a salon to discuss classmates' life experiences
- 1994 played softball at Marshall Field
- 1988 Played 1980s Trivial Pursuit
- 1978 held a flower arranging a class
- 1983 took a bird-watching tour of campus

SUGGESTING PROGRAMS AND PEOPLE

You know your class best, and we rely on you as Reunion Volunteers to provide suggestions (faculty, seminar topics, performers, alumni performers and artists, and programs) that will draw your classmates.



Class Gift

An important part of the Reunion tradition is the Class Gift. Reunion Volunteers will work in conjunction with FSL staff to raise money for their Class Gift. Any gift to FSL donated between June 1, 2018 and May 31, 2019 will be counted toward your Reunion 2019 Class Gift.

IT'S ALL ABOUT PARTICIPATION! Participation is measured by the percentage of alumni who give to the College on an annual basis. Participation is a critical benchmark for foundations, corporations, and donors when making decisions about granting significant funds to the College. Participation is also factored into important rankings by college guides that make the College more attractive to prospective students. Annual gifts from alumni, regardless of amount, signal their belief in their education. A high level of alumni participation communicates a college's success. As alumni build a stronger tradition of giving, it will set an example of philanthropy for new graduates. All students at Sarah Lawrence have benefited from alumni giving. By supporting Sarah Lawrence annually, alumni are paying it forward.

Your gift and your involvement will provide support to SLC on a day-to-day basis, enabling the College to meet the needs of current and future students. Reunion giving helps provide financial aid, much-needed support for faculty, and funding for innovative academic programs and student life. This is a perfect time to give back while acknowledging all that you have accomplished and all that you continue to gain from being a member of the Sarah Lawrence community.

The Class Gift to *The Fund for Sarah Lawrence* is the total of all donations to the annual fund (June 1, 2018 through May 31, 2019). The **Comprehensive Reunion Gift** includes gifts to all funds—unrestricted, restricted, and endowed—since your last Reunion (June 1, 2014 through May 31, 2019).

The Fund for Sarah Lawrence is a vital part of ***The Campaign for Sarah Lawrence: Ahead of the Curve***, a \$200 million campaign, which will ensure that the College continues its mission of educating intellectually rigorous, creative thinkers and doers who are singularly prepared to tackle the world. Your annual fund gift advances *The Campaign for Sarah Lawrence*. Donations support the hallmarks of the Sarah Lawrence education: our low student-faculty ratio, our beloved donning system, and 1:1 conference projects that foster robust intellectual development. Alumni gifts bridge the gap between tuition and the actual cost of delivering a Sarah Lawrence education.



Outreach

Making phone calls, signing your name to letters, and sending e-mails/social media messages to your classmates are effective ways of reaching out to them. As a volunteer, you can connect with classmates in ways that general requests from the College cannot. Below are a few pointers for Reunion outreach:

WORK TOWARD ATTENDANCE AND GIVING GOALS

People love working toward a stated goal, and your classmates will enjoy feeling that their registrations and gifts support a larger effort. Taking into consideration the number of donors and active alumni in the class, attendance and giving goals will be set to help your efforts.

Before registration opens, the Office of Alumni Relations will post a "Look Who's Planning to Attend" list to the Reunion website. After registration opens, we will post a "Look Who's Coming to Reunion" list. These lists are great buzz generators!

DIVIDE THE CLASS LIST FOR PERSONAL OUTREACH

The best part of volunteering is catching up with people you have not talked to in five, 10, or 50 years! Class lists that we provide can be divided geographically, alphabetically, or by other criteria. Your representative from *The Fund for Sarah Lawrence* will work with you to divide the lists for encouraging participation in the Class Gift and Reunion.

LEAD BY EXAMPLE

Always start your phone calls, social media posts, and e-mails by letting classmates know that you plan to attend and give. Nothing breaks the ice like saying, "I am planning to attend our Reunion, and I hope you and your friends are too." The same applies to asking classmates to participate in class giving. When you let classmates know that you have given, they will be more likely to join the effort.

UPDATE CONTACT INFORMATION

To make sure classmates are in the Reunion loop, it is important for the Office of Alumni Relations to have current contact information, particularly e-mail addresses. You can help by sending updates to the office or by asking classmates to contact us directly with their updates. The Office of Alumni Relations honors all "exclusion" requests. We will not send mail or e-mail to classmates who have requested they not be contacted by the College.

REPORT RESULTS

Reporting the results of your communications to your *Fund for Sarah Lawrence* (FSL) team member is essential so that we can accurately measure class giving and respond to any questions raised. Prompt reporting ensures that donors are thanked in a timely manner.

SEND PERSONAL THANK YOUS

Personally thank classmates for their gifts by phone, e-mail, social media, and/or handwritten notes. FSL staff will provide volunteers with necessary tools and guidance for appropriately thanking classmates.

USE FACEBOOK AND SOCIAL MEDIA

The Office of Alumni Relations has created private Facebook groups for Reunion classes. These groups can be very helpful in encouraging attendance and giving. Please post often in the class groups and your other social media accounts to increase enthusiasm for Reunion.

Best Practices for Successful Solicitation Outreach

- Make your own gift before contacting your classmates. It is much easier to ask for a donation if you have already given.
- Think about reasons why you give and why you believe it is important to give.
- Be yourself.
- Plan and practice what you will say before making your outreach.
- Share the goals for the Class Gift and participation. Use your giving as an example.
- Ask for a specific gift amount.
- If on a call or in conversation: Once you have asked, let your classmate respond before you speak again.
- Know your facts about SLC: See the “Learn More” brochure at **slc.edu/about/viewbooks-and-publications** or familiarize yourself with the College’s alumni website: **slc.edu/alumni**. College staff will be happy to answer any questions about current activities on campus.
- Verify or obtain an e-mail and mailing address for each person called.
- Focus on **participation**. Remember: gifts of any size make a great difference.
- All gifts, including monthly gifts, can be made at **slc.edu/give**.
- Regardless of the outcome, say thank you at the end of the call.

Why do Alumni Give?

SCHOLARSHIPS

Many students struggle to attend SLC because of economic need. Scholarship support makes education at Sarah Lawrence possible for many deserving students, keeping our community diverse.

VALUE OF THE DEGREE

The majority of Sarah Lawrence students and alumni will attest to the fact that this is an education like no other. Alumni enjoy supporting the College because they look back on the richness of their educational experience fondly, and have come to realize how their degree continues to serve them in whatever they do.

REPUTATION

When alumni give to Sarah Lawrence, the reputation of the College is enhanced. A strong standing among peer institutions helps us attract and retain highly qualified faculty and students.

FACULTY SUPPORT AND MATERIALS

Alumni giving supports professional development for faculty, library materials, technology, and other equipment related to certain fields of study.



TO PRESERVE OUR PEDAGOGY

Donor support is imperative to sustaining our incredibly valuable yet costly educational model.

TO REMEMBER OR HONOR

Gifts are made to remember or honor a favorite faculty member, administrator, beloved classmate, or family member.

TO GIVE BACK

It is rewarding for alumni to give back to the College that gave them the launching point for their adult lives and careers. It is important to remind alumni that when they were students, alumni donors were instrumental in helping them and their classmates. Even students who attended the College without receiving financial aid were supported by previous alumni as tuition does not cover the full cost of educating an SLC student.

TO INSPIRE OTHERS TO GIVE

Participation is a key measurement of alumni commitment and satisfaction. The percentage of alumni who give and the total number of gifts are critical benchmarks for foundations, corporations, and donors in making decisions about granting significant funds to the College. Alumni participation also impacts *U.S. News & World Report* ratings.



Ways to Give

ONLINE

Credit card gifts can be made via the College's secure website:
slc.edu/give

BY PHONE

914.813.9220

BY MAIL

Checks should be made payable to Sarah Lawrence College and mailed to:

The Fund for Sarah Lawrence
Sarah Lawrence College
One Mead Way
Bronxville, New York 10708

Types of Gifts

Gifts of any amount are appreciated. You may make a one-time gift or pay in installments.

MONTHLY GIFTS

Monthly giving or sustaining gifts are a great way to show your continued support for SLC!

SECURITIES

If you would like to make a gift by donating securities, please contact Rosemarie Gherardi at 914.813.9293 or rgherardi@sarahlawrence.edu.

MATCHING GIFTS

Many companies offer employees, retirees, and family members a matching gift benefit that can double (or may even triple) gifts to Sarah Lawrence College. To see if a company has a matching gift program, donors can consult their Human Resources department, or check online at slc.edu/giving/fund.

PLANNED GIFTS

Alumni interested in giving through their estate plans, or through planned or deferred gifts can contact Dorea Ferris, Director of Gift Planning, at 914.813.9251 or dferris@sarahlawrence.edu. There are a number of ways you can maximize your support for Sarah Lawrence, while ensuring that you and your family's needs are being met. If a donor mentions that she or he has provided for the College in a will, please notify a staff member.

General Reunion Planning Timeline

SUMMER 2018	Save the Date e-mailed/mailed Reunion Volunteers recruited
SEPT. 2018	Conference calls with class Reunion Volunteer groups Citation Awards ballot mailed
OCT. 2018	Conference calls continue with class Reunion Volunteer groups Volunteer contact lists assigned and solicitation outreach begins Program suggestions e-mail/letter sent Reunion e-mail appeals sent
NOV. 2018	Seminar and programming suggestions submitted Letter/e-mail from volunteers to classes General FSL snail/e-mail appeals sent Giving Tuesday (Nov. 27)
DEC. 2018	Reunion program is finalized "Are you planning to attend?" e-mail sent General year-end FSL e-mail appeal sent Reunion brochure goes to production
JAN. 2019	Volunteer giving outreach continues
FEB. 2019	Saturday afternoon class programs decided #ilovesarahlawrence social media campaign (Feb. 7–14) Reunion brochure mailed General FSL snail/e-mail appeals sent
MAR. 2019	Registration (online and by mail) opens Giving Day (March 4, 2019) Volunteer attendance/giving outreach continues Participation e-mail sent (registration, Class Gift) Reunion snail/e-mail appeals and registration reminders
APR. 2019	Volunteer attendance/giving outreach continues Snail and e-mail registration reminders
MAY 2019	Early Bird Raffle closes (first week of May) Last registration reminder e-mail sent (registration deadline: May 30, 2019) End of fiscal year general FSL e-mail appeal sent Major attendance/participation push
JUNE 2019	Reunion Weekend begins (Thurs., June 6–Sun. June 9, 2019)





*Thank you for all
that you do for
Sarah Lawrence!*



Reunion

JUNE 6-9

2019

slc.edu/reunion • slc.edu/give
alum@sarahlawrence.edu • 914.813.9219