

Alumni Reunion Committee Handbook

Celebrate your history. Make new memories.



BLAKE
ALUMNI ASSOCIATION

Welcome Reunion Classes!



Alumni reunions are a great way to renew friendships with former classmates, share memories and network with other professionals. A reunion is also a perfect reason for alumni to return to Blake to see what has changed and what is exactly as they remember!

Planning a reunion involves hard work, and we hope the rewards make it worthwhile.

This handbook has been developed to help you plan the best reunion possible and to offer you a number of tools:

- ▶ Weekend Schedule
- ▶ Planning Check-list
- ▶ Overview of Reunion Giving

This handbook, along with a strong planning committee and dedicated volunteers, will ensure your reunion's success. The Blake School Office of Institutional Advancement is here to support your reunion.

We look forward to working with you to make your reunion a great experience!

Calendar of 2019 Reunion & Homecoming Weekend



DAY 1

THURSDAY, SEPTEMBER 26, 2019

<p>Golden Bears Luncheon <i>11:30 am - 1 pm</i> <i>Northrop Campus</i> <i>Donald C. Dayton Library</i></p>	<p>Start your reunion weekend at this intimate luncheon for longtime friends and alumni from the classes of 1944 to our newest Golden Bears, the class of 1969. Share favorite memories from school days past and catch up on each other's lives today. Head of School Dr. Anne Stavney will be on hand to welcome you and give a brief update on the school. Enjoy a performance by one of the Upper School's a cappella ensembles.</p>
<p>The Take on Blake <i>1 - 2 pm</i> <i>Northrop Campus</i> <i>Carlson Commons</i></p>	<p>Learn from current faculty and students about the transformative activities shaping their Blake experience today. Topic TBD</p>
<p>Northrop Campus Tour <i>2 - 3 pm</i> <i>Northrop Campus</i> <i>Carlson Commons</i></p>	<p>Experience a step back in time and a leap into the future as you explore this beautiful building, which incorporates modern renovations, such as the Ankeny Center for Science, Design and Research, while retaining its historic character. While much has changed throughout its 100-plus years, the Northrop campus continues to positively impact student learning and faculty teaching.</p>

DAY 2

FRIDAY, SEPTEMBER 27, 2019

<p>Breakfast at Blake 7:30 - 9 am Blake Campus Bovey Chapel</p>	<p>The reunion edition of our popular Breakfast at Blake speaker series features our <u>Outstanding Alumni of the Year</u>, who has demonstrated outstanding leadership, achievement and influence in their field. Also being recognized will be the <u>Alumni Athlete of the Year</u>, who was active in athletics at Blake and has continued to excel in his/her athletic endeavors and the <u>Jenny Stephens Hagen Spirit Award</u> recipient who has shown commitment to The Blake School community in a variety of ways. This event includes a full breakfast. Stay tuned for the announcement of this year's alumni award recipients.</p>
<p>Blake Campus Tour 9 - 10 am Blake Campus Bovey Commons</p>	<p>Exciting changes are underway in Hopkins! Come see the transformation of our oldest campus while revisiting some familiar spaces. Check out the turf at Glenn Field, refurbished MacMillan Performing Arts Center, remodeled ice arena and soon-to-be-opened Dining Commons. The future meets the past on our present-day walk through campus.</p>
<p>25th Reunion Reception Class of 1994 6 - 7:30 pm Blake Campus Blake Terrace</p>	<p>A quarter century deserves a celebration! Join your fellow classmates at a private reception to mark this milestone reunion. Reminisce, catch up and share some laughs with the people who knew you when. Watch the homecoming game from the best vantage point on campus and enjoy complimentary snacks and beverages.</p>
<p>50th Reunion Dinner Classes of 1969 6 - 9 pm Blake Campus Bovey Chapel</p>	<p>Time flies and you're sure to have fun at this private reception and dinner celebrating your 50th class reunion. Reconnect with your friends and classmates, sit back, relax and remember past times shared together. Head of School Dr. Anne Stavney will welcome you and share remarks.</p>
<p>Great Blake Get-Together 6:30 - 9:30 pm Blake Campus Dining Commons</p>	<p>All alumni and their families are invited to this casual Reunion and Homecoming event. Reunite with friends and classmates, partake in a complimentary buffet and cheer on the Wolfpack — Blake's co-op football team with Minnehaha Academy and St. Paul Academy — to a homecoming victory. Enjoy an up-close view of the game from Blake's new Dining Commons. The dress code is casual and the atmosphere family friendly. A cash bar will be available.</p>
<p>Homecoming Football Game 7 pm Kickoff Blake Campus Glenn Field at Aamoth Stadium</p>	<p>Cheer on the Wolfpack as they vie for a Homecoming victory against Bloomington Kennedy.</p>

Calendar of 2019 Reunion & Homecoming Weekend

DAY 3

SATURDAY, SEPTEMBER 28, 2019

<p>Blake Community Campaign Celebration <i>Lunch</i> <i>Blake Campus Dining Commons</i></p>	<p>Don't miss this all-ages celebration of Blake's successful completion of its \$80 million comprehensive campaign goal. Stayed tuned for more information.</p>
<p>Reunion Class Activities</p>	<p>Most reunion classes have additional class-hosted activities during Reunion and Homecoming Weekend. The details (time, location and cost) are determined by each class's reunion organizing committee.</p>

Reunion Committee Overview

The Reunion Committee works closely with the Advancement Office, which supports and guides the committee throughout the year. We recommend organizing a reunion committee comprised of a diverse group of classmates to encourage classmates to attend Reunion and Homecoming Weekend, to plan class-specific activities and to inspire the generosity of classmates to pay it forward with a class gift.

REUNION COMMITTEE RESPONSIBILITIES

- ▶ Contact classmates to encourage attendance at reunion
- ▶ Confirm and update classmates' contact information
- ▶ Create class-specific event(s) that appeal to a wide range of class members
- ▶ Manage budget and pay invoices for special class events
- ▶ Promote and support reunion giving
- ▶ Provide the Advancement Office with photos from Reunion and Homecoming Weekend

SUGGESTED REUNION COMMITTEE ROLES

Treasurer

- ▶ Creates budget for class events to determine cost per person
- ▶ Pays invoices and submits receipts for reimbursement to Blake

Communicator

- ▶ Sends out communication to class (emails, social media postings)

Event Planner

- ▶ Researches and confirms venue
- ▶ Works with venue coordinator to confirm details

Class Gift Coordinator

- ▶ Promotes class identified funding opportunity
- ▶ Reaches out to classmates to solicit gifts

ADVANCEMENT OFFICE ROLE AND RESPONSIBILITIES

- ▶ Acts as primary liaison between reunion committees and the school
- ▶ Holds three days of complimentary events during Reunion and Homecoming Weekend
- ▶ Provides class contact information lists
- ▶ Creates and mails save-the-dates and invitations
- ▶ Provides guidance for class gift initiatives
- ▶ Produces, prints and mails Reflections books for the 50th reunion classes
- ▶ Provides RSVP updates

Class Event Planning Information

The Reunion Committee researches, plans and creates a budget for class specific event(s), generally on Saturday night of Reunion and Homecoming Weekend. It is imperative that the Reunion Committee carefully considers what to charge per person for each event in order to comfortably cover event expenses and allow padding for unanticipated expenses for each event. If there are more bills than available funds, it is the committee's responsibility to pay these bills. Some class event suggestions are:

COMMUNITY CULTURAL EVENTS AND ACTIVITIES

- ▶ Guthrie Theater
- ▶ Minneapolis Institute of Art
- ▶ Walker Art Center
- ▶ Mill City Museum
- ▶ Weisman Art Museum
- ▶ Paisley Park
- ▶ Segway Magical History Tours
- ▶ Local brewery tours
- ▶ Walking and biking tours
- ▶ Mini-golf, arcades for adults, bowling, bocce and more
- ▶ Class softball, soccer, tennis games on the Hopkins campus

SATURDAY EVENING CELEBRATION

- ▶ Private homes of classmates
- ▶ Country clubs – Woodhill, Minikahda, Interlachen, Oak Ridge, Golden Valley, Edina
- ▶ Restaurants – 6 Smith, CōV, Bellacour, Salut, Britt's, Freehouse
- ▶ Local breweries – Fulton, LTD, Steel Toe, Pryes, Bauhaus
- ▶ Distilleries - Tattersall, Du Nord

SUNDAY BRUNCH

- ▶ Private homes of classmates
- ▶ Country clubs (see above)
- ▶ Restaurants (See above)

PLACES TO STAY

- ▶ **Double Tree by Hilton**, 1500 Park Pl Blvd, Minneapolis, MN 55416
- ▶ **Holiday Inn Express & Suites**, 6051 Golden Hills Dr, Minneapolis, MN 55416
- ▶ **Hampton Inn & Suites**, 10600 Wayzata Boulevard, Minnetonka, MN 55305
- ▶ **Sheraton Minneapolis West Hotel**, 12201 Ridgedale Drive, Minnetonka, MN 55305
- ▶ **The Marsh**, 15000 Minnetonka Boulevard, Minnetonka, MN 55345
- ▶ **Renaissance Minneapolis Hotel, The Depot**, 225 3rd Ave S, Minneapolis, MN 55401
- ▶ **W Minneapolis - The Foshay**, 821 S Marquette Ave, Minneapolis, MN 55402
- ▶ **Hyatt Regency Minneapolis**, 1300 Nicollet Mall, Minneapolis, MN 55403

Reunion Planning Timeline



Advancement Office will partner with Reunion Committees to support the planning process

DATE	TASK
January	Letter sent with Reunion and Homecoming dates and form to update individual directory information
February	Recruitment to form Reunion Committee
March 14	First Reunion Planning meeting - Agenda includes <ul style="list-style-type: none"> ▶ Committee roles ▶ Updating class contact list ▶ Review school reunion schedule of events ▶ Discuss possible class events ▶ Review communications schedule ▶ Webpage/Facebook ▶ Reunion giving
March/April	Save-the-date postcard mails and follow-up email is sent
March/April	Update classmates contact information and send to Advancement Office Research and confirm class event location
May 2	Second Reunion Planning meeting – Agenda includes <ul style="list-style-type: none"> ▶ Continue planning class events ▶ Updating class contact list ▶ Review communications schedule and deadlines
May 31	Deadline for class specific events
July	Continue outreach to promote reunion

Reunion Planning Timeline

DATE	TASK
August	Reunion invitation mails Online registration opens
September	Send reunion reminders via email, mail, Facebook Send class gift ask
September 26 - 29	Celebrate reunion!
November	Send reunion summary with class gift ask via email, mail
December	Send update on class gift with ask

50th Reunion Classes will also need to do the following for Reflections, a book of class members' reflections and photos since graduation.

DATE	TASK
June	Reunion Committee communicator to send letter requesting Reflections from all classmates
July	Class communicator sends reminder for Reflections Continue outreach to classmates
August 1	Deadline for Reflection submissions
September	Advancement Office produces Reflections book

Reunion Giving

Honoring and giving back to your school is very much a part of the reunion tradition. Over the decades, reunion class gifts have supported the Annual Fund, financial aid, specific curricular and faculty programs and supported the operations of the school. Reunion giving is essential to the fiscal health of Blake today and an integral part of sustaining the school's financial equilibrium: balancing educational vision with fiscal responsibility. Class participation is often a worthwhile goal — getting as many classmates to give something back to your alma mater.

The Reunion Giving Program is an alumni-driven effort to encourage alumni gift support for Blake in celebration of their class reunion. Staff members from the Advancement Office provide assistance and guidance. Class volunteers appeal to classmates for support through letters, phone calls and e-mail communications.

REUNION GIVING CHAIR(S)/COMMITTEE

GOALS:

- ▶ Organize a targeted strategy to inspire class support of reunion giving
- ▶ Increase giving participation
- ▶ Identify top 10 percent of classmates with potential for giving

RESPONSIBILITIES:

- ▶ Set goals for class based on either participation or dollar amount
- ▶ Recruit gift committee members
- ▶ Partner with Advancement Office in the drafting of direct-appeal letters
- ▶ Personally contribute to the class gift
- ▶ Solicit commitment from Reunion Committee members for their personal contributions
- ▶ Communicate goals, promote and advocate for the broadest class participation
- ▶ Thank classmates

WHAT COUNTS TOWARD A REUNION GIFT?

- ▶ Reunion giving ends December 31, 2019. All gifts made by alumni from July 1, 2018 to December 31, 2019 will count toward the reunion gift (18-month period).
- ▶ All gifts count—no matter what size or where they are designated. The program is designed to encourage alumni to support Blake in personally meaningful ways. Often gifts may be designated to a special program or project.
- ▶ Minimum gift amount required to endow and name a class scholarship is \$250,000. Blake typically draws 4-5% annually from an endowed fund. To make the draw meaningful, we require a minimum total fundraise of \$250,000 to name a new endowed fund.
- ▶ What about pledges? Pledges for the reunion gift are payable by December 31, 2019. The full pledge amount will be included in the class total announced in the Annual Giving Report.
- ▶ Class gift recognition: All gifts and pledges from class members are reported in the Annual Giving Report following the reunion.

Advancement Office Contact Information

The Blake School Institutional Advancement 110 Blake Rd South Hopkins, MN 55343	952.988.3430	
Alex Bentley <i>Archives and Student Records Coordinator</i>	952.988.3854	abentley@blakeschool.org
Elizabeth Johnson <i>Director of Annual Giving</i>	952.988.3631	ejohnson@blakeschool.org
Miranda Kuennen <i>Events Manager</i>	952.988.3445	mkuennen@blakeschool.org
Adron Mason <i>Advancement Associate</i>	952.988.3442	amason@blakeschool.org
Rebecca Schubring <i>Chief Advancement Officer</i>	952.988.3432	rschubring@blakeschool.org
Annie Linvill Seidel '85 <i>Director of Parent and Alumni Engagement</i>	952.988.3436	aseidel@blakeschool.org

APPENDIX

Reunion Class Event Planning Checklist

	REUNION PLANNING ITEMS
	Create or Update Class Facebook Page
	Create Budget When creating a budget for your class event, include as many expenses as possible in determining price per person. Pad your budget with a contingency line item. Costs for all class events must be covered by the class.
	Class Activity Details All class activity details provided to Advancement by May 31
	Location confirmed Venue suggestions can be found on pages 7
	Deposits made Make your deposit for your class event venues and activities
	Supplies Ordered Food, beverages, utensils, name tags, etc.
	Entertainment, decorations, memorabilia
	Parking and arrangements for the disabled
	Special guests invited (Head of School, former faculty, class deans, spouses of deceased classmates)
	Check-in table / Event attendance tallies / Nametags / Supplies
	Guest List Have an attendance list for each class event where there is a cost to ensure payment. Pre-payment is highly recommended.
	Walk-ins Arrangements for “pay at the door” (cash or check payable to Blake). If you accept payment at the door, keep a tally.
	Receipts for reimbursement are due to Blake by October 31
	After the Reunion Please provide the Advancement Office with all updated class contact information, a list of who attended your class event(s) and a group photo.