Dear Class Volunteers

Thank you for serving your class as a volunteer. As alumnae volunteers, you are our best ambassadors for ensuring the success of Bryn Mawr Alumnae programs, most notably reunion. We are grateful for your dedication and interest, and we will do our best to make your volunteer experience as enjoyable and rewarding as possible.

Reunion is the single largest alumnae event hosted on the Bryn Mawr campus annually, and its success is the result of the coordinated efforts of many people who represent all segments of the community. It is an event that spans generations and brings together Mawrters of all ages and from all corners of the world. In this way, it is the most special and meaningful event at the College.

However, the importance of your involvement and your class extends beyond reunion. Our hope is that you will engage with your class every year. You might host an event for classmates or other alumnae in your region, go to a club or college event and encourage other Mawrters to attend with you, or participate in social media. You will reach out to your classmates and other Mawrters and further cement the special bond and collective experience that all of you shared by going to Bryn Mawr. This will enhance your own experience as a Bryn Mawr alum and further connect you and your friends to the College.
DEAR CLASS VOLUNTEERS

Remember that the Alumnae Association staff is your best resource as you begin or continue your volunteer journey. They are here to help you put in place your vision for your class and guarantee an experience, both at reunion and beyond, that celebrates all aspects of your time at Bryn Mawr and the larger Bryn Mawr community. While the intricate details and logistics of events vary over time, it is the focus on community that remains a central focus of the Alumnae Association. We encourage you to maintain this sentiment as the touchstone of your reunion and class planning.

Best wishes in the coming years as an Alumnae Association volunteer!

Eileen P. Kavanagh ’75, Alumnae Association President

Wendy Greenfield, Alumnae Association Executive Director
A class volunteer’s main responsibility is to help classmates feel connected to Bryn Mawr College and maintain their connection to the school. This includes:

- Personally contacting classmates about attending events or just to say hello and reconnect.
- Attending reunion.
- Serving on your class reunion and/or gift committee.
- Participating in class and college activities and encouraging friends to do so.
- Hosting a class or regional event (optional but always welcome!).
- Contributing to Class Notes.
- Showing your support for Bryn Mawr by participating in the Bryn Mawr Fund, at any level.
In order for the Alumnae Association to provide reimbursement to volunteers for class activities, you will need to complete a pink REQUEST FOR PAYMENT form and submit detailed, original receipts, or invoice(s) showing total cost and proof of payment with the form. Please save all of your receipts and invoices. The form may be obtained from the Bryn Mawr College Controller’s website, and we have included copies in this folder for your convenience. Please complete Sections I, II, and III of the form.

Each class has its own account at the Alumnae Association. It is from this account that the class pays for its reunion costs (hospitality suites, mementos, books, etc.) as well as interim class activities.

Your class account is mainly funded from the attendance you get at your reunion. We supply your account with $20 from each alumna reunion attendee. Thus, the easiest way to grow your class account is to make sure to get a large turnout at your next reunion!
FIVE-YEAR TIMELINE

Class officers and volunteers will work on a five-year schedule, with the bulk of the work happening during a reunion year, or year 5.

Every year, the class will send out class letters and the Class Editor will do bi-annual Class Notes for the Bulletin. Classes should also keep in touch through emails, social media, and smaller events.

**Year 1** (Year after reunion): Class elections, get acquainted with new roles, follow up on reunion success by staying in touch, maintaining social media pages, etc.

**Year 2**: Find lost alums, begin work on a Facebook page (if necessary) and class website.

**Year 3**: Begin regional events to build excitement, begin thinking about reunion planning and recruiting reunion committee.

**Year 4**: Build reunion excitement, announce Reunion Weekend dates, build reunion committee, launch Facebook or other social media pages or websites, plan regional events*, attend Summit.

**Year 5** (Reunion): Attend Summit, set up and run reunion engagement efforts so every classmate is personally contacted about reunion, work with the Alumnae Association on reunion plans and ideas, finalize all reunion plans, plan and run regional events, encourage everyone to register for reunion.

- **Summer before reunion**: Build your reunion committee, let the Alumnae Association know if there is anything unique that your class might want to do during Reunion Weekend. The sooner you let us know about plans that might be out of the ordinary, the better the chance there is of our being able to accommodate them.
- **September/October before reunion**: Attend Summit, make sure all class volunteers attend Summit.
- **Mid-October**: Fall reunion letter due.
- **October/November**: good times to host regional class events.
- **January**: Happy New Year email or other class email.
- **February 1**: Memento information due and any reunion information due in order for it to appear in the program.
- **Mid-February**: Spring reunion letter due.
- **February/March**: Good times to host regional class events.
- **Beginning of April**: Registration goes live—make sure to register right away!
- **Two weeks before reunion**: Reunion registration closes.
- **Memorial Day Weekend/First Weekend of June**: REUNION!

* If planning a regional event, be sure to plan at least 10 weeks ahead of time in order to procure space, send out save the date and invitation emails, and plan accordingly.
Your main contacts at the Alumnae Association will be the Associate Director of Alumnae Engagement, Reunion and Classes and the Program Manager for Reunion and Classes. Whenever you have a question or concern about reunion or class activities, please reach out to one of them. However, all Alumnae Association staff are here to assist you in any way, including the Executive Director, as well as our Alumnae Association President.

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The most successful type of outreach is personalized peer-to-peer outreach. Thus, we recommend that your primary communication strategy for your class involve classmates calling and emailing each other personally, or writing personal letters. Any type of broader communication should be an add-on to these personalized efforts. The Alumnae Association Office is more than happy to help guide you and show you how to coordinate a personalized communication effort.

Each class in a reunion year is responsible for doing two communications the year of reunion: a fall letter, due to the Alumnae Association by mid-October and a spring letter, due by mid-February, both signed by the Reunion Manager(s) and/or Class President(s). The Alumnae Association will email the letter to all classmates with email and mail the letter to classmates without an email on file. The Alumnae Association will provide samples of these letters.

For classes not in a reunion year, we recommend that you send out at least one class letter per year, signed by the Class President(s), to maintain the excitement and engagement that happened at your last reunion.

**e-Communications Procedure**

In addition to the President’s annual letter, we also encourage classes to send out emails, as needed. Examples of this might be personalized reunion save-the-dates, invitations to events, Happy New Year emails, top 10 reasons to attend reunion, etc. Be creative!

The College sends out lots of emails to alumnae throughout the year, and we are careful to make sure that alumnae do not get too many emails in one day or week. Therefore, we will need advance notice if you want to send out a class email so we can make sure to send it out at a time when the calendar is clear. This will only benefit your e-communications because it will ensure that they arrive in classmates’ inboxes on days where there is less Bryn Mawr traffic, and classmates will be more likely to open your email.

We will need a minimum of ONE WEEK to set up and send your email, and please give us even more time if you would like complicated graphics or anything out of the ordinary. Therefore, if you have an email that you would like to be sent on February 15th, we will need that email draft by February 8th. If this email includes a survey or other information, it must be complete in the draft that you send us. Again, we will do our best to send your email on the desired day but will need to coordinate it with a broader college communications calendar. Below is a sample schedule for an email that would be sent on February 15th.

**January 25:** think about your email and what you’d like to send; begin to draft text. Be sure to send text to any classmates who might need to have input or approval.

**February 8:** send email to Elizabeth and Devon in the Alumnae Association. Emails MUST be sent to Devon and Elizabeth in order to get put on the calendar. Communications will not accept emails sent directly from volunteers.

**February 8/9:** Elizabeth or Devon will get back to you with the send date of the email.

**February 13:** Elizabeth or Devon will send you a draft of your email to review and approve. Emails will not be sent without final approval from the sender.

**February 15:** Email sent to classmates!

Please remember to encourage your classmates to update their personal contact information with the Alumnae Association. It is imperative that we have good information on file, otherwise we will “lose” classmates. The easiest way to do this is by telling classmates to go to Athena’s web at www.brynmawr.edu/alumnae/athenasweb.
For classes celebrating a reunion, class elections will take place at reunion during the Class Meeting. Nominations for class officer positions will be collected from the time the reunion program is mailed through reunion. The Alumnae Association will be collecting nominations for the following positions: President/s, Reunion Manager/s, Communications Manager/s, Class Notes Editor, Songmistress, and Bryn Mawr Fund Class Chairs.

**Job Descriptions**

In addition to the separate responsibilities listed below, at a minimum all class officers are expected to attend reunion and other class events and participate in The Bryn Mawr Fund, at any level.

**Class President/s:** The President acts as the chief administrator for the class and is the representative of the class to the College, Alumnae Association, and The Bryn Mawr Fund. She writes the annual letter, appoints alumnae to any vacant positions as needed, and oversees all class activities. The Class President will also organize and run at least one class board meeting per year, with class officers and volunteers, when the class is not in a reunion year. These meetings may be teleconferences.

**Reunion Manager:** The Reunion Manager forms and oversees the reunion committee and organizes and runs committee meetings. The Reunion Manager also devises and implements an outreach plan in order to reach every classmate personally about reunion. The Reunion Manager is the liaison between the class and Alumnae Association for the purposes of reunion planning, and should also serve as a liaison between the gift committee and reunion committee.

**Communications Manager:** The Communications Manager will be in charge of overseeing all class communications, with the exception of the annual letter which is written by the President, and making sure communications are timely and effective. The Communications Manager should also maintain a class Facebook page and/or Twitter account and/or set up a class website. The Communications Manager will also ensure that the class list and contact information is current.

**Class Notes Editor:** The Class Notes Editor collects news from classmates and writes the bi-annual column for the Alumnae Bulletin. The Editor helps the Communications Manager make sure that the class list and contact information is current.

**Songmistress:** The Songmistress preserves class songs and leads the class at the Reunion Step Sing.

**Bryn Mawr Fund Class Chair:** The Class Chair encourages her classmates to support Bryn Mawr annually. Responsibilities include written correspondence and personal outreach, as well as thanking donors and reaching out to disengaged classmates. The Class Chair works closely with the Bryn Mawr Fund Office.
While you will be working on behalf of your class for every year of the five-year reunion cycle, the bulk of your work will happen in the year leading up to reunion. This section details reunion-specific information. Always remember that first and foremost your job is to reach out to classmates and encourage them to come back to reunion.

**Student Workers**

Each class will have two or three student workers to assist them during the weekend. They will help set up your hospitality suite and assist with luggage and other class needs. Other student workers will be working registration, staffing kids camp, driving golf carts, and checking nametags at the doors to events. We are very proud of our student workers and the wonderful job they do, and alumnae usually become very close with them over the course of the weekend. Please do not tip the student workers! We want to avoid false expectations, inequity, and hurt feelings among our students.

**Hospitality Suites**

The hospitality suite for your class will be in your assigned dorm and should function as a gathering place for classmates. The reunion committee is encouraged to set this up as a home base where classmates can come to talk, get a cold drink and some food, and in general “hang out.” It is best if the reunion committee designates one person, preferably someone who is local to the college and can bring items by car, to be in charge of the hospitality suite. You may have food and drink in your suite; however, you cannot use an outside catering company to do this as BMC Dining Services is the preferred vendor for reunion events. Remember, you will be very well fed during reunion and really only need to provide snacks! Other items you might want to provide are games and activities if your classmates will be bringing children, yearbooks and photo albums, and anything else to personalize your space.

Funds for the hospitality suite come out of the same $20 per alumna earmarked for your class. As a reminder, you are also welcome to use any of the extra monies in your class account for the hospitality suite.

The Alumnae Association will provide some basic items for your hospitality suite and will provide a list of these supplies via email in the fall before reunion. Your student workers will help you set up these items and other supplies that you bring; however the responsibility to set up and maintain the hospitality suite falls to the Reunion Manager and reunion committee.

**Mementos**

Class officers may use their own vendors or order from the Bryn Mawr Bookshop at (610) 526-5323 or www.brynmawr.edu/bookshop. If you choose to order your memento from a vendor other than the bookshop, someone from your class will need to pay for the mementos and then be reimbursed by the Alumnae Association. If you use the bookshop, the Alumnae Association will be able to pay them directly. In both cases, mementos are paid for by directly charging classmates or by subsidizing the cost from your class account.

In order to include your memento in the program and on the registration form, you must get the description and price to the Alumnae Association no later than February 1, 2014.

**Cost**

Reunion costs will vary slightly from class to class, depending on what activities your class plans. It is important to anticipate these costs and remind classmates to anticipate them as well. We know that reunion is not cheap and we do our best to keep reunion as affordable as possible while also providing a high-quality event. The College subsidizes as much of reunion as possible, and never makes any profit on reunion.

The total cost for Reunion Weekend, from Friday afternoon to Sunday mid-morning, including all meals and on-campus housing, is around $350. Typically the 50th reunion, Sages, and GOLD classes receive a discount, ranging from 10-40%. If your
class opts to do extra activities such as after parties or panels, this will raise your ticket cost.

Children

Children of all ages are welcome to attend Reunion Weekend. We will have a children's camp that runs all day on Saturday, children's pricing, and children's meals. The program will also have a list of bonded childcare agencies in the area. Additionally, we do our best to put alumnae who are at the age where they might have children in dorms that have larger rooms or suites so families can stay together. Please encourage your classmates to attend reunion and reassure them that they will be able to bring their children.

Reunion Book (optional)

Reunion books are updates from your classmates in their own words and are meant to be keepsakes for classmates that are given out at reunion. If your committee decides to do a reunion book, please note that your committee will be in charge of gathering the information, printing, and producing the book. We also will not mail the book to the entire class, unless you want to use the money from your class account to do so.

If you are interested in doing a reunion book, please talk to the Alumnae Association as soon as possible. The information-gathering stage will need to begin with your fall letter. The Alumnae Association will help you send out information-gathering sheets with your fall or spring letter.

Faculty

Classes will be able to invite Faculty and emeritus faculty to any class events. If you would like to invite faculty as your guests to a meal, you must pay for this faculty member from your class funds. The Alumnae Association will help find the faculty information for you and coordinate the invitation process.