



BLAIR ACADEMY



YOUR GUIDE TO A SUCCESSFUL REUNION

TABLE OF CONTENTS

	<u>Page</u>
REUNION YEARS	3
REUNION PLANNING TIMELINE	4
REUNION VOLUNTEER OVERVIEW	5
VOLUNTEER EXPECTATIONS	6
REUNION FUNDRAISING	7
OUTREACH SCRIPT	8
ADVANCEMENT OFFICE DIRECTORY	9

Alumni Weekend 2024

June 7-9

Reunion Year		Blair Liaison
'19	5th Reunion	Kristine Scialla
'14	10th Reunion	Kristine Scialla
'09	15th Reunion	Emma Barnes O'Neill
'04	20th Reunion	Emma Barnes O'Neill
'99	25th Reunion	Anna Andrasek
'94	30th Reunion	Anna Andrasek
'89	35th Reunion	Anna Andrasek
'84	40th Reunion	Anna Andrasek
'79	45th Reunion	Cara Mohlmann
'74	50th Reunion	Cara Mohlmann
'69	55th Reunion	Anna Andrasek
'64	60th Reunion	Emma Barnes O'Neill
'59	65th Reunion	Cara Mohlmann
'54	70th Reunion	Cara Mohlmann





REUNION PLANNING TIMELINE

October 2023

- Blair Advancement team sends a Save the Date email and mailer to all reunion classes

October - November 2023

- Blair Advancement team does outreach in conjunction with Class Representatives to form Reunion Committees

December 2023

- Reunion Committees are fully formed

January 2024

- Reunion Kickoff Zoom with Head of School and Director of Alumni Relations

February 2024

- 1st Committee Meeting (Outreach Strategy and Reunion Giving Goal)

March 2024

- 2nd Committee Meeting (Outreach Check-In and Day of Giving Plan)

April 2024

- 3rd Committee Meeting (Outreach Check-In and Reunion Giving Update)
- April 4: Day of Giving

May 2024

- 4th Committee Meeting (Final Registration Push)
- May 28: Alumni Weekend Online Registration Closes

June 2024

- June 7-9: Alumni Weekend
- June 30: End of Blair's Fiscal Year

Your efforts as a committee will go a long way in making this a great reunion!

WHY IS YOUR REUNION IMPORTANT?

Your reunion is a shared celebration that enriches your relationship with your classmates and Blair. It provides opportunities for generations of Blair Buccaneers to learn about their fellow alumni, build a network and pass on beloved memories. Through reunions, we celebrate something greater than ourselves and enjoy an opportunity to support the Blair community, relive experiences and create new ones. The first step to any successful reunion is having a committee of dedicated and enthusiastic alumni volunteers.



WHAT IS A REUNION VOLUNTEER?

Reunion volunteers are vital to the success of Alumni Weekend. Serving on a reunion committee is meant to be a fun, time-manageable volunteer opportunity for Blair alumni. You'll be tasked with building attendance, generating enthusiasm through social media, email, mail and texting, and creating a meaningful class reunion.

BUILD ATTENDANCE:

Outreach is key to your reunion! Reunion success is based on the dedication and enthusiasm of your committee. How well attended your reunion is will be reflected by your ability to attract, encourage and lead classmates back to Blair.

GENERATE ENTHUSIASM:

It is important that we leverage social media, email and texting in order to not only get the word out but to create a "buzz" about this experience. This is all about promotion and a chance to let creativity fly! Using your class Facebook Group to keep people up to date, sharing posts from Blair on your page, and making personal outreach to our classmates are just some of the ways you can reach out to your class and get them excited about your reunion.

CREATE YOUR REUNION:

A meaningful reunion is well thought out and planned by a dedicated committee. What activities will you do before, during and after your reunion? What is important to your class? What is your legacy at Blair? How would your class like to give back to support the school during your reunion year? (see pg. 7) By fleshing these ideas out, committees can create an experience that will be treasured.

VOLUNTEER EXPECTATIONS

- **Be responsive** – Open communication among committee members and the Blair Advancement Office is imperative to successful reunion planning.
- **Be a general advocate** for Blair.
- **Give back** – Making a gift in honor of your reunion sets the example for your classmates and empowers them to do their part. Regardless of amount!

COMMITTEE MEETINGS:

Committee meetings are a great opportunity to connect and check-in with members while getting important volunteer work accomplished. We understand and appreciate that Blair alumni live and work across the globe, so these meetings will take place virtually.

COMMUNICATION WITH CLASSMATES:

The purpose of outreach is to contact one's classmates regularly about their reunion. You may contact classmates through any available means - telephone, email, text and social media. Throughout the course of the outreach phase, you will contact your selected classmates to ask them to attend the Reunion/Alumni Weekend and consider giving back.

CONFIDENTIALITY:

Please be aware that class contact and giving information is confidential. Volunteers granted access to this information may use it only to conduct business on behalf of Blair Academy. This information is not to be shared with anyone and is not to be used for solicitation purposes for other causes. Your Blair liaison will be in touch with you to sign a confidentiality agreement.

*The Blair Advancement team will be there every step of the way to ensure you have the necessary tools for a successful reunion. Our goal is to provide you with the resources and techniques to enhance your efforts. While we are here to assist, it's important to keep in mind that peer-to-peer outreach and thoughtful committee reunion planning efforts are integral to creating a meaningful reunion celebration.
No one knows your class better than you!*

REUNION GIVING

Remember your favorite faculty member? The dorm you lived in your first year? That campus experience that changed your life? None of it would have been possible without the generosity of alumni.

Now that you are in your reunion year, it's a special time for you and your classmates to give back to ensure that current and future students can enjoy the same exceptional Blair experience.

WHAT IS A REUNION GIFT?

A Reunion Gift is typically a "stretch" commitment above and beyond your usual support. Payments may be made over as many as five years, with your total commitment recognized as your Reunion Gift over that time. The Blair Fund and/or restricted Blair Fund opportunities are strongly recommended for class gifts.

Reunion classes strive to achieve increased dollar and participation goals, and lead the way for their fellow alumni. All classmates are asked to participate in the Reunion Gift in a communal spirit of reunion giving. Just as important, this tradition of giving back links Blair Buccaneers of every era.

WHICH GIFTS COUNT TOWARD YOUR CLASS TOTAL?

Nearly all new gifts and pledges made in your reunion year are recognized, including gifts and future pledges to The Blair Fund; capital gifts, such as gifts to financial aid and faculty support; and many types of planned gifts.

Each class has a dollar and participation goal in its reunion year, and all future commitments are recognized. You can fulfill your pledge with appreciated stock and save tax dollars, or set up a recurring monthly gift on your credit card and earn points.

WHY SHOULD YOU MAKE A MULTI-YEAR REUNION COMMITMENT?

Pledging your support over five years amplifies the impact of your gift. Your aggregate commitment is recognized in the Reunion Gift announced at the conclusion of the fiscal year, June 30.

Making a multi-year pledge makes your life easier. You will not receive solicitation appeals from the School for the duration of your commitment, only pledge reminders.

Pledging enables Blair to function more efficiently. A large number of pledges over time helps the school forecast how to allocate our resources best each school year. Your pledge also frees Blair staff and volunteers to seek out new donors and saves on mailing costs. Pledging helps your class increase their participation rates in The Blair Fund. And you won't have to remember if you made your gift—you set it and forget it until your next reunion.

WHY IS IT IMPORTANT TO SUPPORT THE BLAIR FUND DURING YOUR REUNION YEAR?

- The Blair Fund is one of the School's most important fundraising initiatives. A gift to the Blair Fund benefits students and faculty immediately.
- Tuition has always been less than the actual cost of a Blair education, so the Blair Fund helps close the gap between tuition and the cost to educate each student.
- The gift supports excellence in all areas including scholarship aid, faculty support, athletics and the arts, as well as Diversity, Equity, Inclusion and Belonging (DEIB).
- Blair Fund dollars are used to support Blair's operating budget. That means they pay for books in the library; soccer balls; baseball bats; paint brushes; pianos and pottery clay; petri dishes in the chemistry lab; and microscopes for biology; and much, much more.

REUNION COMMITTEE OUTREACH "SCRIPT"

****The goal of these calls/emails/texts is to personally invite everyone back, raise money for your class gift and to help reunite the class****

Please try to take a few notes during your conversations and add them to the shared class spreadsheet or the online VMS if you are using that.

Initial Outreach Calls:

- Invite them to join the class at Blair for your Reunion during Alumni Weekend, June 7-9, 2024
- Let people know that the official invitations (which include registration) will be mailed in mid-March and will also be available online at that time.
- Update their contact information (this is very important as some information is outdated).
- **Ask if they are planning to attend Alumni Weekend and encourage them to come back.**

Follow-up calls: Asking for support for your reunion fundraiser

Every gift matters and is appreciated by everyone at Blair.

- Encourage them to **join you** in supporting the class gift.
- If you feel as though they are hesitant or resistant...as a last effort try adding..."Donating \$25 in honor of our 25th reunion is a nice way to support the school."
- They can make their contribution online through the reunion giving link, ex. www.blair.edu/Classof1999
- Thank them for the call no matter the outcome for support of the gift.

Follow-up Calls: After the official Alumni Weekend Invitation mails in mid-MARCH:

- Direct them to the Alumni section of the web site to sign up and register for the events.
- Inform them that overnight housing is available in the dorms.

ADVANCEMENT OFFICE DIRECTORY



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