

50TH REUNION PLANNING TIMELINE

July

- Complete Committee Recruitment
- Choose class assignments
- Review Volunteer Resource pages and Volunteer by EverTrue Trainings
- Reunion “Save the Date” postcard and email are sent

August

- August 1 - Draft of Letter #1 invite classmates to reunion, announce class gift and introduce Co-Chair and Committee members. Mailing target date of August 30th or earlier. Postmarked from Whitman.
- Co-Chairs will meet with the Reunion Giving Officer to set fundraising and participation goals.
- Packet of blank thank you notes mailed to each committee member; thank you notes sent to donors within one week of making a gift.

September

- Alumni Office sends email follow up to the first letter directing alumni to reunion web page (RSVP form, schedule, list of those planning to attend, accommodation information, etc.)
- Reunion Committee members contact their list and encourage RSVPs and support of the class gift

October

- Draft of Letter #2, due Oct. 1, focusing on encouraging classmates to make a stretch gift or make a pledge to 50th Reunion Class Gift; mailing will include planned giving newsletter
- Letter #2 will be printed and sent to Committee members to add a handwritten note/personal ask. Postage will be included and the letters will be mailed from the Committee member's homes.

November

- Ongoing: Thank you notes are mailed within a week of receipt of a gift
- Reunion Newsletter email sent from the Annual Giving Office.

December

- Annual Giving “by the numbers” postcard sent by Whitman—reminding classmates to give prior to the end of calendar year.
- Take a break for the holidays!

January

- Draft of Letter #3, general reunion news, due January 1. Letter includes request to submit biographies and photos for reunion booklet, encourages attendance and support for the class gift. Postmarked from Whitman College.

February

- Draft of Letter #4 – fundraising letter due Feb. 1. Status update on reunion fund, participation and pledge goals. Letters will be postmarked from the Whitman post office.

March

- Draft of Letter #5 due, March 1.
- Continue to encourage participation in reunion and classmates making gifts and pledges
- Ongoing: Thank you notes are mailed within a week of receipt of a gift
- Reunion Letter #5. Registration form, schedule, RSVP list is mailed.

April

- Reunion calling - Committee calls all classmates to personally invite to reunion and participate in Class Gift.
- Ongoing: Thank you notes are mailed within a week of Whitman's receipt of a gift

May 19-22, 2022

- Fiftieth Reunion Weekend!!!
- The Reunion Co-chairs presents the class gift check to the President at the Friday luncheon

June

- To increase class participation in the class gift, make end-of-the-year contacts with classmates who have not yet contributed
- Alumni Office sends email with reunion photo and reunion evaluation form