

Class of 1996 Alumni Weekend Minutes
Meeting date: 9/9/10
Time: 12:00 p.m.

We started the meeting with introductions of all members of the committee. Tracy Arra is the Program Chair and Shannon Price is our Gift Chair. Each member of the committee introduced themselves and gave some personal background.

All additional members we recruit for the committee should email Tracy at tracy_arra@bd.com. Tracy will then email Christine to ensure they are added to the email serve list and get all necessary paper work, and understand their roles and responsibilities.

If all members could update their contact information form and confidentiality agreement form and send them back to Christine's attention in the alumni office.
See below for attachments!

We reviewed the class information:

THE CLASS OF 1996

(AS OF 05/05/2010/ GIVING AS OF 6/30/10)

ALUMNI COUNTS

Active Records: **3712** Alumni
 3131 Undergraduate Alumni
 615 Graduate Alumni

Other: 52 Lost
 21 Deceased

GENERAL INFORMATION:

- 593 Classmates are 'Double Dels'
 - 99 'pairs' from your class
- 1908 Have Phone Numbers
- 1254 Have email

GIVING SUMMARY – ACTIVE RECORDS ONLY

Total lifetime giving from the Class of 1996 = \$426,608.98 from 864 class members

| Fiscal Year (July 1 – June 30) | Total \$ | # of Donors |
|---|-----------------|------------------------|
| FY10 | \$40,842.21 | 208 |
| FY09 | \$36,878.24 | 171 |
| FY08 | \$37,613.89 | 196 |

❖ **2846 classmates have never given**

Shannon took over the discussion and spoke about the Gift Giving portion of our duties and shared some great date:

The Fiscal year for giving is July 1, 2010 to June 30, 2011.

1) Class giving efforts will occur in honor of their reunion to advance the University of Delaware and we thank them for their support in this endeavor. Alumni giving is more important today than ever to

continue with our strategic plan and to support current UD students.

2) Last year the class had 273 classmates participate for a total fundraising effort of \$84,936.

3) This year's goal is donors (325) and dollar (\$125,000) goal of class- participation wise this is about 10% of the class.

4) Gifts to any area of the university will count towards the total class gift that will be presented to Dr. Harker on Reunion Weekend

5) What sort of gifts count towards the class goal? Cash, credit card, stock, total amount of pledges made over a 5 year period for \$1,000 or more per year, matching gifts from companies and documents bequests. You can let people know that we will discuss this further at the October meeting and if they have questions that can speak with me.

6) Hopefully, all committee members will donate by the end of the December.

Any money you give counts. The act of giving is most important.

The committee will present out total donations to Dr. Harker at Alumni weekend.

We reviewed our time-line by month:

| | |
|-----------|---|
| September | <ul style="list-style-type: none">❖ First Reunion Mailing and Email with 'Save the Date' Information❖ First Class Reunion Committee Meetings held (introductions, set goals, begin event planning, determine yearly schedule and committee needs)❖ Recruitment Activities Continue (Facebook, phone calls, emails) |
| October | <ul style="list-style-type: none">❖ Leadership Training: Oct. 20th Courtyard Marriott from 6:00-8:00 pm❖ Recruitment Activities Continue (Facebook, phone calls, emails)❖ Review Class Lists – Select Classmates to Contact (via GoogleDocs)❖ Find Missing Classmates❖ Student Calling Program (past or future donors)❖ Mailing with 'Save the Date' Information for Reunion Weekend (including postcard packs) |
| November | <ul style="list-style-type: none">❖ Finalize Reunion Celebration Details (location, time, budget, registration cost)❖ Committee Activities begin: notes/letters, emails, Facebook, phone calls❖ Committee members to provide testimonials of why they support UD to be used in future correspondence (web, UDaily articles, Messenger, etc.)❖ Homecoming Weekend: November 5-7, 2010❖ Letter from President Harker to the classes |

| | |
|----------|---|
| December | <ul style="list-style-type: none"> ❖ 100% of Committee Gifts Received ❖ Committee Input for Reunion Postcard Design ❖ Holiday Card and Email to the Classes |
| January | ❖ BREAK |
| February | <ul style="list-style-type: none"> ❖ Determine Needs for Class Reunion Celebration (T-Shirts, prizes) ❖ On-Line Registration Live – Committee Members Register ❖ Reserve dorm room accommodations or create hotel block for reunion classes ❖ Direct Mail and Facebook Appeals: Register, Class Gift Update ❖ Requests for Memorabilia ❖ Finalize Reunion Invitation Postcard |
| March | <ul style="list-style-type: none"> ❖ Finalize Class Reunion Celebration Logistics (food, entertainment, photographer needs, UD Spirit) ❖ Student Calling Program ❖ Postcard Invitation Mailed (Reunion Weekend, Classes and Gold Guard) ❖ Committee members begin contacting registered classmates to encourage additional outreach |
| April | <ul style="list-style-type: none"> ❖ Facebook and Email Appeals: Come Back, Give Back ❖ Messenger Insert ❖ Create Nostalgia Boards: Old Photos, Stories and Memorabilia |
| May | <ul style="list-style-type: none"> ❖ Direct Mail Appeal: Senior Class Challenge ❖ Email Appeal: Senior Challenge ❖ 100% of Fundraising Goal Achieved |
| June | <ul style="list-style-type: none"> ❖ June 3 – 5, 2011: Class Reunion Celebrations! ❖ Direct Mail Appeal: Statement Mailing |
| July | <ul style="list-style-type: none"> ❖ Acknowledgements, Recognition ❖ Follow-Up to Attendees – Celebrate Success |

The New Name for the re-union weekend will be Alumni weekend vs. Forum Weekend.

We discussed options for where to hold our class celebration. Venues and locations are dependant on how many participants will attend. We set a goal to start for 200 classmates to attend the celebration. Some options discussed were Timothy's, Small tent on the mall, near the Friday night celebration, or an on campus venue. The alumni office was going to check into Timothy's and we will discuss further at our Oct. meeting.

Most everyone agrees they would like the celebration to be casual and not a sit down meal. Maybe set it up like a cocktail hour and get a band or DJ.

We discussed where to house all of our documents and information. We are looking into getting our own web site through the University which would be user id and password protected.

Our next meeting is on Oct. 20th 2010 from 6 p.m. to 8 p.m. at the Courtyard Marriott. Please make every attempt to attend the meeting in person.

The following meetings we will aim for lunchtime conference calls on agreed upon Fridays.