



Alumnae Class Ambassador Toolkit

What's Included:

- Alumnae Class Ambassador Toolkit slide deck – PDF document
- Most current class contact list – excel document
- Support Overview & Sample Language – PDF document

Class Ambassador Support Overview:

Class Ambassadors help keep SMA alumnae connected to the school by acting as a liaison between St. Mary's and their classmates. One key way Class Ambassadors can assist is by helping to find “lost” classmates and collect updated contact information.

This can be done any time but is often easiest to do in a milestone reunion year when people are already thinking about reconnecting. We always want to make sure we have the most up to date information for our alumnae so we can keep everyone informed about what's happening at SMA including annual events like the Food for Thought and Auction, and alumnae specific programs like the Alumnae Engagement Series workshops, and Homecoming & reunions. Encouraging your classmates to update their information with the school ensures no one gets left out!

- **Finding Classmates / Update Your Information**
 - St. Mary's will provide the most comprehensive class list, to date. However, the details are continuously changing as people make life changes. As you reconnect with classmates, please share any updated information you receive with the Alumnae Office, emailing alumnae@smapdx.org, or encourage your classmates to submit updates online here:

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

There are many ways to connect with your classmates once you have your class contact list. Sending emails, making phone calls, or sending text messages will all be helpful tools depending on preferred methods of contact – each class is different!

- Facebook, Twitter, Email, LinkedIn, and Google searches can all be helpful tools when looking for classmates. We suggest starting a class

Facebook page (if your class doesn't already have one, and you think your classmates would engage with one another in this way). A message like the one below can help drive classmates to update their information directly with the school:

- *There's a lot of alumnae events happening at SMA! To be sure to receive an invitation, please update your information here: <https://www.stmaryspdx.org/alumnae/update-your-information>. Even if you cannot attend currently scheduled events, we would love for you to be in the loop.*

□ **Class Notes**

- We want to know what you and your classmates are up to! Share your milestones, celebrations, and adventures with us. Encouraging your classmates to use the following form 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>

Class Ambassador Class Giving Support:

Reunion giving is a tradition that allows a class to leave a lasting legacy at St. Mary's in the form of a financial gift to the school. This can look different for each class, and we understand that alumnae at different stages of life will have different capacity to contribute. Pooling together as a class can make a bigger impact and allow everyone to participate in a way that is manageable and meaningful to them.

Options include opportunities to create a named scholarship for your class, or even in memory of a classmate who has passed. Each year, our families need for financial aid and scholarships grows, and in order to ensure the one-of-a-kind experience of a St. Mary's education is accessible to as many young women as possible the school awards financial aid and scholarship money to about 40% of our students.

The St. Mary's Academy Alumnae Relations department will work closely with you and provide ongoing support around his class gift.

SAMPLE LANGUAGE FOR CONTACTING CLASSMATES

You know your classmates best – this sample language is just a guide, so please feel free to adjust it to fit your own voice! If you need additional assistance in drafting language for emails, phone calls, or social media posts please don't hesitate to reach out at alumnae@smapdx.org

SOCIAL MEDIA GROUP POST

If your class already has a Facebook Group established, and you simply want to share the news about our upcoming Homecoming & Reunion Weekend, while also encouraging people to potentially update their contact information with the school the following language can be used in a post to an existing Facebook Group:

Our **X-year** reunion is coming up, and the school is hosting the party at their Homecoming & Reunion Weekend this October! Save the date to join us as we celebrate together the weekend of October 18-20th. More information will follow here, from your Class of **XXXX** Ambassadors, and from SMA.

If you're not getting mail (email or snail mail) from St. Mary's, the school may be missing your most up-to-date contact! You can update your information directly with the school using this link:

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

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* If your class doesn't already have a Facebook Group, but you would like to create one and would like some assistance, please reach out to Catherine Knight, Director of Alumnae Relations at Catherine.knight@smapdx.org

EMAILS

If you plan to send email(s) to your classmates, similar language can be used as first step outreach around saving the date and collecting updated contact information.

As additional information around specific events and activities for the weekend become available it will be shared with you!

Some classes have also seen success in sharing the names of classmates for who we are missing contact information within their Facebook Groups. It's possible another classmate already in the group is still in touch with some of our "lost" alums.

Sample Lost Classmates Social Post Language:

We're hoping to 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>

List of Classmates Here

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Sample Email:

Hello Class of XXXX!

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're hoping to 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>

List of classmates here

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GET CREATIVE!

If you would prefer to write your own content, consider answering the following prompts:

Which teacher was your favorite while you were at SMA?

What is your favorite thing about St. Mary's?

What is your most cherished St. Mary's memory?

What clubs, affinity groups, activities, athletics teams were you part of at SMA?

How did your time at SMA impact your career or life journey?

What are you most looking forward to at Homecoming?