

Dare to be first.



## CLASS REUNION VOLUNTEER RESOURCES

**Office of Annual Giving**

George Evans House  
Newark, DE 19716  
(302) 831-2105  
[www.udel.edu/makeagift](http://www.udel.edu/makeagift)

**Office of Alumni Relations**

Alumni Hall  
Newark, DE 19716  
(302) 831-2341  
[UDconnection.com/Reunions](http://UDconnection.com/Reunions)  
[UDconnection.com/ReunionWeekend](http://UDconnection.com/ReunionWeekend)

---

## Table of Contents

Tab 1: Overview

Tab 2: Office of Alumni Relations

Tab 3: Class Reunions – This is YOU

Tab 4: Office of Annual Giving Overview

Tab 5: Fundraising Tools

Tab 6: Resources

Tab 7: Your class at a glance

---

## Tab One

---

## *A Message from the Directors*

Dear University of Delaware Alumni:

On behalf of the University of Delaware and the Development and Alumni Relations (DAR) Staff, we would like to **THANK YOU** for your leadership in planning your reunion celebration. This endeavor is critical to the future of UD, our alumni and our students and we appreciate the time, talent and treasure that you will invest over the coming months.

This handbook was developed with you in mind. It provides the essential tools you will need to create a fun and engaging event and to gain the maximum support and participation from your classmates. We ask that you read through the materials to learn of the many services our staff will provide.

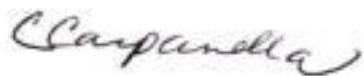
As you know, reunions provide an excellent opportunity to reunite with old classmates, to make new friends and to expand your professional network. It's also an opportunity for our 145,000 Blue Hens worldwide to rediscover the University of Delaware and see firsthand an institution that we can all be proud of. As you begin thinking about your class reunion, remember to keep the University of Delaware traditions alive and promote President Harker's goal to pave a new path designed to engage the critical issues of our day, to increase the global impact of the University and to raise our prominence around the world.

A well-organized and dedicated volunteer team will speak volumes to the success of your event and we are confident that your investment will yield significant returns. Because of you, your class will remember the University in its own distinctive way and anticipate it to be fun, energizing, enjoyable – and even educational – for all participants.

We look forward to helping you design your reunion celebration by promoting the event to your classmates, helping to raise funds in support of your alma mater and reigniting friendships – some that may even last a lifetime.

Thank you again for your support – let's make your celebration next June a blast!

Sincerely,



Cindy Campanella, CEPP '84  
Director, Alumni Relations



Robin Wray, AS '80  
Director, Annual Giving

---

## About The University of Delaware



### General Overview:

The University of Delaware, a state assisted institution, is a Land Grant, Sea Grant, Space Grant, Urban Grant, and Carnegie Research University. The University, originated in 1743, was chartered by the State of Delaware in 1833. A Women's College was opened in 1914, and in 1945 UD became permanently coeducational. The main campus is located in Newark, Delaware, a suburban community of nearly 30,000, situated midway between Philadelphia and Baltimore. Courses are also offered at the Wilmington campus and at other locations throughout the state, including Dover, Georgetown, Milford, and Lewes.

### The University of Delaware's Seven Colleges:

**Agriculture and Natural Resources:** The cutting-edge teaching and research led by 72 faculty members, drives the College of Agriculture and Natural Resources and its 800 students to seek solutions that provide food, fiber, and fuel to all people everywhere without compromising our precious natural resources. A core agriculture repository for knowledge accrued over three millennia, while also the crucible for forging new discoveries, new policies, and new leaders, the college's five departments and nine centers innovate only with annual gifts that fuel faculty support, tuition assistance, and fund programs like UD's Creamery and Cooperative Extension.

**Arts and Sciences:** As the largest college at UD, the College of Arts & Sciences is home to 22 departments and 20 interdisciplinary programs in everything from chemistry to music, English to physics, and theatre to biological sciences. With 9,000 students on campus, the college burgeons with creativity and diversity, finding collaboration in every opportunity, whether a lecture series on the Middle East, developing a new computer technology called *Phoebus*, founding art conservation programs in Iraq, or forging study abroad programs in Russia and Tunisia. The scope and scale of the college creates an unparalleled demand for annual funds that support tuition needs, innovative programs, and the 300 faculty that make it all happen.

**Alfred Lerner College of Business and Economics:** With a mission to foster scholarships in the successful management and leadership of organizations operating in an environment of scarce resources, rapid change, global competition, and advances in technology, the Lerner College of Business & Economics' 120 faculty members focus their 3,500 students on achieving excellence. Annual gifts enable the college to attract the best students, develop distinctive educational opportunities, find and retain talented faculty, provide global perspective in programs, lead in information technology management, and partner in the private sector.

**Engineering:** With 1,800 students in five departments and a mission to advance the discovery and application of new knowledge in engineering and science and develop leaders of our technology driven society—the College of Engineering's five strategic initiatives focus on interdisciplinary research, global outreach, innovation and entrepreneurship, graduate education, and diversity. It takes reliable, annual gifts to provide vital funding support for the outstanding faculty, students, and programs in all five initiatives.

**Health Sciences:** With eight academic programs in everything from biomechanics and movement sciences to nursing to health services administration and physical therapy, the College of Health Sciences focus on health care through experiential and multi-disciplinary education is

---

renowned. Annual gifts speak to the essential and core role of higher education-- tuition assistance, faculty support, and innovative program initiatives.

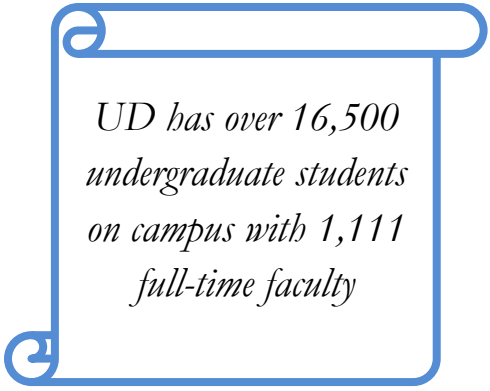
**Education and Human Development:** The diverse and expansive College of Education and Human Development houses 10 departments, schools, and centers that serve over 20,000 individuals annually. The college is dedicated to preparing outstanding, caring professionals who work to improve the lives of individuals, families, and communities. The 400 faculty/staff and 2,800 undergraduate and graduate students share the goal of helping others, whether in education or apparel design, family studies or public policy--and they can meet these vast needs only with annual funds for tuition assistance, faculty support, and innovative program initiatives.

**Earth, Ocean, and Environment:** Dedicated to advancing knowledge, use, and conservation of the earth, its oceans, and its other resources, the College of Earth, Ocean, and Environment is by definition, interdisciplinary—reflecting the sweeping, interrelated issues that broadly affect the earth’s systems. From geology to oceanography, geography to marine biosciences, on two campuses with nine undergraduate offerings and 14 graduate offerings—all require essential support from annual gifts that provide tuition assistance, faculty support, and program initiatives.

**Academic Programs:** UD offers 4 associate’s programs, 127 bachelor’s programs, 84 master’s programs, 42 doctoral programs, and 12 dual graduate programs.

**Faculty:** In the 2009-10 academic year, there were 1,111 full-time faculty positions. Approximately 81% of full-time tenure-eligible faculty is tenured and more than 80% hold a doctorate or terminal professional degree in their field.

**Enrollment:** Fall 2009 enrollment totaled 21,138, which included 16,521 undergraduates, 3,634 graduate students, and 983 professional and continuing studies students. 15,786 (96%) undergraduate and 2,671 (74%) graduate students are enrolled on a full-time basis. 42% of undergraduate students are male. 64% of undergraduate and 69% of graduate students are from out-of-state. 5.6% of undergraduate and 4.9% of graduate students are African-American. Approximately 50% of undergraduate students live in residence halls.



*UD has over 16,500  
undergraduate students  
on campus with 1,111  
full-time faculty*

**In-State vs. Out of State Acceptance Rates:** The University of Delaware admits all Delawareans whose academic records predict success. In the fall of 2009, approximately 69% of the Delawarean applicants were offered admission to the Newark campus, and 25% were admitted to the Associate in Arts Program at Georgetown, Dover, or Wilmington. The University admitted between 42-48% of the out-of-state students who applied (over 22,000 out of state applications were received).

**Admissions/Retention:** More than 23,000 students applied to the University of Delaware for Fall 2009 enrollment. 4,223 (29.9%) first-time freshmen accepted their admission offers. The average SAT score (critical reading and mathematics) for first-time Newark Campus freshmen was 1195. On average, 91% of Newark Campus freshmen return for their sophomore year and more than 3 out of 4 students graduate within five years.

---

**Graduation Rates:** 67.1 % of freshmen graduate in four years (as of 2006) and 77.9% of freshmen graduate in five years.

**Costs:** Annual full-time undergraduate tuition and fees for 2009-10 are \$9,486 (in-state) and \$23,186 (out-of-state). Room and board is \$9,066. Total undergraduate costs for 2009-10 are \$18,552 (in-state) and \$32,252 (out-of-state).

**Finances:** For Fiscal Year 2009, Total Operating Revenues were \$728.5 million, including \$126.7 million for State Appropriations. Total Operating Expenses and Transfers were \$728.5 million. Externally Funded Activity totaled \$163.2 million.

**Institutional Affiliations:** UD is a member of the Association of Public and Land Grant Universities (APLU). In athletics, UD began NCAA Division I competition in 1973 for men and 1982 for women. UD currently competes in the Colonial Athletic Association for all sports. Football competes at the Championship Subdivision level, and all other sports compete at the Division I level.



---

## UDistinctions

### A Global Perspective



UD invented study abroad by offering the first Junior Year Abroad program in the world in 1923. Today, it remains in the forefront in providing students international learning experiences. In 2007, UD received the Andrew Heiskell Award for Innovation in International Education from the Institute for International Education during a ceremony at the United Nations. More than 45 percent of all undergraduates study abroad before they graduate, a fact showcased during commencement when students wear colorful sashes reflecting the countries where they studied. In recent years, UD students have studied in more than 50 countries and on all seven continents.

UD has exceptional faculty, consisting of internationally known authors, scientists, and artists, including Nobel Laureates, Guggenheim and Fulbright Fellows, members of the National Academy of Engineering, National Academy of Sciences, and American Association for the Advancement of Science, and a Pulitzer Prize winner. Currently, there are more than 100 endowed professorships, which honor faculty members for their distinguished service as teachers and scholars, as recognized by their peers on campus, across the nation, and around the world.

### Distinguished Faculty



### Stellar Scholars



Since 1990, UD has had four Rhodes Scholarship winners: Leonard P. Stark, '91; Douglas Mauro de Lorenzo, '98; Thomas M. Pellathy, '00; and David A. Kovara, '02. In all, UD has had 11 Rhodes Scholars since the prestigious program began in 1904. UD also has produced numerous Marshall, Goldwater and Truman Scholars, and in 2005 was named a Truman Scholarship Honor Institution. Three UD students were named Goldwater Scholars in 2008 -- Ritika Samant, a junior biological sciences major and political science minor; Spencer Tofts, a junior mathematics major; and Jeffrey Bosco, a junior chemical engineering major with minors in chemistry and mathematics.

UD traces its origins to a small private academy founded in 1743 by the Rev. Francis Alison, whose first class was a remarkable one. That first class included three Signers of the Declaration of Independence, George Read, Thomas McKean and James Smith. Read also signed the Constitution. Their names are memorialized on residence halls on the Laird Campus.

### Outstanding Roots



---

### Success in Athletics



UD has a long, proud tradition of excellence in intercollegiate athletics and during 2009-10, two Fightin' Blue Hens athletic teams were invited to NCAA tournament play – field hockey and men's lacrosse. Individuals also received recognition for their success, including golfer, Justin Martinson, who won the CAA Individual Tournament Title and advanced to NCAA play, and Elena Delle Donne who was the first women's basketball player in Delaware history to earn All-American honors as part of the 3<sup>rd</sup> team.

The world-class collections of the University Museums enrich the campus community and far beyond. The University Gallery has over 10,000 objects, artworks, and artifacts, with particular strengths in vintage and contemporary photography; Pre-Columbian and Southwest Native American ceramics; American prints and drawings from the 19th century to the present. UD also is home to the Paul R. Jones Collection of African American Art, one of the world's most comprehensive collections of works by 20th-century African American artists. At the core of the Mineralogical Museum's vast holdings are 2,000 specimens purchased from Tiffany in 1919 by Irénée du Pont, then president of the DuPont Company.

### Treasures of Art



### The Spirit of Delaware



UD's cheerleading squad and dance team regularly take top honors in national competition. In 2010, UD cheerleaders placed second at the UCA national championship. YoUDEe, the Fightin' Blue Hens mascot, is the 2002 national champion and a member of the Mascot Hall of Fame. The highly regarded Marching Band is 300 members strong and performs championship-caliber halftime shows at football games, as well as, being invited to take part in other events such as the 2009 Presidential Inaugural Parade.

In 2007, the UD Chorale won the grand prix round of the 10th International Choir Festival in Tallinn, Estonia, the first time since 1994 that an American choir has won the competition. Under the direction of Paul Head, associate professor of music, and accompanied by Betsy Kent, UD Chorale pianist, the 57-member chorale competed against more than 40 choirs from around the world for selection to the grand prix round, in which the chorale beat five other choirs and emerged in first place.

### International Prize-Winners



---

## *Charting our Path to Prominence™*

To advance on the Path to Prominence™, the University of Delaware must build key strengths in areas critical to our region and the world, and increase recognition of our existing strengths. We need to do more for the world, and we need for the world to see more of what we do. Achieving excellence and recognition requires focus. Through discussions with the University community, five “guiding principles” have been identified that should infuse our efforts and six “strategic milestones” that will propel us on our course to prominence. We also defined eight “key capabilities” that the University needs to succeed.

Each college, school, and unit has been challenged to set its own strategic goals and develop its own implementation plans, action steps, and timetables. Together, we will create powerful momentum on the University’s Path to Prominence™. Please visit [www.udel.edu/prominence](http://www.udel.edu/prominence) for more information.

### **Guiding Principles: What We Value**

#### **1. Delaware First**

Our first and most important commitment is to be the flagship of higher education for the State of Delaware – both by ensuring that every Delawarean has access to a top-quality education, and by applying the strengths and resources of the University to benefit the greater Delaware community. The rising prominence of the University of Delaware will bring new energy, opportunity, and recognition to the State of Delaware.



#### **2. Diversity**

The University of Delaware will foster a robust educational environment in which all people are welcome and feel welcome – one that supports critical thinking, free inquiry, and respect for diverse views and values. As a community, we will embrace diversity as an integral and vital part of everyday life and a cornerstone value of our University.

#### **3. Partnership**

The University of Delaware will create innovative partnerships for economic and community development, building knowledge and promoting ideas that serve the critical needs of the state, the nation, and the world.

#### **4. Engagement**

The University of Delaware will engage students, faculty, staff, and alumni in the most compelling social, cultural, artistic, and scientific challenges of our age. It will place itself among the world’s leading universities by addressing such important matters as environmental sustainability, social justice, and alleviation of human suffering.

#### **5. Impact**

Our job is not done until our ideas, our expertise, and our students are given the opportunity to make a significant difference in the world. To succeed, we must assure that the University’s innovation, excitement, and accomplishments are publicly known throughout Delaware, academia, and across the nation and the world.

---

### Strategic Milestones: How We Will Excel

- A Diverse and Stimulating Undergraduate Academic Environment
- A Premier Research and Graduate University
- Excellence in Professional Education
- The Initiative for the Planet
- The Global Initiative
- An Engaged University

### Key Capabilities: What We Will Need to Succeed

- Faculty Excellence
- Staff Excellence
- Outstanding Facilities
- Continually Advancing IT Infrastructure
- Exemplary Management Practices
- Leadership-Level Financial Resources
- Excellence in All We Do
- Readiness to Embrace Change



---

## Tab Two

---

## *What Alumni Gifts Mean to the University*

Alumni gifts to the University of Delaware have a lasting impact on the institution. It is through your generosity that the university can continue to provide a first-class education to its students, fund ground breaking research, recruit and retain world-class faculty, and provide scholarships to many of its students. There are numerous reasons to give, what is yours?

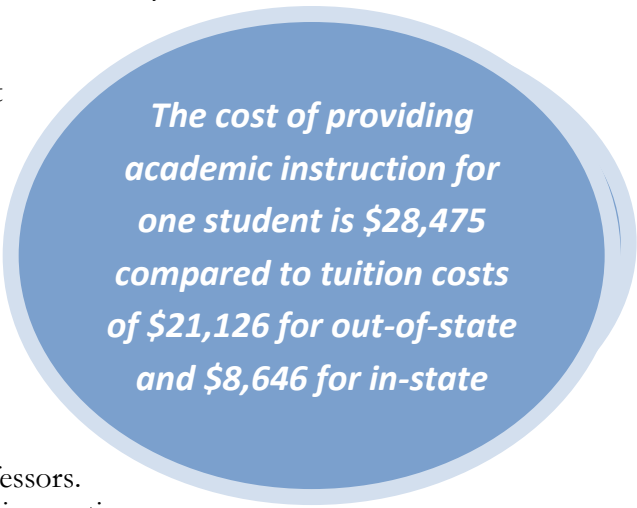
### **Help to Maintain and Increase the Value of a UD Degree:**

*US News & World Report* looks at alumni participation to determine our National Rankings. It's an indicator of our alumni satisfaction with the institution and the education they received. The stronger our alumni support is, the higher our national rankings will be.

### **Help Minimize the Cost of Education:**

**Tuition, state, and federal support only cover a fraction of the cost to run our institution.** In fact, it is only 53% of the overall budget. We are no longer state supported, but merely state assisted. You may not realize this but UD alumni, parents and friends helped to insure that *you* had a quality education at an affordable price by making gifts to the University!

In academic year 2008-2009, the cost of providing academic instruction and support for one student at the University of Delaware was \$28,475, compared to the tuition cost of \$21,126 for out-of-state students and \$8,646 for in-state students. To continue providing a quality education that can be accessed by all students, outside resources are critical.



*The cost of providing academic instruction for one student is \$28,475 compared to tuition costs of \$21,126 for out-of-state and \$8,646 for in-state*

### **Help UD to Remain Competitive:**

UD is constantly competing with universities and colleges nationwide to attract the best students and recruit nationally and internationally renowned professors. Financial support enables the University to provide innovative teaching programs, perform world-class research, and provide state-of-the-art facilities thus attracting and retaining quality students and teachers. These elements play a key role in maintaining UD's reputation as one of the highest quality undergraduate educations available.

### **A Way to Say Thank You:**

We hear from thousands of students and alumni each year stating what a valuable education they received from UD. One of the greatest ways of saying "thank you" is by making a gift back to your alma mater. A gift will not only show your appreciation, but will ensure that the future of Delaware will be as strong and even better in the years to come.

### **Make it *Your* Tradition:**

There is a long-standing tradition of alumni that support this institution. To ensure that we maintain that standard of excellence, we need you to carry on that tradition.

---

## *Need for Support: Bridge the Gap*

As a bridge across three significant funding gaps, private support is a lifeline on which the University relies. Specifically, private support fills the gaps between:

### State Funding and the University's Operating Costs

Although the University of Delaware is known as a public institution, only a portion of operating funds comes from the state. Over the years, State funding has dipped to less than 18% of the Universities annual revenue. The rest must come from grants, tuition, and the support of our alumni and friends.

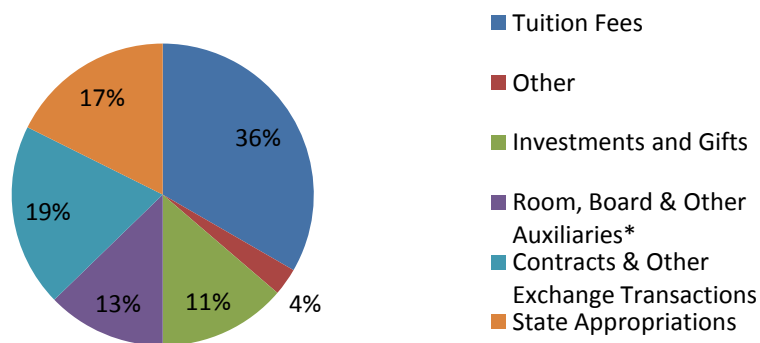
### Tuition and the Actual Cost of Educating a Student

A common misconception is that tuition alone covers the cost of educating our students. In fact, tuition and fees make up just a fraction of that cost, to the tune of 31% for Delaware residents and 75% for out-of-state students. The rest must come from other sources – such as gifts from donors.

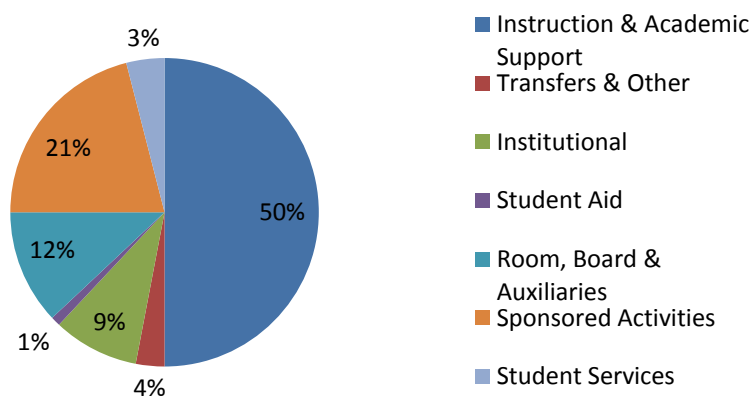
### Tuition and Income for Many Families

Sending a child to college can be a huge financial undertaking. In academic year 2009-2010, 67.8% of our degree-seeking undergraduate students applied for need-based financial aid. Of those who applied, 62.1% were awarded financial aid. The need still exists for many students and our ability to provide additional opportunities and resources for students with financial need depends on support from donors.

#### Revenue (\$728.5 million)



#### Expenses and Transfers (\$728.5 million)



---

## *How Annual Giving Will Help*

The Office of Annual Giving is committed to helping your class reach their goals. Some of the ways we will do this are:

- Providing data about your class and classmates
- Updating you on fundraising efforts
- Coordinating targeted mail and email solicitations that come from classmates or include classmate testimonials
- Organizing calling by current students

## *Class Giving at a Glance*

Giving from July 1, 2009 through May 5, 2010

	1961	1986	1991	1996	2001	2006
<b>Number of Donors</b>	118	339	266	142	117	166
<b>Total Giving</b>	\$36,239	\$55,831	\$63,145	\$34,481	\$19,224	\$9,457
<b>Participation Rate</b>	25.8%	11.2%	7.3%	3.8%	3.2%	3.8%

Giving from July 1, 2008 through June 30, 2009

	1961	1986	1991	1996	2001	2006
<b>Number of Donors</b>	114	312	240	171	134	112
<b>Total Giving</b>	\$59,952	\$66,737	\$56,821	\$36,878	\$24,376	\$15,187
<b>Participation Rate</b>	24.9%	10.3%	6.6%	4.6%	3.6%	2.5%

---

## *The Office of Annual Giving*

The Office of Annual Giving is a group within the University's Development and Alumni Relations Department responsible for securing recurring, annual funds.

***Impact (Mission) Statement:*** The mission of the Office of Annual Giving is to enhance the many learning opportunities at the University of Delaware by securing gifts from University constituents. Annual gifts support current University priorities, as well as help to create new opportunities for students and faculty alike.

Gifts to the University of Delaware's Annual Fund provide both restricted and unrestricted operating dollars for the institution from alumni, parents, faculty, staff and friends dedicated to preserving and enriching the quality of life for our current and future students. Individuals are encouraged to direct their gifts to their College first. Unrestricted gifts allow the greatest flexibility to address the most pressing needs of each college which otherwise may not be met. Some areas which receive support include student financial aid, academic and student services and faculty instruction and research.

***In 08-09, the University received annual gifts from 22,274 alumni for a total of 11% alumni participation.***

The Annual Fund helps the institution in other ways too. Corporations look at alumni participation when determining their own gifts. Schools with greater percentages of alumni participation are viewed as healthier institutions, which is why it is so important to increase not only the dollars raised, but also the number of alumni giving to the Annual Fund. US News and World report also looks at alumni participation as an indicator of alumni satisfaction and is used to calculate national collegiate rankings.

During the 2008-2009 year, the university received annual gifts from 22,274 alumni for a total of \$4,630,000 and we are extremely grateful for this generosity. In light of the current economic situation, gifts from our alumni will become even more important for the health and success of our institution. Funding from the State of Delaware continues to decrease and revenue generated from the University's Endowment has declined.

Your activities as a reunion volunteer will greatly impact the Annual Fund. Our strategic plan, the Path to Prominence™, consists of bold initiatives to help the University reach new heights as one of the most esteemed institutions of higher education in the country. In order to succeed in achieving these goals, we need to have the full support of our alumni, our students, our faculty, our friends, and our community. The Path to Prominence™ is more than a strategic plan... It is an opportunity for us all to come together to celebrate the University that means so much to us, and to ensure its bright future.

---

## *Your Gifts Connect to UD:*

Annual funds, often referred to as annual giving, provide critical resources to leaders of the University for students, faculty, and programs. These gifts are spent in full each year so the amount available to University leaders may vary on an annual basis.

There are two societies to recognize those who make a gift to UD: The Delaware Diamond Society and the True Blue Hen Society.

### **Delaware Diamonds Society**

The Delaware Diamond Society is an annual giving society to recognize individuals who contribute cumulative gifts of \$1,000 or more during the fiscal year (July 1 – June 30). All donors are recognized on an on-line honor roll, with gifts at the DDS level acknowledged in the Presidents Report of Philanthropy.

Young Alumni Members*	\$500+
Member	\$1,000 - \$2,499
Benefactor	\$2,500 - \$4,999
Senior Benefactor	\$5,000 - \$9,999
Blue & Gold Fellow	\$10,000 - \$24,999
Leadership Fellow	\$25,000 - \$49,999
University Fellow	\$50,000 and over

All donors at the Delaware Diamonds Society level receive membership in the Bob Carpenter Club, which overlooks both the Delaware Stadium and Acierno Arena. All donors will receive periodic updates from the President and invitations for priority seating at University events.

\* Alumni who graduated within the past 10 years are considered ‘young alumni’ and will receive the same Delaware Diamond Member benefits for cumulative annual gifts of \$500 or more.

### **True Blue Hen Society**

Individuals who make a gift of \$1 or more for three consecutive years are considered True Blue Hens. Membership in the True Blue Hen program means being part of a community of donors dedicated to the university’s future. Every contribution helps UD fulfill its commitments to academic excellence, affordable access to education, a strong infrastructure, and service to society. Every gift enables the University to rely less on operating funds to cover costs, improving UD’s financial health and academic competitiveness.

### **Capital & Endowment Funds:**

Reunion gifts may be designated to a specific endowment or capital fund. These are larger gifts, which may be payable over an extended period, and can support a specific need or be unrestricted to provide income for the University in areas of greatest need. Scholarships (often endowed) established during a reunion year count toward the class fundraising totals. Endowed gifts can be named in honor or memory of the donor and will last in perpetuity. The full amount of new pledges will be recognized in the class total. Donors whose lifetime giving total (combined annual plus capital and endowment) reaches \$100,000 become members of the University’s Pillar and Signers Society.



---

Endowed gifts are the foundation of excellence at the University of Delaware, providing quality and financial stability. An ever-growing endowment will enable the University of Delaware to continue to provide strong support for student assistance, faculty recruitment and retention, and maintenance of its physical campus.

Endowed gifts are held in perpetuity. A named endowment is created through the establishment of a permanent fund that is professionally invested and managed. The University invests the initial gift and spends only a portion of the average annual investment return. The remaining income is added to the principal. A benefactor who makes an endowment gift today may be confident that it will continue to support its intended purpose in the future.

### **Planned Gifts and Bequests: The Carillon Circle**

The Office of Gift Planning works with donors to achieve their philanthropic goals and legacy wishes while taking into account tax and financial concerns. People of all means support the University of Delaware by naming the University in their will or as a beneficiary of life insurance or retirement plan assets. Assets used for legacy gifts include: cash, securities, retirement plans, life insurance, or other valuable assets, such as a donor's residence. These assets may be used to support the class project. The Office of Gift Planning can provide more information regarding the following options and consult with the donor to assist in determining the appropriate vehicle and assets to make a gift to UD.

Donors who create a planned gift or notify the University of their Bequest Intentions are welcomed as members of the Carillon Circle. The Carillon Circle was established to recognize, honor, and thank those who have provided the University with this type of financial support. Some benefits of Carillon Circle membership include: invitations to unique events, annual listing in the University's Annual Report of Private Support, and a personalized brick in the Diamond Walkway running from the steps of Old College to Main Street.

Please contact the Office of Gift Planning at (302) 831-6798 for further information about bequests, retirement plans and Charitable Gift Annuities, or for a personalized gift illustration.

---

**Tab Three**

---

## *A Message from the Alumni Association*



Dear University of Delaware Alumni:

I am pleased to serve the UD Alumni Association (UDAA) as its President and welcome this opportunity to thank you for becoming an active volunteer with the University of Delaware. The University is setting out on an exciting new path designed to engage alumni closely with every level of its campuses, students, and community. The strategic plan of the University, *Path to Prominence™*, is already in motion. Now more than ever, especially in this time of growth and change, the loyalty and dedication you show for UD is increasingly important.

All alumni automatically become a member of the Association upon graduation and can immediately take advantage of the many benefits and services offered by the UDAA. Benefits include discounted auto and home insurance through Liberty Mutual, Short-Term Medical Insurance through GradMed and a special shopping program with Bed, Bath and Beyond. We also offer several ways to show your UD spirit with UD branded checking and savings accounts with Bank of America and specialty UD license plates offered in Delaware, Maryland, Pennsylvania, and New Jersey.

I'd be remiss if I didn't take this opportunity to offer you additional ways in which you can stay involved and support the Alumni Association and UD. Opportunities include:

- Nominate someone for the UDAA Board of Directors, the Outstanding Alumni awards, Presidential Citation for Outstanding Achievement or the Alumni Wall of Fame awards. Nominations are collected annually for each.
- Meet and greet potential legacy students at receptions hosted each April for incoming accepted students and their families.
- Serve on the board for your regional alumni club.
- Represent your class at Spring Commencement by serving as an Alumni Delegate.

More information about all of these volunteer opportunities and awards can be found by visiting our website, [www.UDconnection.com](http://www.UDconnection.com). While you are there, I hope you will log into the alumni online community, made possible through funding from the UDAA. Since it launched in May 2008, over 14,000 alums have registered for the community. It's a great place to find class mates and UD friends, post class notes, register for events, and network with other UD alums — all in a password-protected site.

Thank you again for your support of UD and the UD Alumni Association. I look forward to seeing you at Reunion weekend on June 3-5, 2011.

Sincerely,

A handwritten signature in black ink that reads "Alan L. Brayman". The signature is written in a cursive style.

Alan L. Brayman '73

---

## The Office of Alumni Relations

**Impact (Mission) Statement:** In the spirit of the Fightin' Blue Hens, we increase engagement and promote lifelong relationships and learning with our current and future alumni. We extend and enrich the UD experience by providing networking opportunities, programs, activities and services that celebrate our alumni and the University. We instill pride in our alma mater by fostering traditions and strong connections among alumni, students, faculty, staff and UD friends.

The Office of Alumni Relations is the chief liaison between the University and our 145,000 living Blue Hens worldwide, who are represented by the UD Alumni Association.

Alumni Relations coordinates major events, announces several prestigious alumni awards and recognizes students with several scholarships. Reunion Weekend is the premier alumni event where all alumni are invited back to campus for a weekend of fun and stimulating activities. Smaller alumni events are hosted all over the country through the office's 25 regional alumni clubs. Happy hour events, summer baseball games, sports watching parties, and themed events are just a few of the types of events that these clubs organize. In addition to events, the Office of Alumni Relations recognizes and awards alumni excellence with the help of the Alumni Association. For example, the Presidential Citation Award is awarded to graduates within the last 20 years who make significant contributions as demonstrated through tangible results, innovations, promotions and company or community recognition. Another type of award, The Wall of Fame Award, recognizes outstanding professional and public service achievements by University of Delaware graduates.

*Did You Know...*

*The University of Delaware has more than 145,000 Alumni*

### Alumni Relations Strategic Plan

The Office of Alumni Relations strategic plan has been aligned with the University's Path to Prominence™.

**Delaware First:** Recognizing that over 25% of alumni are Delaware residents, we have a unique commitment to these alumni. Our office provides programming and engagement opportunities to better serve this alumni population.

**Diversity:** Provide opportunity and representation to all class years, geographic regions, affinity and college affiliations as reflected by our alumni body (i.e., 90% of alumni graduated after 1970).

**Partnership:** Fully develop and implement internal and external partnerships to the University to identify opportunities that promote engagement of alumni, students, faculty, staff and other key constituency groups while serving critical needs of alumni and the University.

**Engagement:** Continually develop the infrastructure, resources and programming for students and alumni to stay connected with each other and involved with the University of Delaware.

**Impact:** Broaden the reach of the alumni constituency base and the surrounding community to increase engagement and involvement with the University of Delaware in a variety of capacities, such as the contribution of time, talents and treasure.

---

## [www.UDconnection.com](http://www.UDconnection.com)

The University of Delaware's alumni online community was launched on May 10, 2008, and over 18,000 Blue Hens have already registered. UDconnection.com registrants receive the latest news on alumni events and other important information. Alumni registrants can browse the alumni directory, post news and accomplishments to the 'class notes' section and upload business information and their resume in order to network with fellow Blue Hens. Registration is free and is exclusively for UD alumni.



## Network of Social Media Contacts

Alumni Relations continues to grow its network through social media with over 13,500 points of direct contact to alumni. The @UDalumni Twitter account includes over 1,143 followers, Facebook contacts account for 12,136 and the UD Alumni Relations Flickr account which posted 1,570 photos in fiscal year 2010. The Alumni Relations Blog continues to be a success with 179 entries posted and an average of 42 visits per day. Visit the UD Alumni Relations Blog at [www.UDconnectionblog.com](http://www.UDconnectionblog.com) as it will provide insightful, humorous and timely posts about the University of Delaware community.



Facebook



Flickr



LinkedIn.com



Twitter



Wiki

## *An Engaged Alumni Body*

### Reunion Weekend

Forum & Reunion Weekend & Dela-bration is the University's premiere alumni event traditionally held on the first weekend of June every year. The weekend is our way of encouraging alumni, friends and families to return to campus and celebrate the qualities that make UD unique. The first annual University of Delaware Forum & Reunion Weekend was held in June 2009 with over 1,700 UD alumni and friends in attendance. In the second year, attendance rose 65% and almost 3,000 Blue Hens. The 2nd annual UD Forum & Reunion Weekend was held on June 4-6, 2010 and over 2,800 UD alumni and friends attended. The weekend provided an opportunity to reconnect with friends and professors and to witness the remarkable changes at the University over the past few years. Dr. Harker's goals, laid out in his Path to Prominence plan, are met here by incorporating fun activities with academic initiatives that engaged alumni, friends and family. The weekend's programming included a DELA-bration Mug Night on the Green, a barbecue lunch on the Green, University Showcases (where colleges and departments showcase their work) and class reunion celebrations for 5<sup>th</sup>, 10<sup>th</sup>, 25<sup>th</sup> and 50<sup>th</sup> reunion classes. 300 alumni, friends, staff and faculty ran in the Blue Hen 5K Run/Walk held on Saturday morning and the College of Health Sciences was awarded the "President's Cup" with the greatest percentage of alumni participating combined with the fastest six runners. Sunday concluded the weekend's activities with a special brunch hosted by President Harker honoring volunteers throughout the campus and UD community.

---

## Club Events

Fiscal year 2010 concluded with 83 events and 3,400 attendees – a huge increase over 2009 with many new and diversified the types of activities. Several noteworthy examples are the Driving Excellence Series, UD Family Fun Day at the ‘Please Touch’ Museum, the ‘Behind the Brew’ event at Iron Hill Brewery and the inaugural Easter Egg-stravaganza hosted by Pat and Emily Harker. The Family Fun Day at the ‘Please Touch’ Museum was the first family-friendly event hosted by the Philadelphia Alumni Club and was a great success with nearly 25 families in attendance. Lastly, the Office of Alumni Relations launched our 6<sup>th</sup> and 7<sup>th</sup> Alumni Club Boards in Boston and Massachusetts. In February, the Boston club hosted a unique event titled ‘UD House Hunters’ which educated first-time home buyers on the process. The Office of Alumni Relations hopes to increase club activity while having a broad range of events in the upcoming year. For more information about upcoming events or to get involved, visit [www.UDconnection.com/clubs](http://www.UDconnection.com/clubs).

## University of Delaware - Alumni Club Locations

Arizona	Phoenix Alumni Club	Maryland	Baltimore Alumni Club
California	Bay Area Alumni Club	North Carolina	Charlotte Alumni Club
	Los Angeles Alumni Club		Asheville Alumni Club
	San Diego Alumni Club	New Jersey	Central NJ Alumni Club
Colorado	Denver Alumni Club		Northern NJ Alumni Club
D.C.	Washington DC Alumni Club		Southern NJ Alumni Club
Delaware	Kent/Sussex Alumni Club	New York	New York City Alumni Club
	New Castle County Alumni Club	Pennsylvania	Lancaster Alumni Club
Florida	North Florida Alumni Club		Lehigh Valley Alumni Club
	South Florida Alumni Club		Philadelphia Alumni Club
	Tampa Florida Alumni Club		Pittsburgh Alumni Club
Georgia	Atlanta Alumni Club	Texas	Austin Alumni Club
Illinois	Chicago Alumni Club		Dallas/Fr. Worth Alumni Club
Kentucky	Blue Hens in the Bluegrass State		Houston Alumni Club
Massachusetts	Boston Alumni Club		

## International

### 5-20 Alumni:

Argentina, Bermuda, Botswana, Belgium, Brazil, Bulgaria, Costa Rica, Egypt, England, Greece, Indonesia, Ireland, Israel, Italy, Jamaica, Jordan, Mexico, New Zealand, Nigeria, Norway, Pakistan, Panama, Philippines, Russian Federation, Singapore, South Africa, Sweden, Venezuela

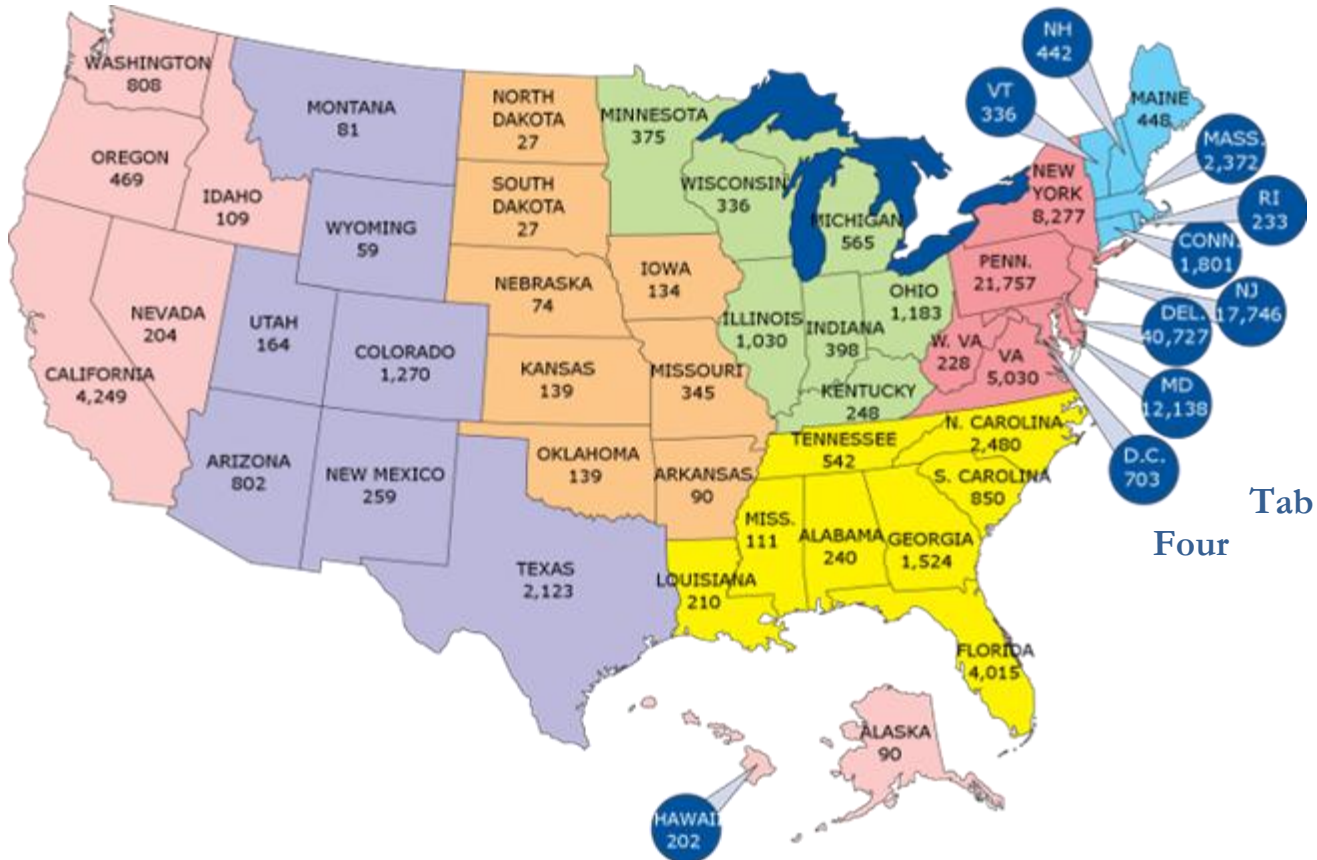
### 21-100 Alumni:

Australia, Bosnia & Herzegovina, China, France, Germany, India, Japan, Malaysia, Netherlands, Spain, Switzerland, Taiwan, Thailand, Turkey, Virgin Islands, Puerto Rico

### Over 100 Alumni:

Canada, Republic of Korea, United Kingdom

Office of Alumni Relations  
UD Alumni Across the United States



Tab  
Four

---

## Tab Four

---

## Class Reunion Volunteer Committee

In order to promote lifelong relationships between the University and its alumni and to provide alumni an opportunity to reconnect with other Blue Hens, ***we rely on dedicated alumni volunteers.***

Personal contact from classmates, whether through phone, mail, email and even Facebook, helps to strengthen the bond alumni have with one another, the University and our extended Blue Hen family. Such individualized, person-to-person connections are the foundation of our reunion efforts. Class reunion volunteers serve as ambassadors for the University of Delaware by engaging classmates in conversation about the value and importance of UD and also help to obtain support for the University in honor and celebration of your class reunion year.



**The primary objectives of the class reunion committee are twofold:**

1. To plan and encourage attendance from your classmates at your reunion, and
2. To encourage financial support and participation towards class gift efforts.

Alumni engagement and interaction is not only important for fellow alumnus, it is also critical to our current student body. Connected alumni can provide leadership by sharing their life experiences and expertise, through mentoring programs and internships, and even employment to our most recent graduates. These connections are invaluable to the education and future success of our UD students. In addition, financial support from alumni is also critical for the University of Delaware in order to provide a rich learning environment, to directly impact the lives of current and future students, to ensure that we uphold the highest standard of excellence and to maintain the value of a UD degree.

---

Reunion volunteers...  
Relive your UD  
experience without the  
pressure of a final exam!

---

Class volunteers will work closely with the Development and Alumni Relations (DAR) staff to set the overall direction and strategy of the reunion, serving as a valuable resource for volunteers across all classes. The total contributions received to date are announced at the Town Hall Meeting with Dr. Harker during Reunion Weekend in June.

Serving as a class reunion volunteer provides an opportunity, or rather a good excuse, to reconnect with long lost friends. You will **gain insider information** about the University of Delaware and will have the opportunity to meet the University's President, Patrick Harker, along with other key stakeholders such as the Deans, Provost and Vice Presidents at UD. It is a chance to **have a key stake in the future** of a growing tradition: Reunion Weekend. We expect this experience to be a fun and easy way to serve your alma mater and the DAR staff look forward to supporting your efforts to make your class celebration memorable.

---

## *Class Reunion Volunteers - Roles and Responsibilities*

The work of the Reunion Committee is to reconnect classmates with their alma mater by promoting enthusiasm and loyalty to the University of Delaware. Reunion volunteers serve for the duration of their reunion year, which runs from July 1 - June 30. Volunteers can expect to spend an average of one to two hours per week performing the duties below. If you know of a classmate who would be interested in serving as a reunion volunteer, please contact:

### **Office of Annual Giving:**

Heather Barron, Senior Associate Director, at (302) 831-8636 or [hbarron@udel.edu](mailto:hbarron@udel.edu)

### **Office of Alumni Relations:**

Patricia Fitzgerald, Associate Director, at (302) 831-7034 or [tfitz@udel.edu](mailto:tfitz@udel.edu)

## **Reunion Committee Organization**

- ❖ Committee Members
- ❖ Class Gift Chair
- ❖ Programming Chair



## **Reunion Committee Responsibilities**

- Identify and contact class members to encourage attendance and build enthusiasm for the reunion celebration.
- Provide input on class reunion activities, events and program ideas (i.e. format for dinner, entertainment, costs, speakers, etc.)
- Make a personal gift commitment in support of the Reunion Class Gift efforts.
- Identify classmates for personal solicitation and make contacts to encourage support of the University and the class gift.
- Help to provide contact information for class members with whom we have lost contact.
- Provide memorabilia and stories for use in mailings, on the class website and other promotional materials as needed.
- Attend committee meetings or conference calls.
- Attend Reunion Weekend.
- Other duties as needed.

## **Class Gift Chair Responsibilities**

- Serve as liaison between the Office of Annual Giving and Reunion Committee.
- Make a personal leadership gift.
- Identify and recruit committee members.
- Set goals for class gift effort and communicate progress and success to the committee on a timely basis.
- Aid the Office of Annual Giving in conducting a general campaign through solicitation letters/emails to all classmates.
- Conduct personal solicitations of classmates in person, on the phone and through letters/email.
- Help coordinate the personal solicitations of classmates by committee members.
- Work with the Office of Annual Giving to update classmate contact information and coordinate correspondence to reunion committee members.

- 
- Attend Reunion celebration and present class “check” representing total gifts and participation.
  - Coordinate efforts with the programming chair.
  - Perform duties of the general committee.

### **Programming Chair Responsibilities**

- Assist in assembling the committee through identification and recruitment.
- Serve as liaison between the Office of Alumni Relations and Reunion Committee.
- Coordinate efforts with the class gift chair.
- Co-chair periodic conference calls with committee to keep on task and track progress.
- Work with the Office of Alumni Relations to update classmate contact information and coordinate correspondence to reunion committee members.
- Set goals for attendance.
- Be the face and voice for Forum and Reunion Weekend.
- Attend Reunion celebration and present class “check” representing total gifts and participation.
- Perform duties of the general committee.

### **Offices of Annual Giving and Alumni Relations**

- Recruit Reunion Committee Members.
- Meet with the Committee to discuss class giving and programming efforts.
- Provide relevant materials to increase committee success.
- Support initiatives as determined by class committees.
- Promote reunion attendance.
- Contact class members for reunion gifts.
- Provide information on assigned classmates to committee members.
- Provide progress reports to the committee.
- Coordinate direct mail appeals, emails, and student calling.



## *2011 Reunion Planning Timeline*

September	<ul style="list-style-type: none"> <li>❖ First Reunion Mailing and Email with 'Save the Date' Information</li> <li>❖ First Class Reunion Committee Meetings held (introductions, set goals, begin event planning, determine yearly schedule and committee needs)</li> <li>❖ Recruitment Activities Continue (Facebook, phone calls, emails)</li> </ul>
October	<ul style="list-style-type: none"> <li>❖ Leadership Training: Oct. 20<sup>th</sup> Courtyard Marriott from 6:00-8:00 pm</li> <li>❖ Recruitment Activities Continue (Facebook, phone calls, emails)</li> <li>❖ Review Class Lists – Select Classmates to Contact (via GoogleDocs)</li> <li>❖ Find Missing Classmates</li> <li>❖ Student Calling Program (past or future donors)</li> <li>❖ Mailing with 'Save the Date' Information for Reunion Weekend (including postcard packs)</li> </ul>
November	<ul style="list-style-type: none"> <li>❖ Finalize Reunion Celebration Details (location, time, budget, registration cost)</li> <li>❖ Committee Activities begin: notes/letters, emails, Facebook, phone calls</li> <li>❖ Committee members to provide testimonials of why they support UD to be used in future correspondence (web, UDaily articles, Messenger, etc.)</li> <li>❖ Homecoming Weekend: November 5-7, 2010</li> <li>❖ Letter from President Harker to the classes</li> </ul>
December	<ul style="list-style-type: none"> <li>❖ 100% of Committee Gifts Received</li> <li>❖ Committee Input for Reunion Postcard Design</li> <li>❖ Holiday Card and Email to the Classes</li> </ul>
January	<ul style="list-style-type: none"> <li>❖ BREAK</li> </ul>
February	<ul style="list-style-type: none"> <li>❖ Determine Needs for Class Reunion Celebration (T-Shirts, prizes)</li> <li>❖ On-Line Registration Live – Committee Members Register</li> <li>❖ Reserve dorm room accommodations or create hotel block for reunion classes</li> <li>❖ Direct Mail and Facebook Appeals: Register, Class Gift Update</li> <li>❖ Requests for Memorabilia</li> <li>❖ Finalize Reunion Invitation Postcard</li> </ul>
March	<ul style="list-style-type: none"> <li>❖ Finalize Class Reunion Celebration Logistics (food, entertainment, photographer needs, UD Spirit)</li> <li>❖ Student Calling Program</li> <li>❖ Postcard Invitation Mailed (Reunion Weekend, Classes and Gold Guard)</li> <li>❖ Committee members begin contacting registered classmates to encourage additional outreach</li> </ul>

April	<ul style="list-style-type: none"> <li>❖ Facebook and Email Appeals: Come Back, Give Back</li> <li>❖ Messenger Insert</li> <li>❖ Create Nostalgia Boards: Old Photos, Stories and Memorabilia</li> </ul>
May	<ul style="list-style-type: none"> <li>❖ Direct Mail Appeal: Senior Class Challenge</li> <li>❖ Email Appeal: Senior Challenge</li> <li>❖ 100% of Fundraising Goal Achieved</li> </ul>
June	<ul style="list-style-type: none"> <li>❖ <b>June 3 – 5, 2011: Class Reunion Celebrations!</b></li> <li>❖ Direct Mail Appeal: Statement Mailing</li> </ul>
July	<ul style="list-style-type: none"> <li>❖ Acknowledgements, Recognition</li> <li>❖ Follow-Up to Attendees – Celebrate Success</li> </ul>

### **ADDITIONAL MONTHLY ACTIVITIES:**

In addition to the activities above, committee members can expect the following activities to occur on a monthly basis:

- ❖ Committee meetings will be held on a monthly basis as specified by the group in September.
- ❖ Monthly updates will be sent via email by the class chairs to provide an update on registration and class giving efforts. Minutes and agendas will also be sent prior to each committee meeting.
- ❖ If sub-committees are established for the classes, for example a sub-committee to create a memories booklet, updates will be shared and action items discussed at the meetings.
- ❖ Each month, committee members should attempt to contact a minimum of 5 classmates via phone, email, Facebook or other vehicle to share information about the class reunion celebration and encourage support of UD.
  - Potential Impact: 20 committee members x 5 contacts per month x 8 months = 800 classmates personally touched!
- ❖ Thank you letters will be sent on a bi-weekly basis from the Class Gift Chair to alumni who make a gift in honor of your class reunion celebration. Updates will also be sent to individual committee members as gifts are received from classmates with whom you have contacted. Personalized thank you notes are also encouraged.

---

## *Participation Goals and Strategy*

High reunion participation can generate wonderful benefits such as a stronger connection between classmates and the University, a stronger class identity, the establishment of new class traditions, support for your great alma mater and of course, more people equals more fun!

Setting goals will help to measure and track the success of reunion activities and the efforts of the committee. Each reunion class should set goals for both attendance and class gift participation. The Annual Giving and Alumni Relations staff will assist with this process. These goals are not limited by Reunion Weekend, but can include:

- Recording attendance at a reunion or class activity.
- Encouraging participation in pre-reunion events or events in non-reunion years.
- Greater numbers of submissions to the class notes page on UDconnection.com.
- Greater numbers of visitors the various networking pages on UDconnection.com.

### **Creating a Participation Strategy**

The best way to encourage high participation in reunion activities is to develop a marketing plan focused on communicating with your classmates about the events taking place during Reunion Weekend and the purpose of the class gift efforts. This communication can be directed to the class as a whole or targeted to individuals or interest groups. The strategy should include:

- Print Materials / Direct Mail
- Email
- Multimedia and Social Networking
- Student Calling
- Networking – Personal Contact
- Recruiting a balanced Committee that includes class leaders and representatives from key affinity groups.

The Office of Development and Alumni Relations prepares an overall marketing strategy, but will look to the reunion committee to help provide relevant information by class, testimonials on why YOU think participation is important and assistance in delivering these strategies.

## *Reunion Gifts*

**All Gifts Count!** No matter the designation or size. The program is designed to encourage alumni to support the University of Delaware in a meaningful way. This support is often designated to the college where one holds a degree, or possibly to a special program or project.

**Class Participation:** Participation is instrumental to the success of a reunion campaign. All members of the class who make a gift within the current year will be counted in the total participation.

**Class Total:** All gifts/pledges from members of the class are totaled and will be announced during Forum and Reunion Weekend. *All gifts received between July 1, 2010 – June 30, 2011 will count toward the reunion giving and participation totals for your class.*

---

## Tab Five

---

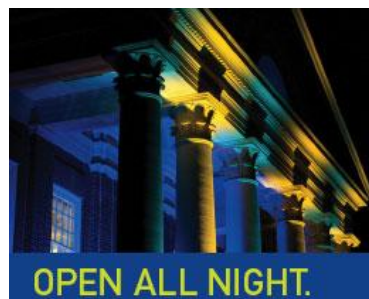
## Ways To Give

**On-line:** Credit card gifts can be made online at [www.udel.edu/makeagift](http://www.udel.edu/makeagift).

**Phone:** Call 302.831.2105 to speak with a University Representative or contact your Office of Annual Giving representative.

### Mail gifts to:

University Development  
Gifts Processing  
011 Hullahen Hall  
Newark, DE 19716



[www.udel.edu/makeagift](http://www.udel.edu/makeagift)

**Make sure to note where the gift is to be directed (example: “College of \_\_\_\_”)**

**Stock Gift:** Many people find it attractive to support the University through a gift of stock. If you transfer long-term, appreciated stock to the University, it can be sold by UD and you will avoid tax on the gain. If a donor’s stock has been held long-term but has decreased in value, it may be advantageous to sell the stock and give the cash value to UD.

It is important that donors making a stock transfer notify the University in advance, including the preferred use of the gift. This will ensure proper recognition and credit to the donor and will ensure the gift is directed as desired. To learn how to make a gift of stock, visit [www.udel.edu/giving/stock](http://www.udel.edu/giving/stock) or contact Suzanne Deshong at 302.831.8964 or by email at [deshong@udel.edu](mailto:deshong@udel.edu).

**Pledges** can be made via the student calling program or to a reunion volunteer. If an individual would like to make a pledge, please communicate the donor name, gift amount and where they would like it directed to your contact in the Office of Annual Giving (you can find their information in Tab 8). The classmate will need to sign a gift agreement in order to book the pledge over an extended period. Please refer to the resource section in the manual for a sample gift agreement.

Pledges can be made over a five year period, with a minimum gift of \$1,000 per year. The total of the pledge will be counted toward the class goal and must be made prior to June 30<sup>th</sup> to ensure proper credit.

A pledge card and follow up note should be sent to the individual immediately following your conversation. The Office of Annual Giving can assist in sending out this information if needed.

**Matching Gifts:** Many individuals work for or are retired from organizations which match charitable gifts. Donors should check with the appropriate Human Resources Office to determine if their gift will be matched. This is a great way to double, or even triple, their support!

---

## *Donor Recognition*

The University of Delaware has a routine acknowledgement processes for individuals who make financial contributions. The level and type of recognition is based on the amount of the gift.

**Gifts from your class will more than likely be the result of a personal contact made by fellow classmates. Each committee member will be provided with UD cards and will be notified in a timely manner as gifts are received from your list of people to contact. At that point, we welcome and encourage you to send a personalized thank you note. Personal recognition from the committee will have more meaning and could yield many dividends in future years.**

### Acknowledgement Process:

- All gifts will receive a receipt, which can be used for tax purposes, within one to two weeks. Timing may vary at certain times of the year, when the University is processing a higher volume of gifts (ex., October, December, January)
- Donors will be acknowledged separately from their receipt by either the unit they designated their gift to or the Development Office.
- Donors who give \$2,500 or more will also receive a personalized thank you letter from the president of the University. Donors who make a gift of \$1,000 - \$2,499 will receive a letter from the Vice President of Development.

An **online honor roll** for each reunion class will be updated on a bi-weekly basis throughout the course of the year to acknowledge those who have shown their support from the class.

In addition, a section in the annual **Presidents Report of Philanthropy** will be dedicated to the Class Reunion efforts with featured stories, highlighting the hard work of the reunion volunteers.

# Thank You!

---

## Class Gift Fundraising '101'

For some, fundraising can be a fun and rewarding experience – for others, it can be a bit daunting... Below is a brief overview of how you and your class mates will ask for a gift to support academic excellence at UD. In the coming months, the Office of Annual Giving staff will provide a formal, in-depth training to help each committee member be comfortable and successful with ‘making the ask’.

### Solicitation Overview

Each reunion volunteer is responsible for securing gifts from a minimum of 20 classmates. To begin, select a small number of individuals who you know or with whom you have something in common. Look at college/school, major, social organizations, career or even geographic location. Once your contacts have been identified, you will be provided with an information sheet on each classmate.

### Easy Steps 1, 2, 3...

1. Be Prepared
2. Plan Your Approach
3. Follow-Up

### Be Prepared:

- **Make your own gift first.** Your personal commitment sets an example and is the most powerful tool when asking others to join you in supporting your reunion giving efforts.
- Familiarize yourself with the funding needs and issues at the University.
- Learn about your classmates and identify how you plan to approach him/her. What are his/her interests, career choices, UD connections? What would inspire them to give? Why should they give?
- Anticipate questions/concerns. Remember why this is so important to YOU – enthusiasm is contagious. Make sure your own questions are answered well. If you are unsure of any of the information provided, please contact the Development and Alumni Relations Office before you begin.

### Plan Your Approach:

For a call: Send a letter or email detailing your request for a gift to your class' reunion giving efforts. The note should inform your classmate that you will be calling soon. Letter writing tips and sample letters can be found in the resource section of this manual.

For a visit: Call or email your classmates to set up a time that is convenient for both of you, and make sure the appointment is at a location conducive to a private discussion. If you would like someone to accompany you, staff members from the Office of Annual Giving are available to help. In addition, it is critical that time is scheduled for you and the staff member or volunteer to discuss the visit prior to the actual visit.

### Plan Your Follow-Up:

There are a variety of ways that you can follow up with a classmate, depending on their response. Make sure you have all the necessary tools and information to follow-up appropriately prior to making your contacts. In addition, make sure you obtain the necessary information when calling someone such as correct mailing address and/or email. Thank you note cards and pledge forms will be supplied by the University staff.

---

## Tab Six

---

# REUNION Weekend 2010



**SAVE THE DATE**  
June 3-5, 2011

---

## Reunion Programming

**So what type of activities do you want to offer your classmates?** Here are just a few suggestions to get your class started:

- **Pre-Reunion events:** These types of events can be held in the months leading up to the reunion. Whether it's getting together in a restaurant or meeting up before a University of Delaware alumni club event, take advantage of these opportunities to promote the upcoming reunion.
- **Symposia:** Institute speakers or fellow classmates can provide an educational component to the reunion. Symposia can be about progress in a field, how the world has changed, or on a classmate's trip around the world. Classrooms can be reserved by the Alumni Relations Office to provide the right atmosphere for this type of event.
- **Receptions:** Used to welcome classmates back or to set the mood for an event later in the day. Take advantage of this event type as they are easy to put together and relatively inexpensive.
- **Tours:** Used to provide sightseeing or behind-the-scenes opportunities for classmates. The Alumni Relations staff can help arrange a class-specific tour of a variety of locations.
- **Meal-Centered Events:** Used to provide nourishment and time to socialize with classmates. Breakfast, brunch, lunch or dinner are times when the class can conduct class meetings, strategize, or reminisce about their fun times at UD.

### Venues

Reunion celebration locations should fit the theme of the event and should accommodate everyone. While researching venues, keep in mind how you would like the room set up, if there are adequate restroom facilities, and handicapped accessible parking. Please note that most event venues do have rental fees. Consult with the Alumni Relations staff regarding rental fees such as room rental and audio visual rentals because we may have suggestions on how to reduce the costs. For example, UD Media Services can help to provide all audio visual equipment for the event. See your Alumni Relations liaison for more information.



### On-Campus Locations

The University of Delaware campus offers a number of function rooms, varying in size and atmosphere, at a price many outside suppliers cannot offer. The Alumni relations staff will work closely with class committees to secure event space on campus.

### Off-Campus Locations

You may wish to take advantage of the many special event locations in and around Newark. The Alumni Relations staff is happy to provide advice and assistance. Since the Alumni Relations staff works closely with the sales staff of many locations and destinations annually, it is strongly recommended that all contracts and arrangements with off-campus locations be provided to the staff.

---

## Cost of the Event

Each new fiscal year, the Office of Alumni Relations reserves money to help offset the cost of each class reunion. The Alumni Relations liaison will work with each committee to determine how the money will be spent on your class reunion. If you make a donation to the class gift, it will not apply to this budget. Please remember that your reunion celebration can include the following costs: food, beverages, entertainment, rental costs, decorations, service charges, among other items. If your class reunion celebration exceeds the total amount of money allotted, the class members will be responsible for the difference.

## Entertainment

Music can provide the right atmosphere for your event. Think about what would fit your needs –a CD player, podium, and speaker system may be all you need. More formal events benefit from live music. Depending on your needs, the Alumni Relations liaison can work with you to recommend bands or production companies. Please remember that student performance groups can be difficult to schedule during this time due to the fact that they are not in class. Any events with live entertainment may need an entertainment license and the Alumni Relations staff can research if a license is required.



## Reunion Meals

Depending on your event, you will need to determine if you would like your meal served buffet-style, pre-set, or plated. Remember to plan for vegetarian, kosher, low-salt and low-fat alternatives to accommodate all of your classmate's needs. The University requires all campus events to use their contracted caterer. For off-campus events that are not restaurants, the Alumni Relations office has a list of recommended caterers. If you choose to use a different caterer, please notify the Alumni Relations liaison of the caterer's name, address, phone number, e-mail address, menu and pricing information.

## Transportation

University-provided bus transportation will be available during Reunion Weekend. If your reunion is to take place off campus, the committee will need to research other bus companies. The Alumni Relations liaison will work with the committee on this if needed.

## Themes

If the committee decides the best way to celebrate their class reunion is by having a theme, then by all means, go for it! With final approval by the Alumni Relations Office, we support almost any theme.

## *Responsible Publishing - UD Licensing and Trademarks*

The University of Delaware Licensing and Trademark Program was developed to promote, enhance, elevate and protect the University's identity and brand and ensure the proper and appropriate use of its name, logos and trademarks. The University has registered many of University of Delaware's names, logos and trademarks with the United States Patent and Trademark Office and the State of Delaware. If a reunion representatives wishes to use the Universities logo in any fashion other than those provided by the Alumni Relations or Annual Giving staff, please contact a UD representative to assist you.

---

## Tab Seven

---

## *Your University Representatives Contact Information*

### Office of Annual Giving

**Robin Wray '80**

Director  
(302) 831-6029  
rwwray@udel.edu

**Heather Barron**

Senior Associate Director  
(302) 831-8636  
hbarron@udel.edu  
**Class of 1961 & 1986**

**Alex Hoffmaster**

Assistant Director  
(302) 831-6340  
arhoff@udel.edu  
**Class of 2001 & 2006**

**Sara Zwierko**

Assistant Director  
(302) 831-3022  
zwierko@udel.edu  
**Class of 1991 & 1996**

### Office of Alumni Relations

**Cindy Campanella '84**

Director  
ccampa@udel.edu  
(302) 831-2343

**Patricia Fitzgerald '04**

Associate Director  
Reunion & Student Programs  
tfitz@udel.edu  
(302) 831-7034  
**Class of 1961, 1986 & 1991**

**Christine Scheirer '09**

Program Coordinator  
Reunion & Student Programs  
cls@udel.edu  
(302) 831-1294  
**Class of 1996, 2001 & 2006**

### *How To Conference Call*

The reunion committees will meet on a monthly basis. Understanding that many of our volunteers may not be close in proximity, conference calling will be made available. To join the conference call, please dial the following information:

**888.648.3590, then enter participant code # 9052206.**

---

## *Letter Writing Tips*

- Keep the big idea consistent: What do you want to share? State the class attendance and class giving goals.
- Use I/we language.
- Write a great story. For example: Did you receive financial support as a student? Or do you know students who have benefited from scholarship funds? How did it help them? Add specific memories about your time at UD – ‘do you remember the days when we...’
- Thank your donors!
- **Ask for money.** A direct ask raises more money than a soft ask.
- Tell what their gift will accomplish.
- Eliminate non-essential details.
- Use the P.S. (post script) to make a key point.

## *Sample Correspondence*

### *Committee Recruitment Samples*

#### **Letter/Note/Email to a good friend/known acquaintance**

Dear \_\_\_\_\_,

Hello again! I am glad we got in touch, and this coming year is going to be exciting! You may be aware, but the reunion program at UD is still very new, and there is a lot of flexibility when it comes to planning our reunion. I’ve volunteered to serve on our class reunion committee and hope you will too!

The purpose of the committee is to help plan the logistics of our reunion and to achieve a fundraising goal. Most importantly, we need help generating excitement with our classmates for this milestone reunion!

Make sure to mark your calendar for June 3-5, 2011 for our reunion celebration!

I can’t wait to hear from you – and hope you will consider getting involved as well. Please send an e-mail or give me a call – I’d love your help in making our reunion a success!

#### **Letter/Note/Email to a long lost friend**

Dear \_\_\_\_\_,

I would like to cordially invite you to join me and some of our classmates on the \_\_\_<sup>th</sup> reunion committee. The purpose of the committee is to help plan the logistics of our reunion and to make a gift in honor of our reunion. Most importantly, we need your help to generate excitement from our classmates for this milestone reunion!

Our reunion celebration will be during Reunion Weekend, June 4<sup>th</sup>, 2011 and we would love to have you involved directly with the \_\_\_<sup>th</sup> reunion committee! I’m sure you have a lot on

---

your plate already; any time you can give is greatly appreciated. You know what they say...  
If you want something done, ask a busy person!

2009 and 2010 was a great start for UD reunions (1700 blue hens came back in 2009 and over 3,000 in 2010!). We expect this year to be even better. I promise that you will have fun with this and really show everyone how much UD shines!

I will call you in the next few days to share a little more about the committee and see how you can get involved. In the meantime, don't hesitate to contact me directly at (number).

Thanks (name). I look forward to connecting with you soon!

### **Facebook message**

(name). Can you believe it's our \_\_\_ reunion from UD! I'm helping out by serving on the reunion committee this year and was hoping you might be able to help out as well! Let me know – there's a lot to do – we could have fun with this! Check out the website at [www.UDconnection.com/reunions](http://www.UDconnection.com/reunions) for more information! Get in touch!

## *Fundraising:*

### **To a good friend/known acquaintance**

Dear (name),

In the \_\_\_ years since our graduation, we have shared many experiences and memories together and I am truly grateful. In light of our upcoming reunion, I have been thinking a lot about the friendships we developed over \_\_\_ years ago at the University of Delaware as graduates of the Class of (class year). I cherish those memories and, at times, it seems like it was only yesterday that we were UD students.

Our reunion celebration is quickly approaching and I hope to see you June 3-5, 2011. Reunion Weekend is meant to celebrate and remember our past, but is also a great opportunity for us to meet new people and network with other Blue Hens. I hope you save the date and start connecting (or reconnecting) with some of our classmates.

As a class reunion volunteer, I am also excited about the opportunity for our class to make a difference at UD and to really impact the educational opportunities for UD students today. Our class has a participation goal of \_\_\_ and hope to raise \_\_\_ this year to support UD, and your gift can be directed to your college, or any other area of the University. I hope to count on you to make a personal gift of \$\_\_\_\_\_ to attain this goal.

I will call you in the next few weeks to discuss the Forum and Reunion Weekend as well as current developments at the University. This phone call will be a great opportunity, not only to reminisce about the University of Delaware, but to discuss our role in its future!

---

## To a long lost friend

Dear (name),

I can't believe that it's been \_\_\_ years since our paths crossed at the University of Delaware. Since then, many things have changed, – but the one thing that will never change are the friendships we made as proud Fightin' Blue Hens!

Our reunion celebration is approaching and I hope you will join our class June 3-5, 2011. To commemorate these years, our class has set a goal of \$\_\_\_ to support academic excellence at UD. It's a collective gift, so your gift can be directed to your college, or any other program that means the most to you. When we reach this goal, our class will really make a difference to further the educational opportunities and success of current and future UD students – those young men and women who now walk in our footsteps! Your personal involvement with a gift of \$\_\_\_\_\_ is instrumental in attaining this milestone. We hope to count on your support!

I plan to call you in the next few weeks to discuss our reunion as well as current developments at the University. This phone call will be a great opportunity, not only to reminisce about our years at the University of Delaware, but to discuss our role in its future!

## Facebook message

(Name). Can you believe it's our \_\_\_ reunion from UD! Hopefully you've heard by now that our class is making a gift in honor of our reunion and we have a goal of reaching \_\_\_ participation from our class. I would love to see your name along with mine on the honor roll! It's your participation that counts most! You can make your gift at [www.udel.edu/makeagift](http://www.udel.edu/makeagift).

## *Follow-Up:*

Dear (name),

I enjoyed catching up with you the other day regarding our upcoming \_\_\_th reunion from the University of Delaware. I don't know where the time has gone. It was great to hear about (add personal note from conversation).

As I mentioned in our conversation, I would love to see you at the (Gold Guard Luncheon/Reunion Celebration) June 3-5, 2011. Please make sure to register online by visiting [www.UDconnection.com/ReunionWeekend](http://www.UDconnection.com/ReunionWeekend) or call 302.831.2341 if you don't have access to the internet.

I also shared that the Class of \_\_\_ has set a goal of raising \$\_\_ from \_\_\_% of our class in honor of our milestone. I hope we can count on your support toward our class gift, specifically with a gift of \$\_\_\_. As the University continues to move down the 'Path to Prominence<sup>TM</sup>' our alma mater and the young blue hens that attend the University today will greatly rely on our support. Please know that you can direct your gift to any area of the University that you choose.

---

To help make your gift, I have enclosed a brochure and envelope. If you want to save some time, you can give online at [www.udel.edu/makeagift](http://www.udel.edu/makeagift) or contact (Office of Annual Giving contact name and number). She has been working with our class over the past few months and is there to help.

I truly hope we can count on your support to reach our goal, but just as important, I hope to see you (and – spouse name) at the reunion Celebration next June!

Best wishes to you and your family.

### *Thank You Samples:*

On behalf of the University of Delaware, and the Class of \_\_\_\_, I want to thank you for taking time to speak with me the other day about our upcoming reunion. I'm excited that you will join us for the reunion celebration and for your support of our class gift effort. It's a wonderful thing that our class is doing – it makes me proud to be a Blue Hen.

The University of Delaware has a strong tradition of excellence that is built on support from UD alumni. This fall, a record freshman class of 3,668 students embarked on a new chapter in their lives. Their time at UD will be enhanced significantly because of the opportunities you have helped create.

From one classmate to another – thanks again! I look forward to seeing you in June!

Or...

Your support is essential to creating the outstanding education that UD students receive and the strong, vibrant community in which they live and learn. The greatest impact one person can have is to invest in the education of another. Thanks to your generosity, our young fightin' Blue Hens will learn, grow, invent, and discover more than they ever knew was possible. One student at a time, your gift will change lives and enable the University of Delaware to mold the finest researchers, educators, professionals and leaders of today and tomorrow.

Or...

Now, more than ever, support of UD students, faculty, and its mission will have a tremendous impact. Your contribution will create unprecedented opportunities and growth as the University sets forth on a Path to Prominence™, an ambitious strategic plan to become one of America's great public universities. One student at a time, your gift will enable the University of Delaware to create and mold the finest researchers, educators, professionals and leaders of both today and tomorrow.

### **Facebook message**

(Name). I saw your name on our class honor roll as supporting UD in honor of our upcoming reunion – THANK YOU!!

---

## *Tips for Successful Calling*

- **Make Your Calls in Clusters:** The first call you make is often the hardest. Dedicate a block of time to make a significant number of phone calls. Sundays and evenings are often the best time to catch people at home. If you get an answering machine, make a note of the time you called and try a different time later.
- **Smile:** Believe it or not, a smile can be heard, so be sure to smile when you talk on the phone.
- **Sit Up:** Slouching adds a tired tone to your voice.
- **Talk About the University's Needs:** Explain your mission. Talk about the class reunion, giving effort and goals. This can only be met through class participation and support. Keep a running conversation, stressing the importance of rediscovering the University, the need for annual support and their overall involvement.
- **Build Rapport:** Introduce yourself and make a personal connection. Casual conversation is the key to relaxation. Build on what you have in common such as hometown or major, ask questions, and provide information about special events, etc.
- **Be an Active Listener:** Focus on what the person is saying. Respond to their comments.
- **Ask Questions:** Be sure to ask open-ended questions. Begin with when, where, why or how.
- **Voice:** Your voice is the all-important delivery system for your words; vary the pitch to keep it interesting and speak distinctly and clearly.
- **Show Empathy:** Don't ignore what the alumnus is telling you; respond appropriately (i.e. I understand, etc.). If the individual expresses a concern that needs to be addressed, please take proper notes and share with a University representative for future follow-up.
- **Develop a Case:** Identify reasons to support your case: cost of education, value of your diploma, scholarship support, why engagement is important, how UD alumnus can help current students, etc. Make the case for support. Talk about needs at the University and highlight those that relate to the person's interest.
- **Be Specific:** Invite them to attend the reunion. Ask for a specific amount and provide options.
- **Close:** Close the call with a thank you and a smile.
- **Thank Your Classmate:** Send a thank-you note.

---

## *How to Manage Common Objections*

### *Fundraising Objections:*

#### **Tuition Is So High, How Much More Money Can You Need?**

- Unfortunately, tuition covers less than 33% of the cost of an education at UD. Many people don't realize that alumni have always supported our programs, even before you were attending UD.
- Tuition rates did increase this year, however, in academic year 2008-2009, the cost of providing academic instruction and support for one student at the University of Delaware was \$28,475, compared to the tuition cost of \$21,126 for out-of-state students and \$8,646 for in-state students. UD is recognized for providing a high quality of education at a low cost.

#### **Isn't the University state-supported?**

- The State of Delaware provides less than 18% of the University's annual operating budget.

#### **What happened to the money the University raised in the last campaign?**

- Most money raised during the campaign was for *restricted purposes* only.
- The generosity of alumni and friends of the University supported the *endowment* and created new professorships and scholarships to stabilize the available funding for faculty and student support.
- The principal is held in an endowed account and only the interest is used (currently 4.7%).
- Other gifts constructed new facilities, such as the Center for the Arts.

#### **I only hear from the University when it needs money.**

- Do you receive the *Messenger* or school newsletters?
- Visit us online at [www/udel.edu](http://www/udel.edu) to keep updated on current UD events.
- Share about UD's on-line community and encourage them to subscribe to UDaily and register for the OLC at [www.UDconnection.com](http://www.UDconnection.com)
- The University does need your support!!

#### **My gift is too small. I'll wait until I can do more.**

- All gifts count!!! Participation is just as important as the value of the gift (maybe more!) and will be announced at the reunion.
- If 100% of the class contributes even a small gift this year, the impact will add up to a sizeable amount.
- Your gift, no matter the size, could inspire *others* to give.

### *Attendance/Participation Objections:*

#### **Why should I volunteer? UD hasn't been in touch with me for years!**

- The University is becoming recognized both nationally and internationally for many reasons and is making significant investments to re-engage the UD community; however, it's more compelling to get involved when it comes from a fellow graduate. With over \_\_\_\_ classmates, we need help getting the word out and would appreciate any time you could give.
- The UD has recently hired in the area of Alumni Relations and we now have the staff to start a reunion program.
- In the past UD celebrated the 50th class reunion--but now we invite everyone back for Reunion Weekend. The weekend is particularly special for classes holding milestone reunions.

- 
- The University would love to have you be a part of this new program. A number of the alumni who came back to celebrate milestone reunions told me how wonderful it was to reconnect with old friends and classmates, with professors and mentors and with the entire UD community and we hope to continue this tradition with your help!

### **I don't have time to be on a committee, but I would still like to help.**

- That's okay! There are other ways you can still be involved but not feel pressured to make meetings and deadlines.
- Join our Facebook group, saving the date and encouraging your friends to come back would be a big help – could you do that?
- Get your family members together for a family reunion or make it a time to meet up with old friends.
- The best thing at this point is to spread the word, and contribute to the class gift. If you find later that you are able to put more time into the committee you will always be welcome to join the meetings.

### **Other Common Objections:**

#### **My child/grandchild was not admitted.**

- Last year we received over 25,000 applications for 3,900 spots. As a result, the University has a need to become more competitive and selective during the admissions process.
- Where is your son/daughter/grandchild going to school? Does he/she like it?

#### **I am angry about...**

- Listen. Anger is positive. It shows that the person is not indifferent, but cares about UD.
- Offer to refer their concerns back to the University.
- Say that you hope they will come to a point where they once again feel connected and are willing to support UD.

---

## Sample Gift Agreement

I/we, \_\_\_\_\_, hereby pledge to make a total gift of \$\_\_\_\_\_ (*minimum \$5,000 over five years*). This gift is designated to \_\_\_\_\_.

This pledge will be paid in equal installments over the course of \_\_\_\_\_ (*maximum five*) years. Please send pledge reminders to the following address: \_\_\_\_\_

\_\_\_\_\_.

The pledges will be paid on the following schedule:

Due by June 30, 2011	_____ amount
Due by June 30, 2012	_____ amount
Due by June 30, 2013	_____ amount
Due by June 30, 2014	_____ amount
Due by June 30, 2015	_____ amount

Please note:  the first payment is included with this letter

please send me a pledge reminder for this year's payment

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print Name

Cc: Heather Barron, Patricia Correale

---

*University of Delaware - Confidential  
Primary Solicitor: Volunteer name*

---

**Heather Barron, FS, AL**

ID#44637

227 Stella Street

Oxford, PA 19363

(302) 831-8636

---

**EMPLOYMENT INFORMATION:**

Matching Gift Program? N

University of Delaware

---

**UD HISTORY:**

**Year/College/Major**

**Sports Participation**

**Student Activities**

1993

Volleyball

Rubber Chickens

Lerner College

Softball

Women's Track & Field

---

**GIVING SUMMARY:**

**SOLICITATION INFORMATION:**

**Total Lifetime Giving:** \$1,000.00

**Target Ask:** \$250.00

**Total # Gifts:** 10

**Last Gift Amount:** \$100.00

**Last Gift Date:** 12-NOV-2009

**FY10:** \$100.00

**FY09:** \$100.00

---

**Contact Notes:** (time/date of call, general overview of discussion, action items/outcome)

---

---

---

## *Appendices*

**The following items can be found in the appendices:**

- **Appendix A: Class Profile**
- **Appendix B: Lost and Deceased Alumnus**
- **Appendix C: Committee List**