

SECTION I-E
OTHER SPECIALIZED CLASS OFFICERS

Reunions Chair

The Class Reunion Chair's job is one of the most essential. Reunion chairs should be able to manage people, determine and stay within a good budget, and organize a major event. Reunion budgets nowadays approach a hundred thousand dollars and the class can find itself in deep trouble if *great care* is not taken in management of the reunion.

The trend in selecting a Major Reunion Chair is to choose one well in advance. Most classes prefer to select their next Major Reunion Chair immediately following their quintennial reunion. That person then serves for five years using the first four years to warm up. The advantage of this method is that a Major Reunion Chair gains considerable experience prior to the big event. The disadvantage is that after three or four years of planning successive mini reunions, the Chair may begin to lose some enthusiasm for the task ahead. In some classes, however, the Chair for the major reunion is assisted by an off-year chair, who presides over planning for the reunions held annually between quintennial major reunions.

Reunion Chairs work closely with the class officers, particularly with the Treasurer and President. They utilize the class notes columns to publicize reunions, so they also deal with the Secretaries. Ultimately, the Reunion Chair is responsible for *all* of the arrangements associated with Reunions. The Reunion Chair's first task is to organize a committee of workers, who will distribute the workload and broaden classmate involvement. Regular meetings of this group are essential. It is important that this group be committed, coordinated and informed. The various members of the committee are responsible for each of the following areas: Publicity/Promotion, Finances, Headquarters, Housing/Attendance, Food, Beverages, P-Rade/Class Marshals, Community Service, Program/Schedule and Reunion Yearbook (Optional). The Chair is also responsible for selecting the student crew manager and overseeing the student crew.

Each year, the Alumni Council revises its Reunions Chairs' Handbook. In addition, the Committee on Reunions and the Alumni Council office sponsor a number of meetings each year to assist Reunion Chairs and their committees in the planning efforts.

Class Agent

A key appointment for every incoming Class President is the individual who will assume the leadership of the class's participation in Annual Giving, known as the Class Agent. Sometimes it will be appropriate to reappoint the incumbent Class Agent; most often a new Class Agent will be appointed to serve the same five-year term as the other incoming class officers.

Annual Giving is Princeton's highest fund raising priority. It is the one program in which all alumni are specifically encouraged to participate every year. Both the dollars raised and the percentage of the class that makes donations are a significant rallying point for class pride and enthusiasm. They also make a crucial difference in the quality of the educational opportunities Princeton is able to offer.

Donations to Annual Giving are outright and unrestricted, most often in the form of checks or securities. Therefore, the funds are available for immediate use to meet Princeton's most important needs and opportunities at that particular time.

The Class Agent, operating with the assistance of a team of classmates across the country, is responsible for organizing the solicitation of everyone in the class through a combination of letters, telephone calls and, in some cases, personal visits. The success of Princeton Annual Giving is a direct result of the unusual amount of personal attention that each class's Annual Giving team, lead by the Class Agent, gives to everyone in that class.

The Class Agent receives staff support from the Annual Giving office, located in the Helm Building at 330 Alexander Street. The Annual Giving office serves as the repository for the accumulation of the practices that have proven most effective over the years. A specific member of the staff is assigned to work closely with each Class Agent to provide full support for all areas of activity.

In major reunion years, classes traditionally strive for -- and achieve -- Annual Giving results that are substantially higher than in "off-years" (usually 5 times to 10 times higher, and sometimes even more). Everyone in the class is encouraged to increase their "usual" gift for that special occasion, with particular attention given to the potentially largest givers in the class through the addition of a special gifts chair and committee to the class's existing Annual Giving organization.

The job of Class Agent is an important one, both for the class and for Princeton. It is also a highly satisfying one, offering the opportunity for real leadership, for working closely with other motivated classmates, and for achieving measurable results that make a real difference.

Community Service Chair

Princeton alumni classes have a long history of community involvement. In conjunction with the University's 250th anniversary, the Alumni Council's Committee on Community Service organized 250x250, an effort to recognize, encourage and support volunteer activities by alumni organizations. Alumni classes have sponsored a wide range of projects, including class funds, mentoring programs, the Save the Tiger Campaign, internship programs, reunions projects, a Habitat for Humanity initiative, inter-class partnerships, a George Washington education effort, an international consulting project, and perhaps most well-known of all, Project 55. Classes have found that such projects engage classmates, enable them to connect with current students, faculty and staff, and provide a purpose and identity for the class.

Most classes that have organized community service projects have recognized the need to create a class officer position to coordinate their service activities. The Community Service Chair is responsible for assessing class interest in community service and then, with a committee of classmates, developing and implementing a project that best harnesses the skills and interests of the class to meet the needs of the community. The Chair has the opportunity to give something back to his/her class and community, to interact with classmates, other alumni classes, the Alumni Council's Committee on Community Service and the non-profit community, and to demonstrate leadership skills "In the Nation's Service and in the Service of All Nations."

Class Associates Chair

The Class Associates Chair is responsible for maintaining communication with associates – spouses and widows/widowers of classmates. The work of the Chair can greatly impact the number of associates participating in class activities, in everything from dues payment to mini-reunions. Many Class Associates Chairs have become integral class volunteers, especially on reunions and Annual Giving committees. During major reunion preparation, the Chair makes sure that the needs of the class associates are met and often sends personal invitations so that the associates feel included.

Very important fundraising work is managed and/or completed by the Class Associates Chair. Most importantly, the Chair writes thank you notes to associates who make contributions to Annual Giving under the In Memoriam program, which enables all members of the University family to honor a deceased Princetonian or loved one by making a donation to Princeton in his or her memory. In addition, the Class Associates Chair often works with the Class Planned Giving Chair to encourage classmates to participate in the Class Endowment Program, which allows classmates and associates to endow the amounts of their usual donations to Annual Giving.

All Class Associates Chairs are members of the Class Associates Committee, which meets twice each year to share ideas and report on class activities. Class leaders with recent or upcoming major reunions are also invited to participate in discussions regarding the Associates Program at these meetings.

Planned Giving Chair

The purpose of the Class Planned Giving Program is to promote planned gifts to Princeton, with an emphasis on gifts to the Annual Giving Endowment. The Class Planned Giving Chair, often with assistance from the Class Associates Chair, promotes planned giving concepts and identifies potential donors within the class. The Chair provides the personal contact, endorsement and information that can motivate classmates and associates to inquire about and complete planned gifts.

The Planned Giving Chair is appointed by the Class President when the class completes its 35th Reunion. Younger classes (pre-35th) may create and fill the position if they desire to do so. Selection is based on visibility, knowledge and friendship with fellow classmates and associates, personal participation in the Planned Giving Program and compatibility with class officers.

Other Miscellaneous Officers

Memorial Fund Chair

This officer is responsible for overseeing the collections for the class memorial fund and its investments.

Archivist or Historian

This officer keeps a record of items of interest pertaining to classmates and to the class, and is a great resource when it comes time to write a yearbook. Obviously, talent for writing is important, as is affection for the class and its history and tradition.

Memorial Chair or Necrologist

It is often helpful as a class grows older to have a person other than the Secretary whose responsibility is to see that class memorials are prepared and submitted promptly to the *PAW*. This person should be a thoughtful, sensitive writer who knows the members of the class quite well.