1975 50th REUNION PLANNING

November 2022 - June 2025

Working Document

PLANNING YEAR (November 2022 - June 2023)

Kenyon staff recruits the co-reunion leaders and the subcommittee chairs.

Kenyon staff prepares a slate of potential committee members to share with co-reunion leaders and the subcommittee chairs.

FIRST YEAR (July 2023 - June 2024, Bicentennial Year)

Virtual co-reunion leaders and the subcommittee chairs meeting (**September 11**). Agenda.

- Provide education about the program and the importance of roles
- Provide overview for the chairs
- Assign classmates to chairs to invite to join the committee

The full committee should be mostly finalized in **October**.

Kenyon staff starts working with the full committee.

Virtual all-committee meeting (**December 1**). Agenda

- Kenyon staff and Reunion Leaders provide the framework for the 50th Reunion

Reunion Weekend Social subcommittee meets virtually twice.
Kyla will work with the subcommittee
Meetings:
May Meeting: Agenda
Debrief from the 1974 50th Reunion Weekend: Agenda/Notes
June Meeting: Agenda

- Begin efforts towards reunion weekend plans
- Consider surveying the class about the activities for 50th Reunion

- Finalize most of the reunion event plans by the end of June to be able to promote during the second year of planning

Communication & Engagement Subcommittee meets virtually twice.
Kyla and Shayna will work with the subcommittee
Meetings:
Committee outline from Renee
Part 1 Meeting: Agenda
Part 2 Meeting: Agenda

- Begin training for the communication committee work
- Assign committee members to classmates to begin outreach
- Introduction calls to class about 50th Reunion celebration
- Plan and host pre-reunion events/activities
    - Consider surveying the class about their interests
- Manage and coordinate the Fall and Spring Class Letter project
- **Outreach in first year:**
    - March 1 - March 31, 2024

Fundraising & Participation Subcommittee meets virtually two to three times.
Shayna will work with the subcommittee
Meetings:
Part 1 Meeting: Agenda
Part 2 Meeting: Agenda
April Meeting: Agenda
June Meeting: Agenda

- Review class list to understand the donor landscape
- Begin training for the gift committee work
- Chairs connect with committee members about their 50th Reunion giving
- Assign committee members to classmates to begin outreach
- Introduction calls to classmates about 50th Reunion Giving
- Follow-up conversations about Kenyon annual funds and planned giving before fiscal year-end
- Assist staff in making connections with classmates about major and planned gifts

- **Outreach in first year:**
    - **In April**, Connect w/ classmates who have already given this fiscal year (July 1 2023 through today)
    - **Early May**, reach out to Classmates who have made gifts in the past 10 years, but not regularly, and not in 2023. And, classmates who haven't made gifts for many years, if at all.
    - **Mid to late May**, classmates who have given each year, but usually in May or June.

During Reunion Weekend have the Reunion Leaders from 1975 accept the baton from 1974 at the All Reunion Soiree on Saturday in Lowry Center. **(May 25, 2024)**

- Sunday morning of Reunion Weekend debrief after shadowing the current 50th reunion class during the weekend **(May 26, 2024)**

SECOND YEAR (July 2024 - June 2025)

Full Committee meets twice virtually. (Fall/Spring)
September Meeting: Agenda

Chairs meet virtually 2-3 times before Reunion Weekend.
Early-November:

Reunion Weekend Social subcommittee meets at least twice virtually.
Will meet in October

- Continue to set and confirm reunion weekend plans

Fundraising & Participation subcommittee meets three to four times virtually.
Will meet in early October
The Fall appeal from the President is going out in September (mid to late)

- Focus on participation and the Kenyon annual funds
- Wrap-up last-minute planned gift commitments
- **Outreach in second year:**
    - Shortly following the Fall appeal from the College (mid-to-late September)
    - November
    - March-May – based on progress

Communication & Engagement subcommittee meets twice virtually.
Will meet in early October

- Second round of outreach In January: Encourage participation in pre-reunion activities and reunion attendance with personal and mass communications. Registration opens Feb. 1
- Host pre-reunion events/activities

REUNION WEEKEND (May 22-25, 2025)

Draft of Schedule