

# *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 return to Blake to see how the campuses have changed.

Planning a reunion can be very fun and fulfilling 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 Advancement office is here to support your reunion.

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



## Calendar of 2021 Reunion & Homecoming Weekend



### DAY 1

THURSDAY, SEPTEMBER 30, 2021

<p><b>Golden Bears Luncheon</b> 11:30 am - 1 pm Northrop Campus Donald C. Dayton Library</p>	<p>Start your reunion weekend at this intimate luncheon for longtime friends and alumni from the classes of 1945 to our newest Golden Bears, the class of 1971. Be recognized as a class and inducted as Golden Bears. Share favorite memories from school days past and catch up on each other's lives today. Head of School Dr. Anne Stavney will 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><b>The Take on Blake</b> 1 - 2 pm Northrop Campus Carlson Commons</p>	<p>Learn from current faculty and students about the transformative activities shaping their Blake experience today. Topic TBD</p>
<p><b>Northrop Campus Tour</b> 2 - 3 pm Northrop Campus Carlson Commons</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>

## Calendar of 2021 Reunion & Homecoming Weekend

### DAY 2

FRIDAY, OCTOBER 1, 2021

<b>Breakfast at Blake</b> 9 – 10:30 am Blake Campus (virtual option will be offered) Bovey Chapel	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>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.
<b>Blake Campus Tour</b> 10:30 – 11:30 am Blake Campus Bovey Commons	Exciting changes have taken place at the Hopkins campus! Come see the transformation of our oldest campus while revisiting some familiar spaces. Check out the new Front Entry, refurbished MacMillan Performing Arts Center and Dining Commons. The future meets the past on our present-day walk through campus.
<b>25th Reunion Reception Class of 1995/1996</b> 6 - 7:30 pm Blake Campus	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.
<b>50th Reunion Dinner Classes of 1970/1971</b> 6 - 9 pm Blake Campus Bovey Chapel/Pillsbury Conference Room	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.
<b>Great Blake Get-Together</b> 6:30 - 9:30 pm Terrace	All alumni are invited to this 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. Dress in your favorite Bear Wear for this casual event. A cash bar will be available.
<b>Homecoming Football Game</b> 7 pm Kickoff Blake Campus Glenn Field at Aamoth Stadium	Cheer on the Wolfpack as they vie for a Homecoming victory.

## *Calendar of 2021 Reunion & Homecoming Weekend*

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DAY 3

SATURDAY, OCTOBER 2, 2021

Reunion Class Activities	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.
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## *Reunion Committee Overview*

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We recommend a reunion committee with a diverse group of participants to encourage all classmates to attend Reunion. A strong committee also enhances class-specific activities and a successful 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 participation in class gift
- ▶ Reaches out to classmates to request participation

### ADVANCEMENT OFFICE ROLE AND RESPONSIBILITIES

- ▶ Acts as primary liaison between reunion committees and the school
- ▶ Holds two 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*

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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 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.

When selecting a location for your class specific event(s), please take into consideration that the chosen venue will feel inclusive to all classmates. We have received feedback from alumni that their personal past experience at some venues has not been welcoming and we want to support your class by highlighting these concerns. 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, pickleball and more

### SATURDAY EVENING CELEBRATION

- ▶ Personal homes of classmates
- ▶ Restaurants – 6 Smith, CōV, Salut, The Freehouse
- ▶ Local breweries – Fulton, LTD, Steel Toe, Pryes, Bauhaus, Boom Island, Luce Line, Utepils
- ▶ Distilleries - Tattersall, Du Nord, Copperwing

### SUNDAY BRUNCH

- ▶ Personal homes of classmates
- ▶ 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
- ▶ **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
- ▶ **Hewing Hotel**, 300 North Washington Ave, Minneapolis, MN 55401

## Reunion Planning Timeline



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

DATE	TASK
January 2021	Letter sent with Reunion and Homecoming dates and form to update individual directory information
February	Recruitment to form Reunion Planning Committees
April 15	Reunion Planning meeting - Agenda includes <ul style="list-style-type: none"> <li>▶ Committee roles</li> <li>▶ Updating class contact list</li> <li>▶ Review school reunion schedule of events</li> <li>▶ Discuss possible class events</li> <li>▶ Review communications schedule</li> <li>▶ Webpage/Facebook</li> <li>▶ Reunion giving</li> </ul>
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 29	Deadline for class specific events submitted to Blake
July/August	Continue outreach to promote reunion Reunion invitation mails/emails Online registration opens Send class gift communication



## *Reunion Planning Timeline*

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DATE	TASK
September	Send reunion reminders via email, mail, Facebook Send class gift update
Sept. 30-Oct. 3	Celebrate reunion!
October/November	Send reunion summary with class gift update via email, mail
December	Celebrate class gift

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
July 30	Deadline for Reflection submissions *
September	Advancement Office produces Reflections book

\* Class of 1970's is already complete so no action is needed

## Reunion Giving

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Honoring and giving back to Blake is part of the reunion tradition. Reunion giving is a vote of confidence and ownership of Blake's mission and something your class can be proud of.

### GOALS

Blake and Northrop classes have found setting a class participation goal based on class historical giving can be a motivating factor for classmates. Some classes also choose to set a cumulative dollar goal to stretch classmates during their milestone reunion.

### FUNDING PRIORITIES

While some classes choose to rally around one funding area that resonates with their class, more often it is a good idea to give your classmates a few options in areas they feel most passionate about.

#### THE BLAKE FUND

Whether it's inside or outside the classroom, your Blake Fund gift directly impacts all of Blake's students and faculty every day.

- ▶ Arts
- ▶ Athletics
- ▶ Faculty Professional Development
- ▶ Student Financial Assistance
- ▶ LearningWorks
- ▶ Greatest Need
- ▶ Honoring or Remembering a Specific Classmate/s or Faculty Member/s

#### POTENTIAL OTHER AREAS TO CONSIDER

- ▶ Existing Named Endowment
- ▶ Estate Provisions

### REUNION GIVING CHAIR/COMMITTEE RESPONSIBILITIES

- ▶ Set goal/s for class based on either participation and/or dollar amount
- ▶ Recruit gift committee members
- ▶ Partner with Advancement Office on communications, including print letters, emails and social media
- ▶ Personally contribute to the class gift
- ▶ Advocate for the broadest class participation
- ▶ Thank classmates

### WHAT COUNTS TOWARD A REUNION GIFT?

- ▶ All gifts made by alumni from July 1, 2020 to December 31, 2021 will count toward the reunion gift (18-month period). For the 50th reunion, new estate provisions or those created since the 45th reunion that are communicated to the school count toward the class reunion gift.
- ▶ 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.
- ▶ Minimum 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 of \$250,000 to name a new endowed scholarship.
- ▶ What about pledges? Pledges for the reunion gift are payable by December 31, 2021. The full pledge amount will be included in the class total.

## Advancement Office Contact Information

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Jon Friedell '85 <i>Director of Alumni and Parent Engagement</i>	952.988.3436	<a href="mailto:jfriedell@blakeschool.org">jfriedell@blakeschool.org</a>
Katie Code <i>Special events Manager</i>	952.988.3445	<a href="mailto:kcode@blakeschool.org">kcode@blakeschool.org</a>
Elizabeth Johnson <i>Director of Major Gifts</i>	952.988.3631	<a href="mailto:ejohnson@blakeschool.org">ejohnson@blakeschool.org</a>
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Rebecca Schubring <i>Chief Advancement Officer</i>	952.988.3432	<a href="mailto:rschubring@blakeschool.org">rschubring@blakeschool.org</a>
Alex Bentley <i>Archives and Student Records Coordinator</i>	952.988.3854	<a href="mailto:abentley@blakeschool.org">abentley@blakeschool.org</a>
The Blake School Institutional Advancement 110 Blake Rd South Hopkins, MN 55343	952.988.3430	

## APPENDIX

### Reunion Class Event Planning Checklist

	REUNION PLANNING ITEMS
	Create or Update Class Facebook Page
	<b>Create Budget</b> 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.
	<b>Class Activity Details</b> All class activity details provided to Advancement by May 29
	<b>Location confirmed</b> Venue suggestions can be found on pages 7
	<b>Deposits made</b> Make your deposit for your class event venues and activities
	<b>Supplies Ordered</b> Food, beverages, utensils, name tags, etc.
	Entertainment, decorations, memorabilia
	Parking and arrangements for the disabled
	<b>Special guests invited</b> (Head of School, former faculty, class deans, spouses of deceased classmates)
	Check-in table / Event attendance tallies / Nametags / Supplies
	<b>Guest List</b> Have an attendance list for each class event where there is a cost to ensure payment. Pre-payment is highly recommended.
	<b>Walk-ins</b> 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 November 30
	<b>After the Reunion</b> Please provide the Advancement Office with all updated class contact information, a list of who attended your class event(s) and a group photo.