



Reunion Volunteer Handbook

Reunion 2019

Thank you being a Reunion Volunteer!

We are thrilled you have joined your Reunion Committee. An enthusiastic, hard-working committee translates to a successful Reunion effort. You have two specific—and crucial—tasks: encourage classmates to attend Reunion Weekend and ask for their support of the Annual Fund.

Each class has two staff liaisons, one from the Annual Fund and one from Alumni Relations, who will provide support for the important fundraising and attendance outreach that you will do.

Fundraising Contacts

Priti Kapoor P'21

Coordinator of Volunteer Programs
pkapoor@choate.edu | (203) 697-2353
Classes 1954, 1959, 1964

Ethan McDonnell '09

Assistant Director, Annual Fund
emcdonnell@choate.edu | (203) 697-2360
Classes 1994, 1999

Chris Reichart

Senior Associate Director, Reunion Giving
creichart@choate.edu | (203) 697-2553
Classes 1969, 1974, 1979, 1984, 1989.

Social Planning Contacts

Ruthanne Snelson

Associate Director, Alumni Relations
rsnelson@choate.edu | (203) 697-2091
Classes 1974, 1979, 1999, 2004, 2009, 2014

Andrea Solomon

Manager, Alumni and Parent Programs
asolomon@choate.edu | (203) 697-2682
Classes 1954, 1959, 1964, 1969, 1984, 1989, 1994

Timeline

September – Reunion Committees formed

October – First Reunion Committee call, initial outreach

November – Second Committee call, solicitation outreach begins

January – Third Committee call, committee members register for Reunion and make their gift or pledge

February – Online registration is open to all attendees

March/April – Final Committee calls and outreach

May 10-12 – Reunion Weekend

June – Follow up with those who have not contributed to the Annual Fund

June 30 – Annual Fund closes

Role of Reunion Committee Members

LEAD by example. Make your own gift to Choate and register for Reunion Weekend before asking others to do the same.

PARTICIPATE on Reunion Committee conference calls.

ENGAGE classmates through social media, class letters, and emails.

CONTACT 10 classmates about their support of the Annual Fund.

ENCOURAGE those classmates to attend Reunion Weekend.

RELAY feedback from classmates to your staff liaisons.

THANK donors! Every gift deserves a personal thank you.

A Successful Event

Each year the School designs an action-packed schedule for Reunion Weekend, complete with a wide array of events and activities for alumni of all ages. However, the true success of any reunion lies in class attendance. The formula is simple: more classmates equal more fun! Your job is to raise awareness and excitement.

For more details on the Reunion Weekend schedule, go to www.choate.edu/reunion.

Facebook

Like and follow Choate Rosemary Hall Alumni Association and join your class group

Share, comment on, and like our posts

Tag us in your School-related pictures and posts

Use #forevertruegoldandblue #choatereunion #gochoate

Instagram

Follow @choatealumni

Like, comment on, and repost our photos

Use #forevertruegoldandblue #choatereunion #gochoate



A Meaningful Gift

The excitement generated by Reunion can also lead to tremendous fundraising success. Gifts to the Annual Fund provide critical resources that allow Choate to continue to be a leader in secondary education.

Together we will set participation and dollar goals for your class, taking into consideration your stage in life and class giving history. These should be an increase over recent totals, as Reunion alumni are asked to consider increasing their gift in honor of this milestone year. Your fundraising liaison will provide suggested gift amounts for each of your classmates.

All gifts must be received by June 30, 2019 to count in your class' Reunion Gift.

Ways to Give

Online | www.choate.edu/donate

Telephone | (203) 697-2389

Mail

Choate Rosemary Hall Annual Fund
P.O. Box 5043
333 Christian Street
Wallingford, CT 06492

Mutual Funds and Securities

Martha Glowacki
mglowacki@choate.edu
(203) 697-2185

Planned Gifts

Ann Williams
awilliams@choate.edu
(203) 697-2322

Maximizing the Impact of Your Class Gift

Peer-to-Peer Solicitation

Your personal solicitation of your classmates is key to a successful fundraising effort! Peer-to-peer solicitation has the highest success rate, so your efforts here are truly invaluable.

Multi-year Pledges

Donors may make a multi-year commitment over 2-4 years, at a minimum of \$1,000 per year, and receive full credit toward the class' Reunion gift effort.

Recurring Gifts

Recurring gifts are an easy way to increase giving because small monthly deductions add up to a larger annual gift. For example, a monthly donation of \$83.33 from January to June will add up to \$500. Our online giving form offers monthly, quarterly, and yearly installment options.

Matching Gifts

Many employers match the charitable donations of their employees. Ask if your classmate works for a company that has a matching gifts program. If so, he/she can double or even

triple the amount of their gift, simply by completing a form with their employer.

Gifts of Securities and Mutual Funds

Donating appreciated securities and/or mutual funds can be a tax-saving way for alumni to maximize their gift.

Planned Gifts

Beginning in the 50th Reunion, donors who document a bequest or make a life income gift will receive full credit toward the Class Reunion Gift.

Tips for Reaching out to Your Classmates

Be confident. Most alumni are happy to contribute and simply need to be asked.

Have a conversation. Think about why Choate Rosemary Hall is important to you. Why do you give? Share your story. And articulate why you increased your gift in honor of reunion.

Ask, “will you join me? Would you consider a gift of \$_____?”

Listen carefully and do not expect an immediate commitment.

Agree on next steps. Share ways to give. Let them know you will follow up.

Share the good news with your staff contact if you have secured a gift or pledge or if you received updated contact information.

Don't forget to thank everyone who makes a gift or pledge!

Donor Recognition

Choate Rosemary Hall acknowledges donors who by their loyalty and generosity provide the foundation for the School's continued success.



1890 Society

Trustees Circle: \$50,000 or more
President's Circle: \$25,000-\$49,999
Mellon Society: \$15,000-\$24,999
St. John Society: \$10,000-\$14,999
Ruutz-Rees Society: \$5,000-\$9,999
Ayres Society: \$2,500-\$4,999

Young Alumni Circle of the 1890 Society

Graduates of the last 15 years
Kennedy Circle: \$1,000-\$2,499
Hart Circle: \$500-\$999

The Chairman's Club

Recognizes donors with ten or more years of giving at the \$2,500 level or above

The Wild Boar Club

Recognizes donors with ten or more years of giving at any level

Hill House Circle

Recognizes graduates of the last 15 years who have five or more years of giving at any level

The William Gardner and Mary Atwater Choate Society

Honors individuals who make planned gifts, including life income funds, bequests, and more