Make your mark on reunion!

T. G. I. F. WEEKEND!

REUNION’15
weekend
June 12-15, 2015
fun worthy of an entire weekend

Reunion Planning Handbook
A note from your friends in the Alumni Office

Your reunion is finally here! Well, almost here—if you’re reading this it’s probably about 10 months out, and we’re excited you’ve volunteered to be part of the fun. Reunion is all about YOU and we are here to make your experience a memorable one. Take a moment to read through this planning guide full of thoughts and suggestions from alumni before you, and find out how you can best support your class’ efforts. But first, some notes on what’s new with reunion at Beloit and what you can expect:

**The skinny on summer.** Reunion has moved to summer! Take back campus, reconnect with classmates, meet new faculty, hang out with students, and spread out in the dorms (that’s right, and it’s cheaper than a hotel). Like we said, reunion is all about you and your friends and a reunion in the summer gives you the chance to spend the weekend with them. Plan a Greek or special interest affinity gathering and make the most of your weekend!

**What about clusters?** The cluster concept many of you are familiar with has moved toward the simpler, five-year milestone format where alumni celebrate every five years. But, we’ve heard that many of you enjoy seeing friends from neighboring classes, so let us know who you want to invite and we’ll be happy to include the class above or below yours in your outreach.

**Logistics.** Let us take care of the logistical details related to the weekend. You concentrate on what you do best—building excitement and encouraging friends to attend. Plan a wine and cheese tasting, take a trip to Turtle Creek, organize an alumni soccer game, and we’ll make it happen (within reason, of course. A trip to the moon may be a bit lofty for us).

**Inspiration.** We hope you find some in this guide! We’ve created it with the help of dozens of past reunion committee members and hope you find it useful. Be sure to make the weekend your own and, above all, enjoy yourselves and reconnect with your friends.

So, get started. We’re here to help!

Your friends,
Mark Wold, Leeanna Shultz, Erick West, Camilla Jackson, Caroline Golja, and Brenna Graham.
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# Section 1: Staff Contact Information

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<table>
<thead>
<tr>
<th>Year</th>
<th>Reunion</th>
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<td>1960</td>
<td>55th Reunion</td>
<td>Leeanna Shultz</td>
<td><a href="mailto:shultzlm@beloit.edu">shultzlm@beloit.edu</a></td>
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<td>1965</td>
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<td>Mark Wold</td>
<td><a href="mailto:woldm@beloit.edu">woldm@beloit.edu</a></td>
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<td>1970</td>
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<td><a href="mailto:weste@beloit.edu">weste@beloit.edu</a></td>
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<td>1985</td>
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<td><a href="mailto:jacksonc@beloit.edu">jacksonc@beloit.edu</a></td>
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<td><a href="mailto:jacksonc@beloit.edu">jacksonc@beloit.edu</a></td>
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Section 2: Services Provided by the College

The Alumni Office will design the basic reunion schedule and handle all logistics of the weekend. We provide class lists and contact information to all committee members and can also supply meeting space on campus if required by the committee.

Your staff contact will check in with all committee members via conference call at least three times before Reunion. The Alumni Office will arrange and coordinate this. We will also format, process, and send all letter-sized direct mail pieces and email messages. See Appendix A for the Reunion 2015 communication timeline.

Class Facebook Group and Class Webpage
The Alumni Office will create a Facebook group (Beloit College Class of ‘XX) for each class and committee members will be the administrators. You will be responsible for inviting your classmates to join the group, accepting those who request to join, and keeping them abreast of news and updates as well as polling for interest in class activities. Under the Reunion main page on the Beloit College website, each class will have a page listing their activities, committee members, as well as a link to the FB group for the most up-to-date discussions.

Also provided by the college:
- Tables, linens, basic decorations for class receptions
- Photo slideshow in PowerPoint to reel during the class reception
- Class-specific trivia questions available from past years and the archives
- Bar, bartenders, and all materials for class reception
- Bed linen, towel, pillow, blanket for those staying on campus
- Athletic equipment such as soccer balls, Frisbees, upon request
- Transportation to/from South Beloit Coach/VanGalder bus stop when arranged two weeks in advance
- Little Bucs youth activities throughout the day on Saturday (parental attendance may be required)
- Services for classmates with physical or dietary special needs
- One Reunion RA assigned to your class to help with your events and to answer questions

The college does not provide:
- Entertainment fund for class events (band, performer)
- Childcare for infants and toddlers—however, reunion is family-friendly! See information in this packet regarding the Little Bucs program
Section 3: Reunion Committee Responsibilities

The Bare Necessities
We thought it would be helpful to give you the basics involved in successful reunion planning. Think of these points as the bell run of your planning (you know what we mean)—you can dress yours up or keep it simple! The number one reason alumni attend their reunion is to see friends. A call, email, or letter from a classmate goes a long way towards generating buzz and ensuring your friends make the trip back.

Print & Digital Outreach
Up to four mailings/emails are generated by your class regarding the reunion. Some classes choose to mail letters written and signed by the committee members, others may choose to use Facebook or email as the primary means of communication. We recommend using a mix of these mediums as well as personal phone outreach. See Appendix A for the Reunion 2015 communication timeline.

Calling Campaign
In April and May, many committees choose to start a calling campaign to build excitement with classmates. This can be a highly effective technique if properly planned. We recommend dividing up the list of classmates into manageable pieces and choosing what updates and news to release over the phone. Be sure to call your friends and enlist them to reach out to their friends. Talk about things like:

- When and where reunion is
- Why you are going
- How to register online
- What cool events your class is planning
- How to see the ‘who’s coming’ list, schedule, and Facebook group
- Why you’re giving to your class scholarship and what it is

We also encourage you to confirm or ask for your friends’ preferred email address so we can increase our email reach. Thanks a bunch!
Planning Events
Committees plan a class reception or dinner, usually Saturday night. See Appendix C for a list of venue options on campus. Be sure to work closely with your staff contact on this portion of planning. Then, plan other events and activities that will make your reunion special and unique. Adding finishing touches with decorations or other memorabilia is always a good idea! You know your era and classmates best; choose something meaningful and fun. Once your events are planned, pick committee members to act as hosts to welcome your classmates.

Program Ideas:
- Utilize talents of classmates, ask them to perform at your dinner or event
- Invite a faculty member to attend or speak at your class event—please do let your staff contact know if you are considering this option
- Have an alumni sporting event: soccer, basketball, Frisbee golf
- Create a trivia contest based on your time at Beloit
- Ask someone to read your class commencement speech
- Create a video or slideshow using photos and music and make CDs or online media
- Have a contest for “who came the farthest, who has the most children,” etc.
- Do a “class history,” report on highlights from each year your class was at Beloit
- Have an “open mic” session to share favorite Beloit stories
- Create a memorabilia display. Use items from your own collection or visit the college Archives
- Revive a class tradition or song
- Bring your old Beloit t-shirts

Reunion Fundraising
Reunion Giving is a wonderful opportunity for celebrating classes to launch a class giving project that reflects the interests and values of the class while also having a direct impact on today’s Beloiters. In recent years, classes have made gifts by pooling their individual gifts of whatever size into a Reunion Class Scholarship awarded to incoming first-year students. This has been a wonderful way for classes of the past to link their legacy to future Beloiters. Whatever you determine your class gift to be, make sure your reunion giving approach encourages the highest participation possible and that it represents the interests and values of your whole class while helping to fulfill the aspirations of Beloit College. We know, it’s a lot to think about, but we’re here to help.

The committee will usually designate a pair of committee members or the Class Agent to work with the Alumni Office to establish goals and strategies for the solicitation of their classmates. Typical strategies we recommend include:
- Discuss giving in every call made to classmates
- Mention your gift, why it is important, and why you gave to it
- Set a participation percentage goal with help from Alumni staff and let classmates know where your class stands
- Include details of the giving goals in your committee letters and digital outreach
- If a classmate agrees to make a gift over the phone, personally thank them!

See Appendix D for more information on how reunion class giving is calculated.
NOTE: See Appendix E for a sample Reunion Schedule

**Registration**
A registration packet with preliminary information will be mailed in early spring to all reunion classes. An online registration form for events requiring registration will also be available early spring—think chilly Beloit weather. Registrations are due Friday, June 5, 2015. Any late or walk-in registration requests are not guaranteed as space is limited.

**The Alumni House and Maurer Link Help Center**
The Alumni House, located at 613 College St. Beloit, WI 53511, serves as the go-to location for those arriving on campus as it houses registration, check-in for on-campus accommodations, and also serves as a place to gather informally with friends.

Maurer Link Help Center, located on the ground floor of Maurer Hall, serves as the resource center for the residential side of campus. It will be staffed by student RAs throughout the weekend. You can return your dorm keys there.

**Housing**
On-campus accommodations are available Thursday–Saturday nights and Sunday night for those staying for the BUC open. Please reserve your room when registering for the weekend—the sooner the better! Room and roommate preferences will be honored on a first-come, first-served basis. Accessibility requests will be accommodated. Children who stay in sleeping bags in rooms with their parents will not be charged an extra room fee.

**Shuttle Services and Golf Carts**
Campus shuttle services have been discontinued due to infrequent use. Student RAs will have several golf carts available to shuttle guests that need transport to events and back to their dorms. If you have specific needs, let us know. Pick-up and drop-off from the South Beloit bus stop is available with advance notice to the Alumni Office.

**Little Bucs Programming and Childcare**
Bring the whole family and have a great time! See Appendix F for a sample Little Bucs programming schedule. Childcare for youth under the age of five is not provided.

**Refunds**
Cancellations will be honored and fees refunded until Friday, May 29, at 5 p.m. Central. Emergency cancellations will be refunded with 24 hours advanced notice.
### Section 5: Residence Hall Pricing & Information

Pricing and packages will be determined in early 2015 and released along with registration. You can expect to pay around $50/bed for the weekend (so a double room would be $100). The beds are singles (no doubles, queens, or kings here!).

**Available Residence Halls** for summer reunion include the Moore Townhouses, Aldrich Hall, Blaisdell Hall, and the Clary St. Apartments (subject to change). Did we mention you can use the kitchens? Just clean up after yourself.

- The Moore Townhouses are apartment-style housing with four bedrooms, a shared restroom, common room, and kitchen. These are typically reserved for the 50th and up reunion classes. The main floor is accessible for those with mobility special needs.
- Aldrich Hall is traditional campus housing with two restrooms on each floor and single/double rooms. This building is accessible for those with mobility special needs.
- Blaisdell Hall is traditional campus housing with shared restrooms on each floor and single/double rooms.
- The Clary St. Apartments are apartment-style with four bedrooms in each apartment and a shared restroom, common room, and kitchen. These rooms are typically reserved for families with small children.

### Section 6: Why Summer?

#### 7.5 reasons “why summer”

7. Enjoy reunion with more than 12% of your classmates! That is the average number of reunion-class alumni who make it back for fall reunion so it’s time to see if summer works better for the majority of us.

6. Summer = vacation time! Pack your sunglasses; the beer and ice cream will be cold.

5. From June to September, you have time to make your winning homecoming float.

4.5 Allegheny, Amherst, Bates, Carleton, Connecticut, Depauw U., Dickinson, Gettysburg, Kenyon, Lawrence U., Macalester, Skidmore, St. Lawrence U., and Wooster have summer reunion. We're not into following the herd, but alumni with spouses who have summer reunion tell us that they love it. And, participating alumni have also loved it!

4. You just can't get enough of Beloit. TWO chances to come back to Beloit – reunion weekend and homecoming weekend!

3. Alumni rule the campus for the weekend! Events are scheduled around YOU. And, you can still share them with faculty and students—it’s like having your cake and eating it too!

2. You can run rampant through the residence halls. Yes, you heard us, literally take over the lounges and hang out as late as you want. "It was really great to be back. It was great to stay at the dorms and party at the Wall--staying at a hotel would not have been the same experience." –'82 alum after summer reunion.

1. There are no seasons in the Coughy Haus.
## Appendix A: Reunion Communication Timeline (10-month timeline)

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<thead>
<tr>
<th>Date</th>
<th>Task</th>
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<tbody>
<tr>
<td>August</td>
<td>Begin committee recruitment</td>
</tr>
<tr>
<td></td>
<td>Create FB reunion class groups</td>
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<tr>
<td>October</td>
<td>Save-the-date drops, mail, FB, web, e-news</td>
</tr>
<tr>
<td></td>
<td>First conference call</td>
</tr>
<tr>
<td>November</td>
<td>Announcement committee letter drops</td>
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<tr>
<td>December</td>
<td>Preliminary schedule available</td>
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<tr>
<td></td>
<td>Holiday card/calling push</td>
</tr>
<tr>
<td>January</td>
<td>Directory submissions notice (25th &amp; 50th) Survey</td>
</tr>
<tr>
<td></td>
<td>Second conference call to confirm class event</td>
</tr>
<tr>
<td>February</td>
<td>Reunion invitation mail drop</td>
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<tr>
<td></td>
<td>Online registration opens</td>
</tr>
<tr>
<td>March</td>
<td>First email sent for registrations</td>
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<tr>
<td>April</td>
<td>Special event invitations drop</td>
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<tr>
<td></td>
<td>2nd directory submissions/survey notice</td>
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<tr>
<td></td>
<td>Third conference call to begin giving campaign</td>
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<tr>
<td></td>
<td>Begin reunion giving calling campaign</td>
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<tr>
<td>May</td>
<td>FB “have you signed up” &amp; “looking fwd to seeing you” mail/email,</td>
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<tr>
<td></td>
<td>last call social media/letter drops</td>
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<tr>
<td>June</td>
<td>Reunion Weekend 2015, June 12-15</td>
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<td>Reunion thank you’s &amp; Reunion report</td>
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<tr>
<td>July</td>
<td>Reunion report</td>
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Appendix B: Reunion Committee Worksheet

NOTE: Take a minute on your first conference call to ask yourselves these questions. This structure doesn’t need to be formal, but it does help to identify each other’s strengths.

Who will be the committee chair: provide overarching guidance and vision for the class, keep the committee on track, focused, and motivated, and act as host for class events?

Who will act as communication ambassadors: write reunion letters/emails including: the reunion announcement, first and final call email for registration, reunion report after the weekend, and other communication pieces?

Who will act as social media ambassadors: invite new members to the Facebook class group, share/tweet reunion related news monthly or more frequently as needed?

Who will serve as reunion giving chairs: lead the class giving effort and work closely with Alumni staff to determine giving goals and calling campaign strategies?

All committee members are expected to:

- Promote and support their class reunion
- Contact friends via phone/email/social media to encourage attendance and class giving
- Contribute to your class scholarship
- Decide on details of class reception and plan other class events
- Be available for at least three conference calls with Alumni staff to plan and update one another
- Attend Reunion Weekend 2015 and provide your feedback/insight!
- Have fun and reconnect with friends
Appendix C: Campus Venue Options

If you have something in mind for the residential side of campus (a lounge or Chapin Quad), just let us know.

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<tr>
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<th>Special concerns</th>
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<tbody>
<tr>
<td>Buffalo House (725 Chapin)</td>
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<td>Chapin President’s Lounge</td>
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<td>Chapin Quad/Commons</td>
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<tr>
<td>Coughy Haus</td>
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<tr>
<td>Eaton Chapel</td>
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<td>Hendrick’s Center Lobby</td>
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<td>Intercultural Center</td>
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<td>Library North Lounge</td>
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<td>Mayer Hall Lobby</td>
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<td>Writing Center</td>
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Appendix D: How Reunion Class Giving is Calculated

Your class reunion giving total includes all gifts and pledges made since June 1, 2014. Gifts made through the end of July 2015 will also be counted toward your class total. All gifts by anyone in your class year are counted. Whether designated for the Beloiter Fund, your Reunion Class Scholarship, planned gifts including annuities and trusts, endowments gifts, and gifts to any other special fund, they are calculated in your total.

The class with the most successful fundraising effort by Saturday of Reunion 2015 will be announced as the winner of the giving class cup!

Appendix E: Sample Reunion Schedule

NOTE: This section is a tool for your planning. The schedule is subject to change as the Alumni Office and committees develop the program. For the most updated schedule, visit https://www.beloit.edu/reunion/schedule/.
A further note: class photo times/places will be determined by the committee and classmates in 2015.

Friday June 12, 2015

- **All Day**: Campus museums, bookstore, and library open
- **9 a.m.-6 p.m.**: Registration opens
- **Noon**: Commons lunch (pay at the door)
- **2-4 p.m.**: Greeks Integrate panel (receptions to follow)
- **4 p.m.**: Greek/Affinity receptions
- **6 p.m.**: All-Class celebration/Golden Hoods ceremony
- **Times TBD**: Student- and archivist-led tours

Saturday June 13, 2015

- **7-9 a.m.**: Farmers’ Market Breakfast
- **8 a.m.**: Run/Walk with President Bierman
- **9 a.m.**: Campus/mounds/museum tours (45 mins each)
- **10:45 a.m.**: Parade line-up Morse Ingersoll Hall
- **11 a.m.**: Alumni Assembly
- **Noon**: Pearsons Lawn Tent Lunch
Appendix E: Sample Reunion Schedule continued...

Saturday June 13, 2015 continued

1-4 p.m.  Alumni College
1-2 p.m.  2-3 p.m.  3-4 p.m.
Class 1   Class 1   Class 2
Class 2   Class 5   Class 5
Class 3   Class 3   Class 4
Class 4   Class 6   Class 6

1-2 p.m.  Ultimate Frisbee
2-4 p.m.  Book-signing
4-5 p.m.  Alumni presentations
5-6 p.m.  Donor Recognition
6-8 p.m.  Class Receptions
6-8 p.m.  Little Bucs dinner and a movie
8-10 p.m. Rooftop observatory open

Sunday June 14, 2015

8 a.m.   Beloit Bike Tour
9-11 a.m. Brunch
10 a.m.  Remembering Friends We’ve Lost (poetry garden)
Appendix F: Little Bucs Sample Program

Friday June 12, 2015
3 p.m.       Alumni College for Kids

Saturday June 13, 2015
7-9 a.m.     Kid’s breakfast
10 a.m.-Noon Scavenger Hunt
Noon         Picnic lunch including face-painting, balloons, bubbles
2-3 p.m.     Storytelling and magic at Turtle Creek Bookstore
3-5 p.m.     Pool party
6-8 p.m.     Dinner, a movie, and games in the Center for the Sciences
9 p.m.       Pajama party and Beloit ghost stories in Maurer

Sunday June 14, 2015
8 a.m.       Beloit Bike Tour
Appendix G: FAQ

Who’s Coming?
To see if your friends intend to come, check the Who’s Coming list on the website.

Do I have to register?
Yes. Registration counts are essential for successful planning; they ensure plenty of space and food to accommodate all reunion attendees. Also, by registering, you will receive a reunion packet with the final schedule and a nametag (which acts as your visitor pass). Even if you simply intend to briefly visit campus, please register so that a nametag can be created for you.

I registered, but I can’t come. Can I get a refund?
Yes. Refunds will be issued if you notify Alumni & Parent Relations and Annual Support by May 29.

I hit submit more than once when I registered online. Can I get a credit?
Yes. If you registered more than once, contact Alumni & Parent Relations and Annual Support and they will request that your duplicate registrations be credited to your card.

Do I have to wear a nametag?
Yes. Please be sure to wear your nametag while on campus. This identifies you as a guest of the college and will allow you access to campus facilities.

Are children welcome?
Yes! Children (and grandchildren!) are welcome. Make it a family vacation and bring the whole clan! Little Bucs programming is designed especially for children ages 5-12 and activities take place throughout the weekend.

Do I have to pay for my children to eat the breakfast?
Children 5 years and younger may eat for free at the Sunday breakfast.

Should I bring my teenager?
Yes! Teenagers have the perfect opportunity to get to know Beloit for themselves and through their parents’ eyes. There are plenty of stimulating activities for teens to enjoy during the weekend.

Where should I go when I arrive?
When you arrive on campus, proceed to Registration and Check-In located at the Alumni House, 613 College St. (across the street from the Logan Museum of Anthropology). You will receive your registration packet; inside you will find a final weekend schedule, campus map, nametag, and more. And there are always plenty of refreshments at the Alumni House!

Parking on Campus
Short-term parking will be reserved for reunion attendees on College Street in front of the Alumni House where Registration and Check-in is located. Special needs parking will be located behind the Alumni House off of Bushnell. Signage will direct you. All other parking is on a first-come, first-served basis. Please refer to the Virtual Campus Map on the college website for parking locations and handicap access points.

What should I wear?
Most dress comfortably and casually while visiting campus during the day and then change to business casual or dress attire for the evening events. Be sure to check the weather prior to coming to ensure you have appropriate clothing for the elements.

Who do I contact if I have questions about Reunion Giving?
If you have questions about reunion giving contact Erick West, Assistant Director of Alumni & Parent Relations and Annual Support.