THANK YOU for volunteering!

This past June, I attended my first Middlebury Reunion, and it was as magical, fun, exciting, and enjoyable as I had heard it would be. Those early June days are filled with special moments as alumni reconnect with old friends, revisit favorite places on campus, and make new memories.

Memorable reunions don’t just happen. They are the result of planning, preparation, and hard work. As a volunteer, you play a role in creating such a reunion. You help to plan a meaningful and entertaining weekend; you urge your friends to come and to strengthen their connection to Middlebury; and you encourage your classmates to contribute to your class gift.

Over the next nine months, Middlebury Advancement staff members will join you and your fellow volunteers in planning an enjoyable Reunion Weekend. We’ll also help you to raise money for a generous class gift in support of Middlebury. We couldn’t accomplish either of these goals without the enthusiastic participation of dedicated volunteers like you.

By serving as a reunion volunteer, you play a key role in nurturing the strong sense of community that’s a hallmark of Middlebury. Thank you! I look forward to working with you and getting to know you over the coming months, and most especially to enjoying Reunion 2018 with you.

Colleen Fitzpatrick
Vice President for Advancement

THREE THINGS I’VE LEARNED AT MIDDLEBURY

1. Middlebury connections last a lifetime.
2. Middlebury alumni are smart, authentic, and great fun to know.
3. Alumni of all ages love coming back for Reunion.
Volunteers are the key to a great Reunion

Class volunteers make Reunion a success. Here’s what Middlebury needs from you, and what Middlebury will take care of for you.

Step One: Generate excitement about Middlebury and Reunion

Your role:

Many of your classmates may not feel a strong sense of connection to Middlebury. Perhaps they haven’t been back to campus in years. You can help rebuild their connection, inspire them to attend Reunion, and build momentum for future events.

• Get in touch with your classmates using the contact information provided by the College. Make it personal. Use the appropriate channels for each classmate—calls, texts, mail, email, social media, or in-person visits.
• Track down “lost” classmates.
• Be an advocate for Middlebury today. Share regular updates about the College throughout the year.

• Use social media to reminisce about your time at Midd, generate excitement about Reunion, and promote the College.
• Organize “mini-reunions” where small groups of classmates get together in the months before Reunion; they build momentum and boost attendance at Reunion Weekend.
• Register for Reunion early, then encourage classmates to do so.
• Publicize names of those attending.

Staff roles:

• Work with you and other volunteers to develop and execute an outreach plan that leverages your talents and connections.
• Send regular communications to alumni to encourage attendance at Reunion.
• Provide regular conference calls, emails, and personal calls to help volunteers with planning and organization.
• Support M-Bassadors, the social media ambassadors program, and class Facebook groups.
• Provide information and support for volunteer outreach efforts.

“...was very satisfying to be involved in planning our 25th reunion. The Middlebury team made it easy and fun to volunteer, and it was a joy to reconnect with my classmates through my reunion role. The weekend itself was absolutely magical, allowing us to step back in time together and relive our cherished days as Midd students.”

—Matt Leroux ’92

Be social

Curate your class’s Facebook group

One of the best ways to create a sense of community and excitement about Reunion is through your class’s Facebook group. Post old and new photos, share Reunion updates, ask questions about your time at Midd, create a survey, or coordinate travel plans. Your classmates will respond in kind.

Become an M-Bassador

M-Bassadors promote Middlebury’s social media channels and generate positive buzz about the College and Reunion. You can also earn points and win Midd gear! Learn more and sign up at go.middlebury.edu/mbassadors.
STEP TWO: PLAN REUNION ACTIVITIES

YOUR ROLE:

Customize the reunion experience for your classmates by designing activities that are specific to your reunion class.

• Ask your classmates to suggest activities they would enjoy.
• Find a point person or group to help plan each activity and a host for each activity during Reunion.
• Assign classmates to write remarks about your class and its time at Middlebury, then read them at Convocation.
• Coordinate with your staff liaison to plan and execute the events.
• Decorate the class headquarters with memorabilia and festive decorations, organize informal social time there, and create a playlist of music to bring you back in time.

CLASS ACTIVITIES YOU MIGHT ORGANIZE

• Outdoor activities: Hikes, bike rides, tennis matches, golf, picnics, etc.
• Slideshows of photos from then and now.
• Memorabilia displays: Old photos, yearbooks, New Faces, Midd clothing, etc.
• Faculty lectures: Organize one for your class or for all reunioners.
• Alumni panel discussions: Pick a theme and moderator, then select a handful of classmates to be on the panel.
• Class speaker: Have any of your classmates recently written books, acted in films, or done something really interesting that they are willing to talk about?

SAMPLE SCHEDULE
Visit go.middlebury.edu/reunionschedule for more information.

• Events organized by the College
• Activities organized by reunion committees

THURSDAY
• Events for 25th and 50th reunions

FRIDAY
• College admissions workshop
• Cane Society luncheon (by invitation only)
• 25th reunion class golf
• Open houses, faculty lectures, tours
• Slideshows and memorabilia displays
• Class-specific entertainment
• Kids’ activities
• Volunteer and 1800 Society reception (by invitation only)

SATURDAY
• 5K alumni fun run
• Veterans’ event
• Conversation with President Laurie Patton
• All-class golf scramble
• Hikes and other outdoor activities
• Class discussions, panels, presentations
• Class memorials
• Children’s games
• Open houses
• Ice cream social
• Reunion parade of classes and Convocation
• Dinner, fireworks, and dancing to the Grift

SUNDAY
• Chapel service
• Hillel light breakfast

STAFF ROLES:

Staff members work year-round to organize the vast majority of reunion and class events, while you focus on class-specific activities.

• Provide event-planning advice and historical perspective.
• Arrange locations, audiovisual equipment, food, etc., for all events, including class-specific ones.
• Coordinate with College departments to prepare the campus for returning alumni.
• Handle all logistics during Reunion Weekend.
STEP THREE: ASK FOR SUPPORT

YOUR ROLE:
Help classmates understand the importance of alumni giving and ask for their support for the class gift.
• Lead by example: make your gift to Middlebury by December 31.
• Choose the classmates you would like to solicit. Use the Middlebury volunteer portal to assign yourself 10 to 20 classmates. See page 18 for more information.
• Contact your assignments. Encourage them to attend Reunion and make a gift in honor of their reunion.
• Provide feedback on progress, needs, and classmate questions to Annual Fund staff.
• Keep donor information confidential.
• Thank everyone who makes a gift!

YOUR GOALS:
• Connect classmates to each other and the College.
• Achieve your class’s reunion attendance and gift participation goals.
• Encourage gifts to the Annual Fund in celebration of your reunion.

STAFF ROLES:
• Develop a reunion fundraising plan that leverages volunteers’ talents and connections.
• Coordinate progress through regular conference calls, emails, and visits.
• Ensure that volunteers can easily access giving and contact information for their outreach.
• Reinforce volunteer efforts through a program of print and online solicitations and campaigns.

ANNUAL GIVING BY THE NUMBERS
28,711 total undergraduate alumni
1,258 class agents and reunion volunteers
10,125 undergraduate alumni who made a gift in fiscal year 2016
60 percent of those were assigned to class agents and reunion volunteers (your calls produce results!)
79 percent of alumni have made a gift during the past 10 years
$35.6 million received in total in fiscal year 2017 from all constituents (includes annual, endowment, and capital gifts)
36 percent undergraduate alumni participation in fiscal year 2017
REUNION VOLUNTEER Planning Checklist

OCTOBER 1
☐ Deadline for 50th reunion yearbook submissions

OCTOBER 27–29
☐ Attend Alumni Leadership Conference

OCTOBER
☐ Select and confirm classmate assignments
☐ Start contacting classmates and encourage them to save the dates for Reunion

NOVEMBER
☐ First reunion newsletter mailed/emailed
☐ Class agent and reunion appeal letters mailed
☐ Prepare to solicit your assigned classmates

DECEMBER
☐ Lead by example: make your gift
☐ Winter calling period opens; begin making your calls to classmates

DECEMBER 31
☐ End of tax year

FEBRUARY
☐ Second reunion newsletter mailed/emailed

MARCH
☐ Register for Reunion
☐ Spring calling period begins; make more calls to classmates

MARCH 15
☐ Submit plans for class-specific activities

APRIL 1
☐ Submit information for class memorial
☐ Assign a classmate to write class remarks for Convocation

MAY 1
☐ Assign a classmate to read the class remarks at Convocation

THIRD WEEK OF MAY
☐ Registration closes

JUNE
☐ Make final calls to assignments who have not yet given

JUNE 30
☐ Fiscal year-end
Why REUNION GIVING MATTERS

Your gift helps Middlebury to fulfill its mission of educating exceptional students from all backgrounds. It is an investment in today’s students and the world they will shape together tomorrow.

THE ANNUAL FUND
An Annual Fund gift supports every aspect of the Middlebury experience, providing opportunities for learning and discovery, and enabling the College to respond to emerging opportunities and challenges. Annual Fund gifts can be spent as they are received, making an immediate difference in the lives of students and faculty.

Among many other areas, your gift to the Annual Fund will support the following:

• Financial aid
• Faculty and academic programs
• Student-faculty collaboration on independent research
• Student internships and other opportunities to apply learning to real-world issues
• Student organizations and varsity, club, and intramural sports

IMMEDIATE IMPACT
Annual Fund gifts complement the endowment, which is invested for the long term and provides a stable source of income for College programs. An Annual Fund gift of $5,000 has the same impact in any given year as a $100,000 endowment. That’s because the College can only spend 5 percent of the value of its endowment—or $5,000 in the case of a $100,000 endowment—whereas every Annual Fund gift can be spent in the year it is received.

FINANCIAL AID: FUNDING THE FUTURE
Gifts to financial aid support scholarships that help Middlebury to enroll outstanding students, based on their potential to excel, not on their financial circumstances. All aid is awarded on the basis of need, and Middlebury promises to meet each student’s demonstrated financial need for all four years.

Supporting students brings different voices to our classrooms, residence halls, playing fields, and dining halls. This makes Middlebury a place for unexpected questions, diverse perspectives, and deeper discussions, and it enables talented young people to prepare for productive careers and lives of meaning and purpose.

PARTICIPATION MATTERS: THE MULTIPLIER EFFECT
Last year, individual gifts of $250 or less from alumni and parents totaled nearly $1 million. Those gifts alone could provide 22 students with $44,452 each in annual scholarships!

YOUR GIFTS AT WORK
Last year Annual Fund gifts helped do the following:

Provide financial aid to more than 1,000 students with an average grant of $44,452 for students across the four years.

Enable more than 250 students to explore their interests through internships and get a jump start on careers.

Attract 36 new faculty members who make teaching and mentoring a priority.

Give 305 student athletes the opportunity to participate in training trips that equip them to compete at the highest level.

IN THEIR OWN WORDS
Find more photos of students saying thanks at go.middlebury.edu/aaw.
The ART of THE ASK

Inviting your classmates to make a gift is similar to any other invitation. They are flattered by the personal attention and weigh their competing commitments before determining whether they can join you. The way you ask will depend on your relationship with your classmate and their relationship with the College. It will also depend on your style. Regardless of the specifics, successful giving conversations have some common elements. Weaving these elements in will increase your chances of a positive outcome at every gift level.


2. **Purpose**: Say why you’re calling. Explain your role as a reunion volunteer. Be friendly, but also be direct. Tell them you’re calling to ask them to come back for Reunion and to contribute to their class gift.

3. **Explaining the need**: Middlebury’s top fundraising priorities are the Annual Fund and financial aid. Refer to pages 12–13 for suggestions on how to talk about the Annual Fund and financial aid.

4. **Urgency**: Remind them that the sooner they give, the sooner they can make an impact on campus.

5. **Kick-start your conversation**: Review the sample conversations in the volunteer portal at go.middlebury.edu/mvp.

6. **Ask**: Don’t forget to ask for your classmates’ support. Use the ask amounts the Annual Giving Office suggests and encourage them to join you in making a gift this year.

7. **Say thanks**: Thank your classmates for speaking with you and for considering your request.

**OTHER TIPS**

- **Email is good. Calling is better. Face-to-face is the best.** (FaceTime and Skype are good options, too!)

- **Lead by example.** Make your own gift before reaching out to your classmates. Then ask them to join you in supporting the College.

- **Believe in your cause.** Share your love of Middlebury and your reasons for contributing.

- **It’s okay to be nervous.** Remember, the more relaxed you are, the more relaxed your classmate will be.

- **Kick-start your conversation.** Review the sample conversations in the volunteer portal at go.middlebury.edu/mvp.

- **Ask**: Don’t forget to ask for your classmates’ support. Use the ask amounts the Annual Giving Office suggests and encourage them to join you in making a gift this year.

- **Let them know their gift will help to achieve your class goals**: Any gift they make between July 1, 2017, and June 30, 2018, will count toward the class gift, even if it is restricted for a department or other designation, or for an endowment. Planned gifts and estate gifts can be counted in the total beginning at the 50th reunion.

**OTHER TIPS**

- **“No” does not have to be the end of the conversation.** If a classmate says “no” when you ask for a gift, that’s OK. Ask why and hear the person out. Many people are grateful for the opportunity to express their concerns and share any objections they may have. If you’re asked questions you can’t answer, please get in touch with us. We’re happy to provide additional resources or to be part of the conversation.

- **Don’t forget to say thank you.** The Annual Giving Office can provide you with thank you cards and templates.

- **Stay in touch with us.** The staff in the Office of Annual Giving, as well as members of the Annual Fund Executive Committee, are here to help you do this important work. You can also find information by visiting go.middlebury.edu/reunionvolunteer.
WAYS to GIVE

You can help classmates to determine the best way to make their gifts. Here are a few ways to make a gift go further.

MULTIYEAR PLEDGES
Classmates who want to recognize Middlebury with a significant gift during reunion years often find they are able to make a bigger commitment through a gift spread out over two to five years. The full gift commitment, not just the first year’s payment, counts toward the class gift. Donors receive an income-tax deduction for the amount given each year. Learn more at go.middlebury.edu/multiyearpledge.

CORPORATE MATCHING GIFTS
Many employers will match charitable contributions made by their employees, doubling or even tripling the original gift. Make sure to ask if your classmate works for a matching-gift company. Visit go.middlebury.edu/matching.

RECURRING GIFTS
Encourage classmates to set up a recurring gift online. Recurring gifts are an easy way to increase gift size, because small monthly or quarterly deductions can add up to a larger annual gift. Learn more at go.middlebury.edu/recurringgift.

IRA ROLLOVER
The IRA Charitable Rollover is an excellent way to make a special gift starting with the 50th reunion. Anyone age 70½ or older is eligible to use assets in an IRA (individual retirement plan) to make a gift to Middlebury and potentially lower income taxes. Visit go.middlebury.edu/irarollover.

ESTATE AND PLANNED GIFT
Gifts made through a will, retirement account, or other beneficiary designation are a meaningful testament to the College’s impact on one’s life. Planned gifts can provide income to donors, while enabling them to have a significant impact on Middlebury. When documented, these gifts may be included as part of class totals beginning at the 50th reunion. Learn more at go.middlebury.edu/giftplanning.

* Multiyear pledges are a GREAT OPTION!

LEADING by EXAMPLE

We honor our most committed alumni, parents, and friends through Middlebury’s donor recognition societies. As a class leader, we invite you to become a member of one or more of these societies and to encourage classmates to join.

MEMBERSHIP IN THE 1800 SOCIETY is offered to those who support Middlebury at a leadership level of $2,500 or more or at graduated levels for young alumni, beginning with $100 one year after graduation through $900 for those nine years postgraduation. Society members are invited to special events, including a reception at Reunion, and are listed in the online donor Honor Roll. Learn more at go.middlebury.edu/1800society.

TRUE BLUE SOCIETY members are Middlebury’s most loyal donors, those who have made gifts consistently for at least the last three years. True Blue donors are the foundation of support for Middlebury and our students. Learn more at go.middlebury.edu/trueblue.

THE CANE SOCIETY recognizes individuals who have demonstrated their commitment to Middlebury’s future by including the College in their estate plans or establishing charitable life-income gifts to benefit Middlebury. All Cane Society members are invited to a special luncheon held during Reunion Weekend. Learn more at go.middlebury.edu/giftplanning.

PANTHER SOCIETY
Graduated levels for young alumni

DEAN’S LIST
$2,500–$9,999

COLLEGE LUMINARIES
$10,000–$49,999

OLD CHAPEL FELLOWS
$50,000–$99,999

PRESIDENTIAL CIRCLE
$100,000 and above
Middlebury TODAY

Middlebury College redefines liberal arts for the 21st century, with a reach that extends from the Green Mountains of central Vermont to nearly every part of the world. Middlebury’s intensive programming provides 2,500 undergraduates a breadth of experience across varied fields and disciplines, and encourages students to seek ways to make meaningful contributions in a world that is increasingly complex. For more information, visit www.middlebury.edu.

THE CLASS OF 2021

Applicants ......................... 8,909
Total number of admitted students ........ 1,781
Applicants admitted ............. 19.9%
Target size for class ............ 710
(610 in September, 100 in February)
U.S. students of color .......... 28%
International students ......... 9%
Vermonters ....................... 3%
First generation to attend college .......... 13%
States represented .......... 42
(plus the District of Columbia)
Countries represented ......... 53
Average financial aid grant awarded ........ $45,991

“The best part of working Reunion was getting to know alumni, listening to them talk about their college days, and sharing stories about our time at Middlebury.”
—LIANA BARRON ’18
REUNION 2017
STUDENT HOST

FY16 REVENUE

<table>
<thead>
<tr>
<th>Revenue Category</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Student Fees</td>
<td>65%</td>
</tr>
<tr>
<td>Endowment</td>
<td>19%</td>
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<tr>
<td>Other Sources and Short-Term Investments</td>
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</tr>
<tr>
<td>Auxiliary</td>
<td>2%</td>
</tr>
<tr>
<td>Reserves and Initiatives</td>
<td>3%</td>
</tr>
<tr>
<td>Sponsored Activities</td>
<td>3%</td>
</tr>
<tr>
<td>Current Use Gifts</td>
<td>6%</td>
</tr>
<tr>
<td>Debt Service</td>
<td>5%</td>
</tr>
<tr>
<td>Travel, Food, Supplies</td>
<td>5%</td>
</tr>
<tr>
<td>Contract Services</td>
<td>5%</td>
</tr>
<tr>
<td>Other Expenses</td>
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<tr>
<td>Total Revenue</td>
<td>100%</td>
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</table>

FY16 EXPENSES

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<th>Expense Category</th>
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</thead>
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<td>Library Books</td>
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<tr>
<td>Contingency</td>
<td>1%</td>
</tr>
<tr>
<td>Repairs and Maintenance</td>
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</tr>
<tr>
<td>Tax and Insurance</td>
<td>1%</td>
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<tr>
<td>Utilities</td>
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<tr>
<td>Capital</td>
<td>4%</td>
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<td>Travel, Food, Supplies</td>
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<td>Contract Services</td>
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<tr>
<td>Other Expenses</td>
<td>6%</td>
</tr>
<tr>
<td>Total Expenses</td>
<td>100%</td>
</tr>
</tbody>
</table>

Middlebury’s fiscal budget includes the undergraduate College, Language Schools and Schools Abroad, Bread Loaf School of English and Writers’ Conferences, and the Middlebury Institute of International Studies.
RESOURCES for VOLUNTEERS

Middlebury’s website has extensive information for volunteers including a sample Reunion schedule, Reunion FAQs, answers to questions a classmate might ask, sample gift solicitation conversations, and newsletters, as well as information about College priorities, stories about students and alumni, a link to the College’s volunteer database, and more.

MIDDLEBURY VOLUNTEER PORTAL

Use the Middlebury volunteer portal (MVP), the College’s online volunteer database, to make your outreach easier. Find it at go.middlebury.edu/mvp.

MIDDLEBURY VOLUNTEER PORTAL TOOLS

- Get a list of classmates from which you can choose your assignments.
- View up-to-date giving and contact information for each person on your list.
- Find templates for contacting classmates.
- Receive an email notification when one of your assignments makes a gift.
- Keep track of your work and provide updates and contact notes to your staff coordinator.

USEFUL LINKS

You’ll find links to everything from answers to difficult questions and sample solicitation conversations to news and social media resources at the links below.

Reunion Planning Guide
go.middlebury.edu/reunionvolunteer

Reunion website
go.middlebury.edu/reunion

Middlebury Volunteer Portal
go.middlebury.edu/mvp

Answers to difficult questions
go.middlebury.edu/questions

Middlebury Magazine
middmag.com

Middlebury News Room
middlebury.edu/newsroom

Middlebury Campus
middleburycampus.com

Middlebury Online Community
onlinecommunity.middlebury.edu

Facebook
facebook.com/middalum
facebook.com/middleburycollege

Instagram
instagram.com/middalum
instagram.com/middleburycollege

Twitter
twitter.com/middalumni
twitter.com/middlebury

IN THEIR OWN WORDS

Find more photos of students saying thanks at go.middlebury.edu/aaw.
We’re HERE TO HELP

Advancement staff members, along with members of the Alumni Association Board and Annual Fund Executive Committee, are here to help you plan your reunion. Don’t hesitate to contact them with questions or concerns.

MIDDLEBURY STAFF LIAISONS

SOCIAL PLANNING
Beth Connor P’12, P’12, P’14
Director of Alumni and Parent Programs
econnor@middlebury.edu
802-443-5443

Lyn DeGraff P’10.5, P’13.5
Associate Director of Alumni and Parent Programs
ldegraff@middlebury.edu
802-443-5777

Meg Storey Groves ’85
(Class of 1983)
Associate Vice President for Alumni Relations
mgroves@middlebury.edu
802-443-5196

Diana Hill
(Class of 2008, 2013)
Assistant Director of Annual Giving
dianah@middlebury.edu
802-443-5083

Lori Hynes Mackey
Associate Director of Alumni and Parent Programs
lori@middlebury.edu
802-443-5447

Alyssa Sveden Sinclair ’94
(Class of 1943, 1948, 1953, 1958)
Associate Director of Alumni and Parent Programs
asinclair@middlebury.edu
802-443-2927

FUNDRAISING
Kitty Bartlett
Director of Annual Giving
kittyb@middlebury.edu
802-443-5335

Diana Hill
(Class of 2008, 2013)
Assistant Director of Annual Giving
dianah@middlebury.edu
802-443-5083

Betsy Killorin
Assistant Director of Annual Giving
ekillorin@middlebury.edu
802-443-5036

Lauren Souder
Annual Giving Administrative Coordinator
lsouder@middlebury.edu
802-443-2002

MIDDLEBURY ALUMNI ASSOCIATION BOARD

Wendy Russell Tracy ’95
President
wendyrtracy@gmail.com

Robert “Bobo” Sideli ’77, P’08.5, P’13.5
Past President
sidelir@westnet.com

Thomas Steinle ’84, P’13, ’16
Vice President
tomsteinle@comcast.net

Hannah Burnett ’10
hannahcburnett@gmail.com

David Ellis ’09
drellis21@gmail.com

Kristen Forsberg ’04, MPA ’07
kristenlforsberg@gmail.com

Will Graham ’76, MA English ’84
Wlg275midd@gmail.com
ANNUAL FUND EXECUTIVE COMMITTEE

Bob Bourque ’75, P’16, Chair
rabourque@mac.com

Francie Alexandre ’12
cfalexandre1219@gmail.com

Pier LaFarge ’10.5
lafargep@gmail.com

T. R. Lazo ’89
theolazo@gmail.com

Jessica Murray ’06
jessica.t.murray@gmail.com

Tyler Newton ’95
tyler@catalyst.com

Elizabeth Eppes Winton ’84, P’13
ewinton@mac.com

Mashrib Zahid ’02
mashrib@gmail.com

Janine Hetherington ’95
janine.hetherington@gmail.com

Shana Mitchell Hopkins ’94
shopkins4@verizon.net

Sam Libby ’09
samlibby@gmail.com

Drew Miller ’03
robertandrewmiller@gmail.com

Anne Harris Onion ’69, P’02
aonion27@gmail.com

Katie Rosin-Green ’97
katierosingreen@gmail.com

Nadia Schreiber ’12
nrrschreiber@gmail.com

IN THEIR OWN WORDS
Find more photos of students saying thanks at go.middlebury.edu/aaw.

REUNION CLASSES LEAD THE WAY
2017 REUNION BY THE NUMBERS

1,968
PEOPLE ATTENDED

77%
OF ALUMNI ATTENDING MADE A GIFT

72%
PARTICIPATED IN GIVING IN THE 50TH REUNION CLASS

36%
OF THE 5TH REUNION CLASS ATTENDED REUNION