LETTER FROM THE CHAIR

Dear Class Officer:

The Class Affairs Committee is pleased to provide to you this issue of ClassExchange. As you probably know, the Class Affairs Committee is a standing committee of the Alumni Council’s Executive Committee and is here to assist you in your role as a class officer. One way we do this is through ClassExchange.

In ClassExchange we provide insight and ideas to assist you in governing your class, as well as information on upcoming important dates. This issue focuses on Community Service projects -- what’s out there and how to start your own, whether it be a class’s first ongoing project, an additional ongoing project, a multi-class project, or a Reunions project. In addition, we include helpful tips on collecting class dues arrears.

ClassExchange is mailed to all Class Presidents, Vice Presidents, Secretaries, Treasurers, Reunions Chairs and Class Associate Chairs. If you think any other leaders in your class would find this newsletter useful, let us know and we can send you extra copies. In addition, if you have topics you think others would benefit from seeing here, please contact us.

We hope you enjoy the issue!

Sara N. Love ’89
Former President, Class of 1989
Chair, Class Affairs Committee

CURRENT
CLASS COMMUNITY SERVICE PROJECTS
AS OF MARCH 24, 2000

Class of 1934 ....................... Class of ’34 Special Assistance Fund
Class of 1936 .................... George Washington Education Program
Class of 1939 ............................... Fred Fox ’39 Fund
Class of 1942 ........................ Class of ’42 Horton-Elmer Fund
Class of 1942 ........... Bud Vivian ’42 Community Service Award
Class of 1948 .............................. Challenge 98
Classes of 1949 and 1999 ........ Your Future is Our Future
Class of 1955 ............................... Princeton Project 55
Class of 1956 .......................... ReachOut ’56
Class of 1963 .......................... Leadership Academy
Class of 1965 ............ Class of 1965 Urban Enterprise Program
Class of 1966 ....... Home Health Aides Community Service Project
Class of 1967 .......... Class of 1967 Summer Service Internships
Class of 1969 .............. Class of 1969 Community Service Fund
Class of 1971 ..................... Operation Payback
Class of 1975 Class of 1975 Program/Community Service Project
Class of 1976 ............................... Save the Tiger Campaign
Class of 1977 ..................... Habitat for Humanity
Class of 1978 ........................ Class of 1978 Foundation
Class of 1979 .......... Book Drive & Americas Foundation
Class of 1980 ..... Class of 1980 Community Service Committee
Class of 1981 .......................... Isles Project
Class of 1984 .............................. 198For
Class of 1984 ............................... Class Memorial Fund
Class of 1985 ............ Class of 1985 Children’s Literacy Initiative
Class of 1989 .. “In the Nation’s Service” Stipend
Class of 1990 , Community Service Survey, Forum and Network
Class of 1991 ............................... Class of 1991 Foundation
Class of 1994 ................... San Francisco AIDS Foundation
Class of 1995 ............... Class of 1995 Summer Service Fund
Class of 1997 ......................... Think Globally – Act Locally
Class of 2000 .............................. Playground Project

MAKE SURE WE KNOW ABOUT YOUR PROJECTS
SO WE CAN POST THEM FOR ALL TO SEE!
1. Find a champion
Crucial to a successful project is finding a leader or leaders to spearhead it. Every class has members willing to champion a cause for which they harbor a passion. Their vision, perseverance, and leadership are critical. Reach out to champions in class meetings, newsletters, and e-mails. Once leaders surface, you’re on your way.

2. Identify the project
Your champion has most likely identified his or her interest, but may not know exactly how to pursue it. Look at established service organizations whose infrastructure you can work within such as Habitat for Humanity, the Red Cross, and the World Wildlife Fund. Established structures make it easier to launch and sustain projects. Another option is to offer a classmate’s ongoing project, which could be enhanced by the class’s support.

3. Survey the class for support
Once a project is identified, send out a survey to assess the level of class interest and degree of support. Ask specific questions about people’s willingness to donate time, money, materials, etc. This will give you the basis for determining how ambitious the project should be.

4. Start with little steps
Even small projects make a difference. Little steps often lead to big outcomes. It is the first step that is hardest to get people to take and requires the most encouragement from you.

5. Consider teaming up
You might want to team up with another class, association, corporation, or local group. You don’t need to go it alone. Many of the most successful class projects are a result of partnership.

6. Do it!
It is important to plan a project, but don’t worry about having every detail worked out or you will never begin. Jump in and start building momentum. Take the first step and enjoy the ride.

7. Communicate
Communicate in every way possible the progress of the project, goals, obstacles, successes. Communication is critical to the project’s sustainability and success.

8. Tie the project to reunions
Better yet, tie your reunion theme to your project. Doing good for the community can be fun and a strong rallying point for your class. Joining a major reunion to a class service project has had powerful results. It can bring disaffected classmates back into the class fold and entice them to attend more class events. Reunions with a community service theme tend to be better attended, more fun, and foster a real sense of class pride.

PAST ALUMNI COUNCIL
COMMUNITY SERVICE AWARD WINNERS
This year, at Alumni Day, the Alumni Council presented the eighth annual Award for Community Service to the Class of 1942. The past winners, in chronological order, are:

Princeton Project 55
Princeton Club of Chicago
Princeton Association of New England
Princeton Club of New York
Class of 1977
Class of 1969
Class of 1939

WANT HELP TO GET STARTED?
Contact the Alumni Council Committee on Community Service! We can point you in the right direction and connect you with other project leaders. Some projects may be eligible for startup seed grants from the Alumni Council.

You can reach the Committee by contacting:
Kirsten Hund ’84, the Chair, at kjhund@alumni.princeton.edu or 609-419-1991, or
Sue Suh ’96, the Vice Chair, at suesuh@alumni.princeton.edu or 212-316-4002.

Please also check our website for ideas:
http://alumni.princeton.edu/~cs

PAST REUNIONS PROJECTS
Bring Back a Book...Or Two
Save the Tiger Campaign
Community Service Panels
Habitat for Humanity
Isles
Crisis Ministries Food Packaging
IDEA OF THE ISSUE

ACCEPTING CREDIT CARD PAYMENTS

Yes, you can accept credit cards for payment of class dues! Many banks will allow you to set up a merchant account. Fees are generally about 2-3% per transaction.

Also, the Alumni Council is pleased to announce that we are contracting with an online e-commerce vendor so that classes can accept online payments.

For more information on either of these, please contact Adrienne Rubin '88 at the Alumni Council at adp@princeton.edu or 609-258-5844.

TIGER TREASURES WANTED!

"Tails to Tell!"

Princeton relics and memorabilia are sought by the University's Archives and Alumni Council's Princetoniana Committee to display the remarkable story and unique texture of Princeton's history. All kinds are welcome. So search your closets, bookshelves, and attics, and let us know what you find.

Questions? Please contact Dan Linke (Seeley Mudd Library, 609-258-4333, linke@princeton.edu), Jamie Spencer '66 (Princetoniana Committee Chair, 314-595-4474, jspencer@alumni.princeton.edu) or Lydia Sferra h74 (Alumni Council, 609-258-5814, lsferra@princeton.edu). And be sure to visit the Princetoniana Committee's website: http://alumni.princeton.edu/~ptoniana/projects.html.

COLLECTING CLASS DUES ARREARS

by John J. Clutz, Jr. '52, Class Treasurer

Dues arrears are big bucks. We have collected $4000 a year for the past seven years, a nice addition to $18,000 a year in current dues. We still have about $300K in arrears so there's no shortage of potential dues payers.

To collect back dues, you need:
• Accurate, computerized records for each classmate going back to graduation.
• A customized statement for each classmate showing years in which he did or didn’t pay and what he owes to date. I use a simple spreadsheet in Microsoft Excel.
• An honor roll of classmates who have paid dues every year since graduation.
• A fancy certificate for each classmate who reaches the honor roll.
• A line on your annual dues card to show dues arrears payment.

Sales points:
• Back dues are federal tax-deductible, same as current dues.
• No interest or penalty for paying late. Try that with the IRS.
• You’ll feel better if you clear your obligation.
• The following classmates are on the honor roll. (Use only if you have a respectable number.)
  We have 250, up from 100 seven years ago.

Steps to collect:
• Pay your own dues arrears. Get the class officers and other leaders to do likewise.
• Write personal letters to classmates who owe less than, say, $300 (less for younger classes). Include their individual statement, dues card and return envelope.
• At expensive class affairs (e.g., mini-reunions) Talk to each person attending who has dues arrears. If they can afford the mini, they can afford to pay back dues.
• Don’t let members of the honor roll fall off. If they miss a year, remind them.
• Don’t worry about classmates who never pay dues. They aren’t worth the effort unless you have a lot of free time.

Problems:
• Know your place vis-à-vis Annual Giving. Our class has swat teams and squads of classmates collecting for AG. Class dues have only the treasurer. That’s why our AG participation is 80% while dues are 55%.
• Do individual solicitations in July and August when AG is inactive.
• A few classmates find something to be angry about every year (e.g., Peter Singer this year, the all-male Chapel nuptials last year).
• Be sure they know the difference between class dues and University AG. Otherwise don’t worry about them.
COMING ATTRACTIONS...

Harvard Game Tailgates • October 21, 2000
Be sure to sign up for your class tailgate by the September 25th deadline. There will be class tables inside Jadwin Gym and outside under a tent (location yet to be determined). Questions? Contact Dottie Ferrara h27 at 609-258-5451 or dferrara@princeton.edu. This is also a good weekend to plan a reception or dinner as many classmates will be in the area. (See note below to reserve a space on campus.)

Yale Game • November 11, 2000 @ Yale
This is a great opportunity to gather with classmates and friends in the New England area.

Gala Celebration • Centennial of the Graduate School • December 15, 2000
This is the highlight of the year-long celebrations that started at Reunions 2000 and will continue until Reunions 2001. Visit the Graduate School website for a listing of activities www.princeton.edu/centennial or call 609-258-2742.

Alumni Day & The Service of Remembrance • February 24, 2001
This is a perfect and popular time for a class reception and/or dinner.

Planning Your Class Reception or Dinner
The Alumni Council can help you reserve space on campus for any gathering. Please contact Maggie Johnson at 609-258-5836 or mhj@princeton.edu if you would like assistance.