

BABSON

REUNION



Sept. 19-21, 2014

REUNION VOLUNTEER GUIDE

EVERYTHING YOU NEED
TO KNOW ABOUT MAKING
YOUR REUNION GREAT.



GREETINGS!

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



IT'S
YOUR
YEAR



INTRODUCING REUNION 2014

WHAT'S NEW?

- 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.



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

MARK YOUR CALENDARS

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.

MAY 2014

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

- › Create and send your class video
- › Promote class Day of Giving
- › Make your reunion gift, if you haven't yet

JUNE 2014

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

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

JULY 2014

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

› Keep registration momentum going and continue to build excitement around your reunion.

AUGUST 2014

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24/31	25	26	27	28	29	30

› Finalize class party details

SEPTEMBER 2014

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
					REUNION WEEKEND! • •	
21	22	23	24	25	26	27
• • • • •						
28	29	30				

› Final reminder to classmates to register for reunion

› Send follow-up thank you to attendees

› Send follow-up recap to those who missed reunion

OCTOBER 2014

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

NOVEMBER 2014

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23/30	24	25	26	27	28	29

DECEMBER 2014

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

› 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

”

**WHAT
DO YOU
WANT TO
ACCOMPLISH?**

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.

www.babson.edu/reunionvolunteer

**BOOSTING
REGISTRATION**

BOOSTING REGISTRATION



How would you prefer to accomplish this?



VIA PHONE



VIA EMAIL



VIA SOCIAL MEDIA



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



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

REGISTER



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



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



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

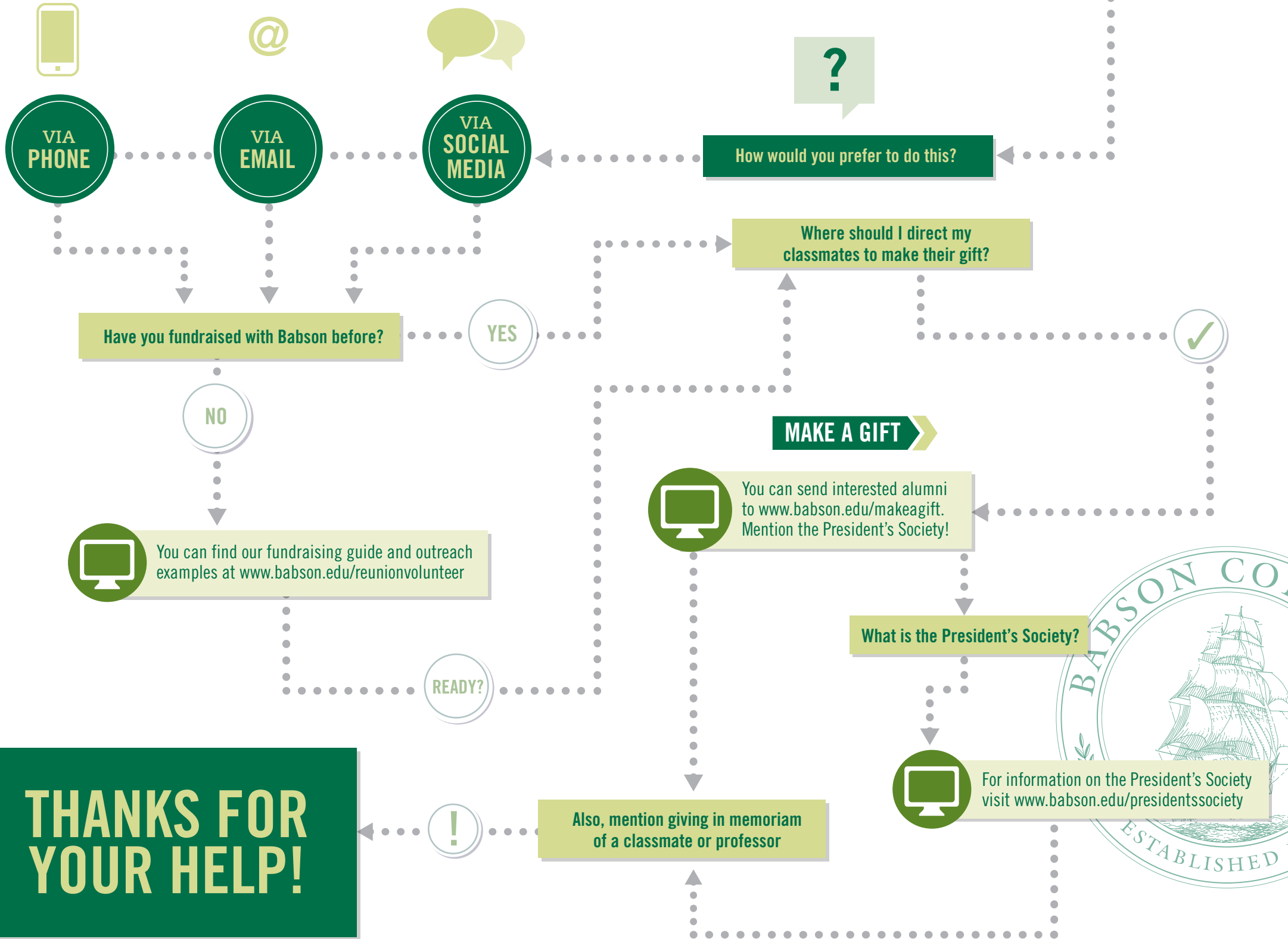
▶ see [Boosting Fundraising page](#)



THANKS FOR YOUR HELP!



BOOSTING FUNDRAISING



BOOSTING FUNDRAISING

NOTES



A series of 20 horizontal lines for writing notes, spaced evenly down the page.

“

REAL
GENEROSITY
TOWARD THE FUTURE
LIES IN GIVING
ALL TO THE
▶ **PRESENT.**

– ALBERT CAMUS

”

JUST THE FACTS

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



BABSON HAS THREE LOCATIONS

BOSTON, SAN FRANCISCO, AND THE MAIN
CAMPUS IN WELLESLEY, MASSACHUSETTS



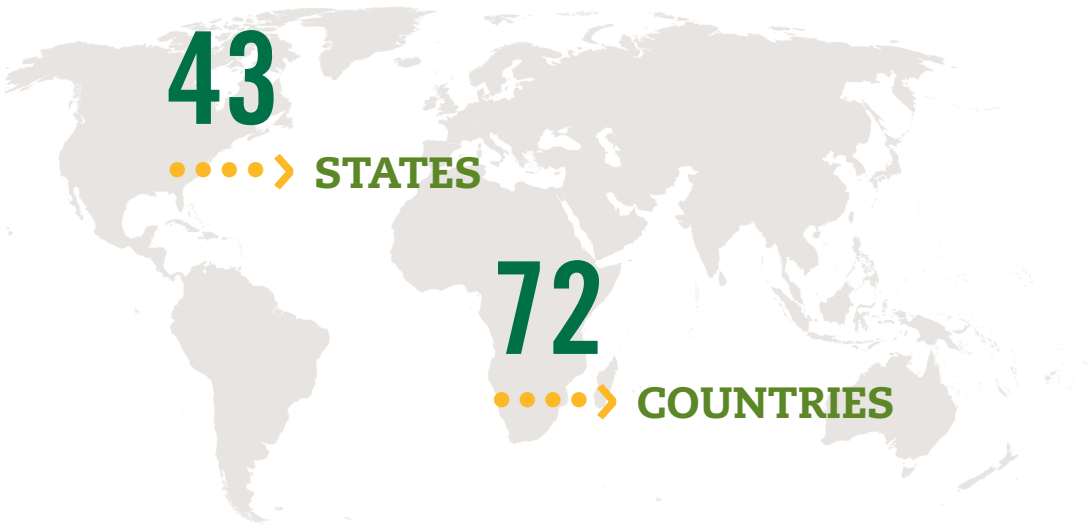
45%

.....> WOMEN



26%

.....> INTERNATIONAL



56

.....> LANGUAGES SPOKEN

\$62,440

UG TUITION, ROOM AND
BOARD, 2014-2015


\$52,000

MEDIAN STARTING SALARY
FOR THE CLASS OF 2013



THANK YOU!

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!



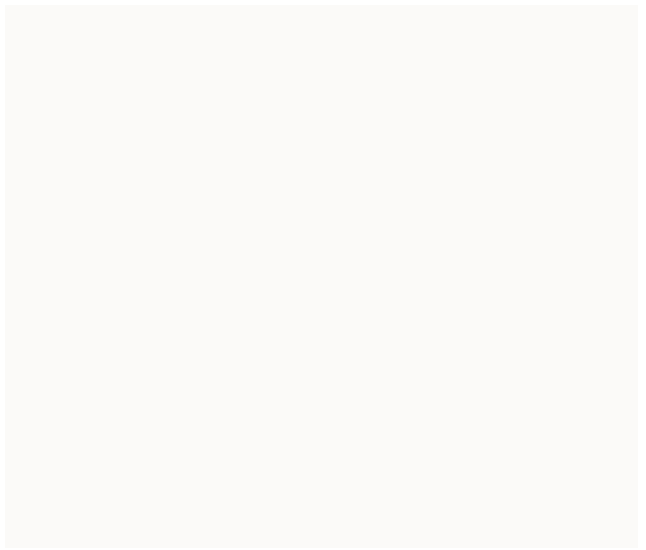


www.babson.edu/reunionvolunteer



“The successful man is the one
who had the chance and took it.”

– Roger Babson



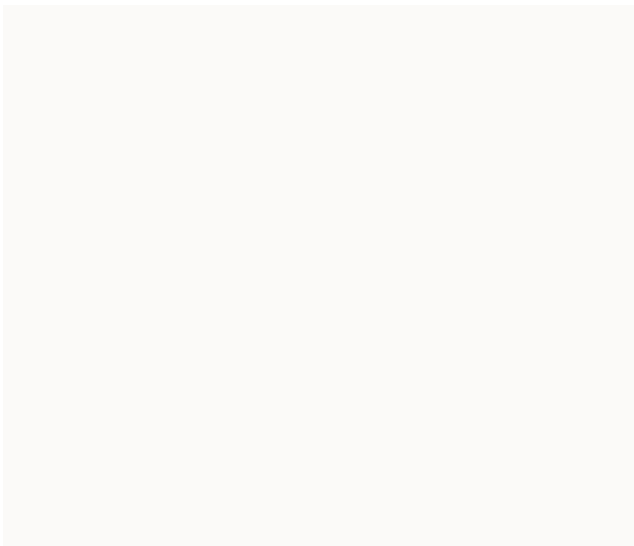
Read reunion volunteer guide



A vertical column of 16 small squares, each followed by a horizontal line. The squares alternate in color: green, cyan, orange, green, cyan, orange, green, cyan, orange, green, cyan, orange, green, cyan, orange, cyan.

A vertical column of 16 horizontal lines, providing a space for writing.

Lined writing area on the left side of the page.



Vertical list of 18 items, each consisting of a colored square followed by a horizontal line.

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Thank you.



BABSON