EVERYTHING YOU NEED TO KNOW ABOUT MAKING YOUR REUNION GREAT.
As president of Babson College, one of the most rewarding and energizing parts of my job is meeting with alumni from around the world to learn about your connections to our school and the enduring memories and friendships made during your time at the College. Babson alumni are our best ambassadors, and I’m focused on ensuring that your voices, ideas, and volunteer efforts have a major impact as we reinvigorate our reunions and build momentum toward our Centennial Celebration in 2019. This is your year, and we want to highlight your class’s unique place in Babson’s history.

Reunion gives the Babson community a great opportunity to connect, reconnect, and have fun. And, with your help, we’ll be working together to engage with Babson alumni around the world and increase participation at our events. Thank you for donating your time to create a more connected Babson where we can proudly celebrate our past while making new memories with the classmates who made your undergraduate experience so special.

I look forward to seeing you at reunion,

President Kerry Murphy Healey
• Beginning this year, reunion is specifically tailored to undergraduate alumni.

• Each returning class has a personalized experience designed by YOU—the reunion committee volunteers.

• Extended children’s programming is available to returning alumni with families.

• Reunion committees are now encouraged to reach out to faculty they want to see during the weekend.

• Every returning reunion class has a designated class liaison at Babson to ensure their weekend goes according to plan.

My class liaison is:

Name ____________________________

Phone ____________________________

Email ____________________________
LET HIM WHO WOULD ENJOY
A GOOD FUTURE
WASTE NONE OF HIS PRESENT.

– ROGER BABSON
WHAT’S MY PART IN MAKING REUNION A SUCCESS?

Volunteers like you are the key to making Reunion weekend a memorable event. As you move forward in the planning process—whether you’re raising funds, brainstorming event details, or just generating awareness—we’ve included space for you to jot down your thoughts and other important information to help you stay organized.
SHAPING REUNION

Make key decisions regarding your class party. Pick your music, class party venue, theme, and party favors to fit with your year's personality.

IDEAS I HAVE TO MAKE MY REUNION SPECIAL:
Class party favors? Party venue? Food? Professor to contact? Music?

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THOUGHTS I HAVE REGARDING FUNDRAISING:
What are my fundraising goals? When do I plan on reaching them? Is there a gift that can be made in memory or in honor of a classmate or professor?

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BOOSTING REGISTRATION

Set and achieve your Reunion Weekend attendance goal and build the buzz around Reunion Weekend through personal outreach, class news, and social media.

NOTES REGARDING REGISTRATION AND AWARENESS:
What is my individual attendance goal, and how will I achieve it? How will I increase reunion awareness?

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A REMINDER ABOUT CONFIDENTIALITY

As you reach out to your classmates, we value your efforts to maintain their privacy. Protecting the personal information of our alumni is extremely important to us, and we appreciate that we can rely on you to maintain that trust. If you’ve already completed and sent in the confidentiality form, thank you.

Those who haven’t yet completed the confidentiality form, please contact your class liaison.
WE MAKE A LIVING BY WHAT WE GET.
WE MAKE A LIFE BY WHAT WE GIVE.

— WINSTON CHURCHILL
So far, so good! There’s still a lot of work ahead of us, so don’t hesitate to contact your class liaison with any questions you might have along the way.

- **MARCH /**
  - Form your committee.
  - Save the date.

- **APRIL /**
  - Set your goals for attendance and giving.
  - Personalize and approve your class letter.

- **MAY /**
  - Create and send your class video.
  - Promote class Day of Giving.
  - Make your reunion gift if you haven’t yet.

- **JUNE /**
  - Rally classmates to register at www.babson.edu/celebrations and make their reunion gift.

- **JULY /**
  - Keep registration momentum going and continue to build excitement around your reunion.

- **AUGUST /**
  - Finalize class party details.

- **SEPTEMBER /**
  - Final reminder to classmates to register for reunion.
  - **9.19–9.21 REUNION WEEKEND!**
  - Send follow-up thank you to attendees.
  - Send follow-up recap to those who missed reunion.

- **DECEMBER /**
  - Reach out to classmates to make a year-end gift.

www.babson.edu/reunionvolunteer
MAY 2014

- Create and send your class video
- Promote class Day of Giving
- Make your reunion gift, if you haven’t yet
Rally classmates to register at www.babson.edu/celebrations and make their reunion gift.
> Keep registration momentum going and continue to build excitement around your reunion.
› Finalize class party details
Final reminder to classmates to register for reunion

Send follow-up thank you to attendees

Send follow-up recap to those who missed reunion
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www.babson.edu/reunionvolunteer
Reach out to classmates to make a year-end gift.
BABSON ALUMNI ARE OUR BEST AMBASSADORS,

and I’m focused on ensuring that your voices, ideas, and volunteer efforts have A MAJOR IMPACT...

– KERRY MURPHY HEALEY
WHEN IT COMES TO REUNION REGISTRATION AND FUNDRAISING, THERE’S NOTHING MORE POWERFUL THAN HEARING FROM A CLASSMATE. Your outreach efforts are the key to a successful reunion, and we are glad to be a resource as you contact fellow alumni.
How would you prefer to accomplish this?

Is there any messaging that I can reference when I’m contacting my classmates?

Of course. You can find helpful outreach messages at www.babson.edu/reunionvolunteer.

OK, I’m ready to roll. Where can I direct interested alumni?

For up-to-date reunion details and registration visit www.babson.edu/celebrations.

Also, mention hotel discounts can be found at www.babson.edu/celebrations.

Also, now is a great time to mention making a gift in honor of reunion. See Boosting Fundraising page.

Thanks for your help!
Have you fundraised with Babson before?

Yes

You can find our fundraising guide and outreach examples at www.babson.edu/reunionvolunteer

No

NO

You can send interested alumni to www.babson.edu/makeagift. Mention the President’s Society!

Make a Gift

What is the President’s Society?

For information on the President’s Society visit www.babson.edu/presidentssociety

Also, mention giving in memoriam of a classmate or professor

Thanks for your help!

Ready?

Ready?

VIA PHONE

VIA EMAIL

VIA SOCIAL MEDIA

How would you prefer to do this?

Where should I direct my classmates to make their gift?
BOOSTING FUNDRAISING
REAL GENEROSITY TOWARD THE FUTURE LIES IN GIVING ALL TO THE PRESENT.

– ALBERT CAMUS
While Babson’s mission remains the same, the data regarding our student body, admissions, and endowment varies from year to year. As you reach out to your classmates, we want you to be informed regarding what’s new at Babson.
HOW DOES BABSON LOOK TODAY?

PRESIDENT KERRY MURPHY HEALEY, INAUGURATED OCTOBER 2013, IS DEDICATED TO ENHANCING THE STUDENT AND ALUMNI EXPERIENCE

UNDERGRADUATE DEAN: SCOTT MOORE JOINS US FROM THE UNIVERSITY OF MICHIGAN

#1 IN ENTREPRENEURSHIP – U.S. NEWS & WORLD REPORT

RESIDENCE HALL: PARK MANOR IS BECOMING A QUAD THAT WILL HOUSE ALL THE FIRST-YEARS

$275M ENDOWMENT AS OF 6/30/13

$39M FINANCIAL AID AWARDED TO 50% OF BABSON UNDERGRADUATES

ENDOWMENT AS OF 6/30/13

FINANCIAL AID AWARDED TO 50% OF BABSON UNDERGRADUATES
Babson has three locations:

- Boston, San Francisco, and the main campus in Wellesley, Massachusetts.

- 45% Women
- 26% International

- 43 States
- 72 Countries

- 56 Languages spoken

- $62,440 UG Tuition, Room and Board, 2014–2015
- $52,000 Median Starting Salary for the Class of 2013
Thank you for your efforts on behalf of your class and Babson. We depend on you to make Reunion Weekend an exceptional event, and we’re excited to have you back on campus to enjoy the reunion experience you helped shape. The Babson community has never been more vibrant, and Reunion Weekend is a great chance for alumni worldwide to reconnect and celebrate. We’re here to help along the way, so feel free to reach out with any questions and start getting excited for September!
www.babson.edu/reunionvolunteer
“The successful man is the one who had the chance and took it.”

– Roger Babson
Thank you.