



*afunnae*  
ST. MARY'S ACADEMY  
EST 1859

*Celebrating 165 years*

CLASS AMBASSADOR TOOLKIT

# class ambassador program



The St. Mary's Academy Alumnae Relations Department recruits alumnae volunteers to serve as Class Ambassadors for all class years. Your work as a Class Ambassador helps us reach out personally to connect with and serve our alumnae.

Class Ambassadors serve as a liaison between the St. Mary's Academy Alumnae Relations department and their classmates. A class may have several Class Ambassadors who work in partnership.

# program purpose

- Motivate classmates to stay connected with SMA and with each other
- Increase alumnae awareness of the goals of SMA
- Grow attendance and participation at alumnae and school events
- Grow annual alumnae donations which support current and future students



# ambassador resources

The Alumnae Relations office will provide you with the following resources and support:

## CLASS LIST

Our most up to date class contact list in excel format & a walk through on how to use it

## LANGUAGE

Verbiage for emails, phone calls & text messages to classmates

## WEBSITE

All support information will be updated periodically and available on our website to access at any time

# homecoming resources

The Alumnae Relations office will provide the following in the lead up to Homecoming Weekend:

## PROGRAMMING

Ongoing updated information on activities planned for and hosted by SMA for the weekend

## ATTENDANCE

Updated numbers and list of classmates who plan to attend

## LOCAL INFO

Suggestions on local area hotels and restaurants for out of town guests as well as additional class celebrations

# homecoming weekend overview

OCTOBER 18 - 20, 2024

## FRIDAY

Founders' Day  
Celebration for  
50 year+ classes

## SATURDAY

Homecoming  
activities for all  
alumnae, SMA  
students, parents, and  
community members  
+ reunion festivities  
for celebrating  
classes

## SUNDAY

Homecoming closing  
event TBD

# class list

SMA will provide the most comprehensive class list to date. However, the details often shift as people make life changes like moving or getting married. As you reconnect with classmates, you can share updated information with our office, or encourage your classmates to submit updates online:

**<https://www.stmaryspdx.org/alumnae/update-your-information>**

# class list

SMA will provide a list in excel format that includes highlighted information for classmates with missing address information.

Class Of	ID	First	Maiden	Last	Nickname	Suffix	No Valid Address?	Work Position	Spouse	
'84	5128	Patricia	Ihnken	Alway	Patty		No	Battle Ground School District	Teacher	Russ
'84	5098	Jill		Anderson	Jill		No			Jeff
'84	5125	Jennifer	Hiemen	Baier	Jennifer		No	Embassy Suites	Head Pastry Chef/Homemaker	Mike
'84	5150	Theresa	O'Leary	Bakker	Terry		No	O'Leary's Tax Services	Acct.	David
'84	5138	Susan	Lowry	Barbero	Susan		No			
'84	5168	Spitzi Tanya	Ursin	Barnicle	Spitzi Tanya		No			Brendan
'84	5647	Jacquelyn	Mumford	Bordeaux	Jacquelyn		No	A.G. Edwards & Sons, Inc.	Stockbroker	Scott
'84	5117	Molly	Faherty	Briscoe	Molly		No	Water First Intl.	Dir. of Outreach & Community Engagement	Robert
'84	5103	Cynthia		Brooks	Cindy		Yes			
'84	5177	Lisa		Brown	Lisa		No	Pacific Harvesting Corp./Grey Fox Rentals	Business Co-Owner/Indep. Contractor	Richard
'84	5104	Linda		Brown	Linda		No			
'84	5105	Shelia		Bullock	Shelia		Yes			
'84	5106	Elise		Burns	Elise		No	Rowe Price-Fleming Intl.	Marketing Admin. Assistant	
'84	5107	Marilyn		Butler	Marilyn		No			
'84	5151	Anne-Marie	O'Connor	Caldwell	Anne-Marie		No			Cliff
'84	5116	Kendal	Ebberts	Coquilllette	Kendal		No	Speciality Surgical Center	RN	
'84	5142	Barbara	Melhorn	Coward	Barbara		No	MBA 360/Admissions Consulting		
'84	5137	Rachel	Lopez	Cowen	Rachel		No			Jeff
'84	5110	Kim		Dianich	Kim		No	Peacehealth Medical Group	Supervisor, Provider Recruitment	Daniel
'84	5097	Beth	Anderson	Dixon	Beth		No			
'84	24537	Marcella		Don	Marcella		No			Barry
'84	5113	Carol		Dopp	Carol		No	Silver Byrch Designs	Free-Lance Illustrator/Owner	Danny
'84	5100	Annette	Bachman	Drehobl	Annette		No	Oregon Health and Sciences University		
'84	5114	Melodi		Dugan	Melodi		No			
'84	5118	Inge		Fangsrud	Inge		Yes			
'84	5161	Deborah	Siegelbaum	Fine-Ferreira	Deborah		No	Univ. of Missouri, Clg. of Veterinary Med.	Assistant Professor/Veterinarian	Andries
'84	5156	Jill	Rader	Fitzpatrick	Jill		No	Oregon Health and Sciences University	Administrative Coordinator	Brendan
'84	5115	Sharon	Dunevant	Fleenor	Sharon		No	ASI Sign Systems	Typesetter	Michael
'84	5502	Eliza C.		Galaher	Eliza C.		Yes			
'84	5120	Sharon		Greve	Sharon		No	Riverbend Hospital at Springfield Oregon	Sleep Tech.	Sherry
'84	5121	Sarah		Grigsby	Sarah		No	Hanna Andersson	Inventory Planner	
'84	5122	Kristen		Gustafson	Kristen		No	United Airlines	Flight Attendant	
'84	5123	Kathleen		Healy	Kathleen		No	Oticon	Customer Svc. Sales	
'84	5127	Laura		Hull	Laura		No			
'84	5129	Michelle		Jarvis	Michelle		No	Cedarwood Waldorf School	Spanish Teacher	
'84	5136	Patty	Lopez	Jayne	Patty		No			Greg
'84	1780	Kirsten		Johnson	Kirsten		Yes			
'84	5774	Sharmini		Joseph	Sharmini		No	State of Oregon	Job Service Representative	

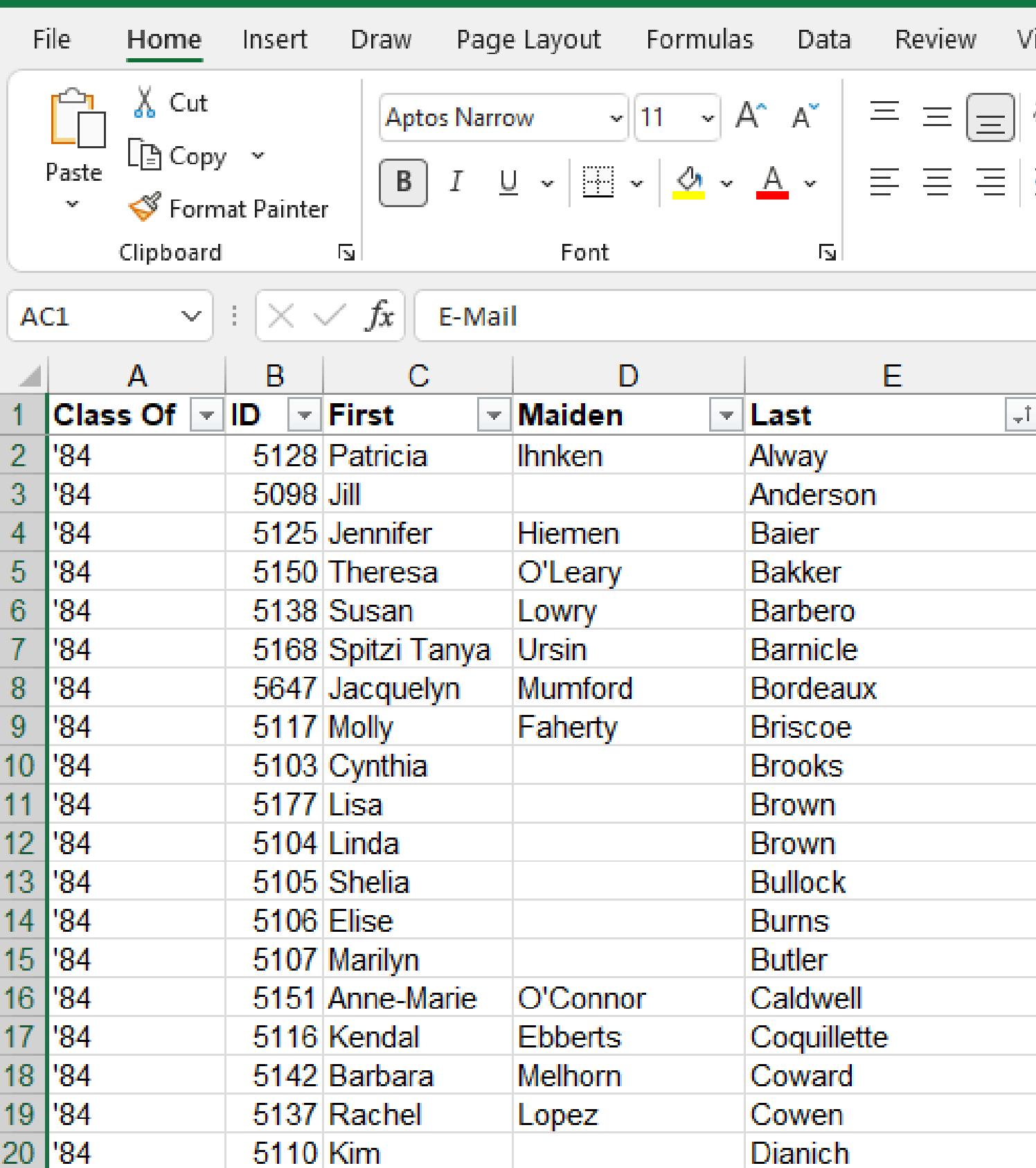
Additional columns will include information on classmates who have requested not to have their information shared, or who have asked the school not to directly solicit or contact them.



# class list

You can edit the excel document, sorting, filtering, adding columns or tabs for splitting up the list among multiple Class Ambassadors, or for tracking however is easiest for you.

We ask if you plan to send back the updated excel that you keep the column for the naming information along with the ID number together so our database manager can import updates more easily.



The screenshot shows the Microsoft Excel interface with the following data in the spreadsheet:

	A	B	C	D	E
1	Class Of	ID	First	Maiden	Last
2	'84	5128	Patricia	Ihnken	Alway
3	'84	5098	Jill		Anderson
4	'84	5125	Jennifer	Hiemen	Baier
5	'84	5150	Theresa	O'Leary	Bakker
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9	'84	5117	Molly	Faherty	Briscoe
10	'84	5103	Cynthia		Brooks
11	'84	5177	Lisa		Brown
12	'84	5104	Linda		Brown
13	'84	5105	Shelia		Bullock
14	'84	5106	Elise		Burns
15	'84	5107	Marilyn		Butler
16	'84	5151	Anne-Marie	O'Connor	Caldwell
17	'84	5116	Kendal	Ebberts	Coquillet
18	'84	5142	Barbara	Melhorn	Coward
19	'84	5137	Rachel	Lopez	Cowen
20	'84	5110	Kim		Dianich

# sample email

Hello Class of 19XX!

This year marks X years since we graduated from St. Mary's Academy, and the school itself is celebrating 165 years! As part of the 165 year anniversary celebrations, St. Mary's is hosting its first ever Homecoming Weekend, and our reunion festivities will be part of that. I'm hoping you'll join us on campus the weekend of October 18-20th as we reminisce about our time walking the halls of SMA. More information will follow!

We are hoping to re-connect with the following classmates, if you're in touch with them please encourage them to update their contact information with the school at:

<https://www.stmaryspdx.org/alumnae/update-your-information>

# sample email

Hello Class of 19XX!

This year marks X years since we graduated from the school itself is celebrating 165 years! As part of our celebrations, St. Mary's is hosting its first ever Homecoming. Our reunion festivities will be part of that. I'm hoping to be on campus the weekend of October 18-20th as we reminisce walking the halls of SMA. More information will follow!

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<https://www.stmaryspdx.org/alumnae/update-your-information>

Make this message your own in whatever way you'd like - this is just a sample. You know your classmates best!

The Alumnae Relations Department is also happy to help draft further messages if you'd like.

# class notes

We want to know what you and your classmates are up to! Share milestones, celebrations, and adventures with us. Encouraging your classmates to use the link below to update the school on their lives helps us make sure we all stay connected! These notes may be published in an upcoming issue of our alumnae & community magazine, Casting Fire.

**<https://www.stmaryspdx.org/alumnae/submit-your-class-notes>**

# social media

Facebook, LinkedIn, and other online social media platforms can help find and re-connect with classmates and provide a designated place to share reunion information.

Many classes use a Facebook Group to stay connected especially around reunion celebrations. We can provide you with images to share on your own social media accounts or groups.

A social media toolkit will be available as part of the overall toolkit on our alumnae website, and will be updated periodically as we get closer to Homecoming Weekend.

# class giving

The Alumnae Relations office will provide assistance and resources around class giving

## WHY?

Reunion milestone celebrations are a great time to consider the legacy your class wants to leave at St. Mary's

## HOW?

We can provide language for email solicitations, web-based support, and a class specific fundraising form/page, and more

# impact of giving

Annual contributions to St. Mary's provide a steady and vital source of revenue for the school. Our alumnae donors play a critical role in allowing SMA to provide the unmatched education and incredibly special community you as alums experienced. All gifts help St. Mary's to remain a leader in women's education in Portland.

When alumnae support SMA, the mere act of participating — no matter how much you give — makes a difference.

# class gifts

You and your class can customize a class gift based on capacity and goals. There's truly no wrong way to give, and the Alumnae Relations Department is here to help you and your classmates make an impact in whatever way is best for you.

Step one is choosing an area of funding focus.

## SCHOLARSHIP

Creating a scholarship in your class' name, or in memory of a classmate who has passed is a special way to pay it forward to future generations of St. Mary's students.

## PROGRAM

Giving to programs helps ensure the longevity of our co curricular activities for years to come.

## FACULTY ENOWMENT

In honor or memory of your favorite teacher, your class gift supports the school's endowed fund for faculty/staff salaries. Ensuring SMA has the very best teachers.



# class ambassador timeline

THE ROAD TO HOMECOMING



## SPRING

SMA will provide you with your toolkit and class contact list to get you started spreading the word about Homecoming weekend, and begin updating classmate contact information



## LATE SPRING

SMA plans to have mailed marketing materials created and distributed in support of Homecoming Weekend, and will provide you with additional materials as needed!



## SUMMER

Ongoing marketing pushes from the school will help supplement your own outreach, and the Alumnae Relations department is available to support fundraising efforts



## LATE SUMMER & EARLY FALL

The Alumnae Relations department will provide you with updates on headcount for your class as well updates on fundraising efforts as we get closer to Homecoming Weekend



## HOMECOMING WEEKEND

Time to celebrate with your classmates and the SMA community!

**October 18 - 20, 2024**



# faq



## **What is the time commitment for this project?**

The time commitment and responsibilities are flexible to work with your schedule. You will receive all the resources you need to reach out to your classmates.



## **Do I have to be local to Portland to help?**

No! You can be located anywhere in the world!



## **Can my class still plan our own gatherings/events?**

Absolutely!

The goal in the school hosting reunions at Homecoming Weekend is to help make gathering with your classmates easier and less labor intensive for you. We appreciate your help in encouraging your class to attend our official reunions at Homecoming Weekend, but you are welcome to plan additional activities and gatherings throughout the year. We do ask that you not plan activities that would compete with the daytime Saturday, October 19th event.

# thank you!



Thank you so much for supporting the mission of the St. Mary's Academy Alumnae Association as a Class Ambassador. You are a critical part of the St. Mary's Community, helping us reach out personally to our alumnae, inspiring them to stay connected with their Alma Mater. Because of your help, we can celebrate our incredible 165-year legacy, and ensure St. Mary's stands strong for the next 165 years. Thank you for bringing us closer and helping us achieve great things!

# contact

Catherine Knight  
Director of Alumnae Relations

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## PHONE

971. 256. 9973

## EMAIL

[alumnae@smapdx.org](mailto:alumnae@smapdx.org)

## WEB

[stmaryspdx.org/alumnae](http://stmaryspdx.org/alumnae)

## SOCIAL

[facebook.com/smapdxalumnae](https://facebook.com/smapdxalumnae)

[linkedin.com/groups/13579080](https://linkedin.com/groups/13579080)