

The Allen-Stevenson School

REUNION PLANNING GUIDE

for Alumni Reunion Class Representatives
(updated 2012-2013)



Introduction

“The memories that each of us have, whether they be of teachers, friendships, events, or whatever else, have created a very unique bond and lasting relationship between each of us and the school.”

-- Gerard de Gunzburg '62

Dear Alumni,

Thank you for your interest in planning a class reunion. A reunion is a great chance to renew friendships, recall memories of growing up at Allen-Stevenson, and reconnect around stories and experiences that helped shape the people we are today.

Since its founding in 1883, Allen-Stevenson has been dedicated to providing the very best elementary education for boys, Kindergarten through Ninth Grade, growing up in New York City. We are extraordinarily fortunate to have amazing facilities and resources that serve the educational process well. Our most important resources, however, are human ones. So we thank you for spearheading your reunion effort, and for remembering that you were a Unicorn first.

This Reunion Planning Guide will provide you with the information you need to create a fun and successful reunion experience for your classmates. The Development Office will be on hand to support your efforts along the way, but your best chance at planning a reunion that your entire class will want to attend is in recruiting a dynamic committee of your classmates to help with the effort. You and your classmates have a unique set of shared experiences that defined your time on East 78th Street, and we hope you can tailor your reunion experience to reflect them.

Reunion planning at A-S takes place in the 6-12 months preceding the event, which is traditionally held in March to coincide with the annual *Gilbert & Sullivan* performance. The following pages provide important information and general guidelines as you organize your committee and begin reaching out to your classmates. If you have questions, need assistance, or just want to brainstorm, I am available to help.

Please also check the website regularly at www.allen-stevenson.org/reunion for the latest Reunion schedule and other pertinent announcements. Best of luck as you plan your reunion.

Fortiter et Recte,



Anthony D. Kapp
Director of Alumni Relations
akapp@allen-stevenson.org
212-933-5240

Overview

A-S ALUMNI REUNION WEEKEND

Reunions are the principal activities of A-S classes. They take place every five years at Alumni Reunion Weekend, which is typically a week or two before Spring Break in mid-March. A reunion allows classmates to see old friends, make new ones, and reengage with classmates, current and former faculty, and staff.

Class parties for reunion years, hosted by the Reunion Class Representatives and/or a class reunion committee, are planned on Friday evening, prior to a series of reunion events open to all alumni on Saturday.

March 8, 2013

Friday: Individual Class Parties

Class events may include a dinner or cocktail party hosted by a member of the class, dinner at a local restaurant, a casual happy hour, or any other gathering that the class prefers.

March 9, 2013

Saturday: All-Alumni Reunion Events

Events for all alumni are held at the School and may include an open house featuring student-led tours of the facilities, an alumni basketball game, dodgeball game and/or run in Central Park, and the opportunity to watch one of the final dress rehearsals for the year's *Gilbert & Sullivan* production. Following the daytime activities, a cocktail party or dinner celebration is held, reflecting the reunion theme. Past reunion themes include "Edible Allen-Stevenson," "A Celebration of Athletics at A-S," and "A Celebration of Music at A-S."

Reunion Class Representatives and the Development Office staff, in concert with the Alumni Council, form a collaborative partnership to plan successful reunions. Strong class leadership is critical to a successful reunion. Classes with leaders who work well with other volunteers and the staff are classes that set attendance records and present record-setting class gifts.

Planning for the reunion starts 6-12 months before the scheduled reunion. The earlier you get started, the better.

Objectives

*Every great accomplishment starts with goals.
The process of planning a reunion can
be daunting, but focusing on the following goals
will get the ball rolling and will make
the rest of the process fall in line.*

GOALS

- Encourage participation of the entire class, by planning a class party during Alumni Reunion Weekend that appeals to the widest cross-section of the class.
- Provide an opportunity for your classmates to reconnect, reminisce and just enjoy each other's company while reconnecting the class with the School.
- Support the Development Office by collecting updated contact and professional information for the class and updating the alumni directory.
- Above all, HAVE FUN!

Responsibilities

YOUR RESPONSIBILITIES AS THE REUNION CLASS REP

Recruit a small planning committee.

You will want to enlist classmates that are willing to put time and effort into planning. Look for classmates who are just as passionate as you are about having a successful reunion. It's important to select committee members who reflect all of the diverse types of personalities who made up your class.

Recruit Alumni Annual Fund class agents.

A reunion is a great opportunity to increase class participation in the Annual Fund. Each year, the School sets a goal for alumni participation. In 2012, a record goal of 25% alumni participation was reached. In order to continue to grow alumni support of the Annual Fund, each class is asked to appoint two (2) Annual Fund class agents. These individuals will manage class fundraising activities during your reunion year. They will sign letters and make phone calls encouraging gifts to the School, and can also help organize a class reunion gift.

Help the School update our alumni records.

With enough members on your committee, you can easily assign classmates to committee members for individual contact. When you reach out, confirm the mailing address, email address, and phone number of your classmates and send new or updated information to the Development Office. It's also a good idea to ask your classmates for updated professional/work information, as the Alumni Council has recently set a goal of providing more professional networking opportunities for alumni.

Communicate and build excitement about your reunion.

The most important thing you can do is to provide consistent communication with your class to build a sense of excitement about your upcoming reunion. The Development Office will help you organize your first email to the entire class regarding the reunion, and your role will be to follow up and keep the conversation going over the course of the planning period. You might consider sending a hard-copy letter to your class, or if your class doesn't already have one, creating a Facebook group to encourage ongoing communication.

Plan your class party, and inform the Development Office of the details.

An interesting venue, special guests, or a fun activity will make for a more enjoyable reunion. Above all, however, alumni attend reunions to catch up with old friends, so your class party shouldn't interfere with that primary purpose. As you plan your party, keep the staff informed so we can include your party details on the School's website and in all official communications regarding Alumni Reunion Weekend.

Responsibilities

WHAT THE DEVELOPMENT OFFICE WILL PROVIDE

Your most current class list.

The staff can provide you with the most up-to-date information we have on file for members of your class. As you submit updates from your outreach to classmates, we will gladly produce an updated list as often as you request it.

Communication tools.

Whether you want to send an email to the entire class, mail a hard copy letter, or create a personalized online invitation to your class party, our office can help. We can also assist in the creation of a class Facebook group.

The office will produce an official event invitation that will be mailed to all alumni highlighting the full calendar of events for Alumni Reunion Weekend, and will send routine email invitations and reminders about the weekend's events.

Logistical support.

If you need help securing a venue, determining cost, or arranging for rentals at your party, the staff is on hand to provide advice and assistance as needed. However, we rely on each class to plan their party and to make it unique and personal to the class.

If needed, the office can collect RSVP's for your class party through the School's website, or through a third-party site such as PaperlessPost.com. We can also make arrangements to collect payments, if you are charging a fee for your class party.

Coordinate Mr. Kersey's attendance.

Each year, Mr. Kersey does his best to stop by each class party to say hello. We'll do our best to make sure he stops by at a convenient time for a photo op.

Coordination of Saturday's reunion activities.

The office will work with the Alumni Council to lead the effort in planning Saturday's reunion activities, allowing you to focus on planning your class party.

A-S Alumni Online Community

By logging in to the A-S Alumni Community through the A-S website, Reunion Class Representatives have the ability to view the most up-to-date information about their classmates, send mass emails to the entire class, and more.

Log in today at www.allen-stevenson.org/community/alumni.

Timeline

The most important deadlines are indicated in **GREEN**.

OCTOBER

Mid October

Development Office will distribute class lists.
Begin work to recruit committee members and Annual Fund class agents. Schedule first reunion committee meeting or conference call.

October 31, 2012

Work with the Development Office to send an email to your entire class announcing the reunion, and calling for volunteers (if needed).

Late Oct. / Early Nov.

Hold first committee meeting to brainstorm and decide class party venue and time. Discuss creation of a Facebook group, if one does not already exist. Delegate tasks to committee members.

NOVEMBER / DECEMBER / JANUARY

November 9, 2012

Send list of committee members and class agents to the Development Office, to be included on the formal invitation.

November

Divide the class list among your committee members. Call each classmate to ensure they know about the reunion, and obtain updated address, email and work information.

December 14, 2012

Submit all address updates to the Development Office to ensure all classmates receive the formal reunion invitation.

December 20, 2012

Official Alumni Reunion Weekend invitation mails.

January 18, 2013

Confirm class party venue, time and details; submit them to the Development Office for inclusion on the reunion webpage and in February's *Blue & Gold*.

Timeline

The most important deadlines are indicated in **GREEN**.

FEBRUARY

February 1, 2013

Send an official invitation for your class party, asking for RSVP's to your entire class. Coordinate with the Development Office if payment is necessary, or you want assistance with this process.

February

Re-group with your committee to finalize plans for the class party. Continue to follow up with classmates up until the reunion, encouraging their participation and attendance.

February - March

The Development Office will continue to send updates regarding the reunion via email, Facebook and LinkedIn.

MARCH

March 4, 2013

Send final list of RSVP's for your class party to the Development Office, along with any information about special guests or other pertinent details of your event.

March 8, 2013

Host your Class Party!

Be sure to take photos to be included in the next Blue & Gold.

March 9, 2013

Attend Reunion Activities at A-S

10:00am - Open House; 6:00pm - Reception/Dinner

APRIL / MAY / JUNE

April

Development Office will send a class photo from the reunion to members of the class.

April - June

Thank your committee for their hard work, and work with Annual Fund class agents to finalize any plans for a class gift that were discussed during the planning and reunion.