



AADC 95th Anniversary Weekend
& Alumnae Reunion Weekend
Thursday, April 19 -
Saturday, April 21, 2018

Alumnae Reunion Preparation Toolkit
for Class Officers

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- Valerie Hughes Zieniuk '05**
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Anniversary and Reunion Events Subcommittee

AADC Glossary

AADC: the abbreviation for Associate Alumnae of Douglass College.

AADC Annual Appeal: The AADC's fundraising appeal that runs throughout the fiscal year (July 1 – June 30), each year. Gifts to the AADC Annual Appeal may be restricted or unrestricted. Unrestricted gifts to the AADC Annual Appeal are used to seize **unique opportunities** which empower and strengthen our alumnae sisterhood, to direct funding to **alumnae initiatives** that are of the greatest priority and to support **general administration** which allows us to be a best-in-class alumnae organization. Per the Agreement, the Annual Appeal is not on behalf of NJC, DRC, Douglass, or Rutgers.

Active Member: An alumna who has contributed a minimum of \$40 will be considered an active member in the fiscal year in which the contribution is made and for the following fiscal year.

AlumnaE-news: Digital monthly news sent via e-mail to all alumnae with active e-mail addresses.

Alumnae Newsletter: Publication sent to all alumnae two or three times per year.

Alumnae Council: This group consists of all class officers, representatives from each group and network, committee chairs, alumnae members of departments, members-at-large of the Nominating Committee, officers, Board of Directors, past presidents and present and past Alumnae Trustees, which meets twice a year.

95th Anniversary Weekend Celebration & Alumnae Reunion Weekend 2018 webpage: The central online resource for all weekend and registration information is available on the AADC website at: www.douglassalumnae.org/aadc-95th-anniversary-reunion.

Class Gathering: Set time on Saturday during the 95th Anniversary Weekend for members of Milestone Classes to meet and vote for new class officers.

Class Matters Form: Form sent to Reunion Milestone Classes to vote on Class Officers.

Class Notes: Submissions from classmates that the AADC compiles and publishes in the fall and spring.

Class Participation: Percentage of solicitable alumnae from each class who made a gift to the AADC during a given fiscal year (July 1 – June 30).

Milestone Class: Those Classes marking between 5 and 75 years since their graduation. For 2018, these classes will have graduated in a year ending in either a 3 or an 8.

Restricted Gift: Gift designated by an alumna or other donor to benefit a specific AADC program, project or fellowship. All gifts are assessed an administrative fee of 5 or 10 percent, depending upon the size of the gift, to be used for operational purposes.

Reunion Class Gift Total: Sum of all gifts to the AADC by all members of a class collected over a 5-year period from July 1, 2013 through June 30, 2018.

Unrestricted Gift: Unrestricted gifts are used to seize unique opportunities that empower and strengthen our alumnae sisterhood, to direct funding to alumnae initiatives that are of the greatest priority and to support general administration, which allows us to be a best-in-class alumnae organization.

Vanguard Fifty Society: The group of classes who have graduated 50 or more years ago from alma mater.

AADC 95th Anniversary and Reunion Planning

Committee Roles

A Note about Reunion 2018 Planning

During this special milestone year, planning for AADC Alumnae Reunion Weekend will look different than in previous years. The AADC 95th Anniversary Weekend encompasses all of the traditional events that comprise AADC Alumnae Reunion Weekend, such as Vanguard Luncheon, Convocation and Class Gatherings. The 95th Anniversary Weekend also includes events that are unique to this special celebration, such as the Forward Together Gala (for all alumnae and friends) and the AADC Evening Honoring Benefactors (by invitation only). For this special year only, AADC Alumnae Reunion Weekend planning is included within the framework of the 95th Anniversary Planning Committee, as Reunion is a part of this celebratory event, which is being held during our traditional Founders Day timeframe in April.

Anniversary and Reunion Events Subcommittee

Subcommittee Chair: Elena Anastasiou Rossi '78 – lecgrossi@comcast.net

Subcommittee Members:

- Class Vice Presidents
- AADC Affinity Network Chairs
- AADC Regional Connection Group Chairs
- Interested Alumnae Volunteers

Staff Liaison: Valerie Hughes Zieniuk '05, Associate Director of Alumnae Relations – vzieniuk@douglassalumnae.org

The Anniversary and Reunion Events Subcommittee is responsible for planning the overall programs for both the 95th Anniversary Weekend and AADC Alumnae Reunion Weekend. This includes all of the scheduled events and activities (see page 24), whether they be unique to this special anniversary or traditional components of Reunion. It is within this subcommittee that Class Vice Presidents, in their capacity as Reunion Chair, will report the activities of their Class Reunion Committees, to ensure their plans fit within the framework of the overall program for this special celebration. This subcommittee also works closely with the Alumnae Relations Department to coordinate the logistics of the overall program, which consists of securing campus accommodations, transportation, catering, ordering event favors/décor and merchandise, and securing in-kind donations for giveaways. The Anniversary and Reunion Events Subcommittee Chair reports on all AADC Alumnae Reunion Weekend-related items to the 95th Anniversary Planning Committee, with the understanding that Class Officers (besides the Class Vice Presidents) will share pertinent information with the appropriate 95th Anniversary Subcommittee and Staff Liaison.

Special Anniversary Gifts Subcommittee

Subcommittee Chair: Carol Hansmann Hamlin '61, Vice President for Development, AADC Board of Directors – chhamlin@comcast.net

Subcommittee Members:

- Mary Zimmerman Chyb '71, Jennifer M Kosakowski '03, Debra Albanese '78
- Interested Alumnae Volunteers

Staff Liaison: Eileen M. Cotter, Director of Development – ecotter@douglassalumnae.org

Alumnae Outreach Subcommittee

Subcommittee Chair: Elizabeth Middleton Rizzotti '89, Chair, AADC Annual Appeal, AADC Board of Directors – rizzottibeth@gmail.com

Subcommittee Members:

- Class Presidents
- Class Fund Agents
- Interested Alumnae Volunteers

Staff Liaison: Gina Rizza '14, Director of Annual Giving – grizza@douglassalumnae.org

During this special anniversary year, the Alumnae Outreach Subcommittee continues its traditional role of providing peer-to-peer outreach to encourage attendance at AADC Alumnae Reunion Weekend and participation in the AADC Annual Appeal. You will be informed of additional opportunities for giving that are available during this special year to underwrite special events, to support the implementation of the AADC Strategic Plan and to purchase display space in the AADC's Commemorative 95th Anniversary Journal. The Alumnae Outreach Subcommittee members are asked to be informed of these special opportunities and to assist in identifying potential sponsors. Class Presidents and Class Fund Agents are also responsible for involving their Class Reunion Committees in outreach efforts and in reporting goals and progress to their classmates.

The Special Anniversary Gifts Subcommittee takes special responsibility for cultivating and soliciting special gifts to benefit the implementation of the AADC Strategic Plan and to attract sponsors for the Forward Together Gala and the AADC's Commemorative 95th Anniversary Journal. These two committees work in alignment to maximize the opportunities for fund raising during the anniversary year.

Marketing & Promotion Subcommittee

Subcommittee Chair: Lena Repousis '00 – lrepousis@hotmail.com

Subcommittee Members:

- Class Secretaries
- Interested Alumnae Volunteers

Staff Liaison: Anne Marie Russo, Director of Communications – amrusso@douglassalumnae.org

The Marketing & Promotion Subcommittee contributes to the 95th Anniversary Weekend and AADC Alumnae Reunion Weekend by developing a communications and marketing strategy to promote the overall event and the special milestone and Reunion programs that comprise it.

Working with the Communications Department and under the overall direction on the AADC's Public Relations Team, the subcommittee oversees creating all printed and online promotional materials for the 95th Anniversary Weekend including event schedule brochure, AADC's Commemorative 95th Anniversary Journal, invitations, announcements, social media posts, event branding collateral and AADC web materials. It is within this subcommittee that Class Secretaries will report the activities of their Class Reunion Committees, to ensure their marketing and communications align with the objectives for all AADC communications and for this special celebration. This subcommittee will also review specific materials for AADC Alumnae Reunion Weekend, such as Class Letters, Class Notes, Class Matters forms and lists of lost alumnae.

Class Reunion Committees

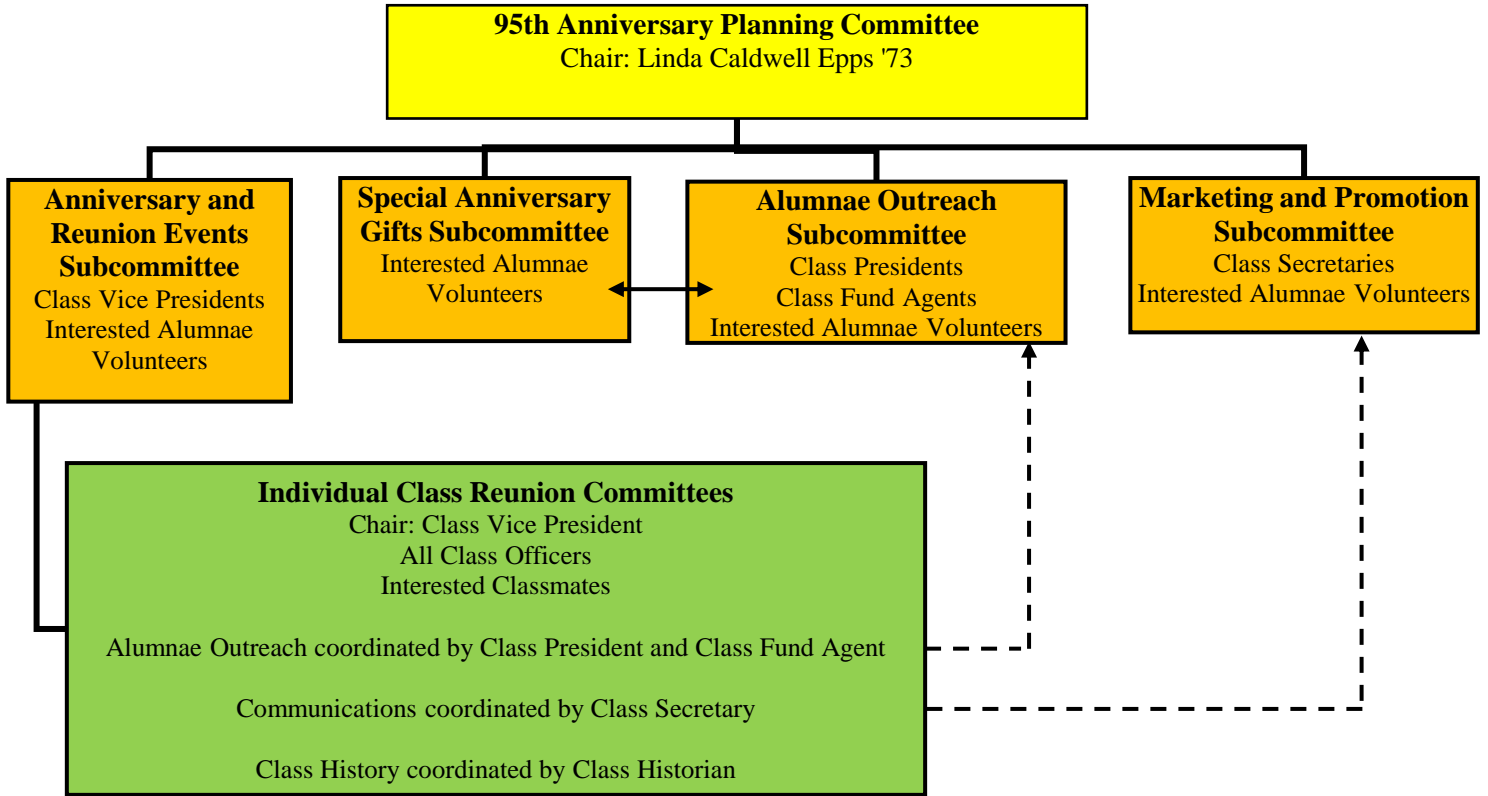
Headed by their respective Class Vice Presidents, the Class Reunion Committees are charged with achieving several objectives:

- Serve on respective 95th Anniversary and Reunion Planning Subcommittees
- Personally reach out to classmates for attendance and support, under the coordination of the Class President
- Coordinate an exclusive Class Gathering activity that fits within the overall framework of the weekend
- Communicate with appropriate Staff Liaisons regarding their activities and plans for Reunion
- Coordinate nominations and elections for new Class Officers by the designated date
- Secure items/giveaways for their classmates to be worn or given out at the Class Gathering (optional)

A Class Reunion Committee dedicated to a successful and enjoyable 95th Anniversary Weekend generates enthusiasm and excitement amongst their classmates to both come back and give back in celebration of their reunion. Class Vice Presidents should email all final class gathering plans to Valerie Hughes Zieniuk '05 at vzieniuk@douglassalumnae.org by **November 30, 2017**.

AADC 95th Anniversary and Reunion Planning

Organizational Structure



AADC Staff Department Planning Roles

All staff members play a critical role in the day-of execution and success of the 95th Anniversary Weekend, which includes the AADC Alumnae Reunion Weekend.

Alumnae Relations Department

This department is responsible for the planning and management of this special celebratory weekend. This includes all of the scheduled weekend events and activities for both the 95th Anniversary and Reunion. Staff members in this department, together with the Anniversary and Reunion Events Subcommittee also coordinate the logistics of the program, which consist of securing campus accommodations, transportation, catering and managing the online registration process. The department also recruits volunteers to participate on committees and subcommittees and to engage alumnae to attend this event.

Communications Department

This department, together with the Marketing & Promotion Subcommittee, drives the general marketing and promotion strategy for the overall weekend events. The Communications Department creates all printed and online materials for the 95th Anniversary Weekend including event schedule brochure, AADC's Commemorative 95th Anniversary Journal, social media and AADC website. They collaborate on AADC Alumnae Reunion Weekend materials such as Class Letters, Class Notes, Class Matters forms and lost alumnae lists.

Development Department

This department is responsible for the cultivation, solicitation and stewardship of philanthropic contributions to the AADC from alumnae and friends. The department works closely with the members of both the Alumnae Outreach Subcommittee and the Special Anniversary Gifts Subcommittee to advise on outreach, participation and individual giving by classes in honor of their reunion and track results. The Development Department shares information on overall AADC fundraising efforts and facilitate sharing of best practices between class volunteers. They also assist the Alumnae Outreach Subcommittee to track class goals, solicit Reunion gifts from classmates, organize volunteer phone-a-thon efforts and draft class solicitation letters and e-mails. Additionally, the Development staff assists the Special Anniversary Gifts Subcommittee in soliciting subscriptions to the AADC's Commemorative 95th Anniversary Journal and in securing corporate sponsorships for the event.

Finance Department

This department contributes to 95th Anniversary Weekend by processing online and paper registration payments, resolving any issues that may arise with these transactions. Throughout the year, the Finance department also processes transactions for Class Treasuries and provides updates, if applicable.

Class Officer Roles & Responsibilities

President

Reunion Planning Responsibilities:

- Represents her class on the Alumnae Outreach Subcommittee;
- Participates on her Class Reunion Committee;
- Personally contact classmates about attending the 95th Anniversary Weekend, making a special gift in honor of their reunion and to consider subscribing to the AADC's Commemorative 95th Anniversary Journal;
- Together with the Vice President, coordinates nominations for new Class Officers. Announces the new officers at Class Gathering during 95th Anniversary Weekend and shares this information with the AADC afterwards; and
- Works with Class Fund Agent to ensure a generous class gift to the AADC Annual Appeal.

General Responsibilities:

- Strongly encouraged to attend Alumnae Council;
- The President fills vacancies in Class Officer ranks as necessary and acts for any officer in the event that officer is incapable or unable to carry out her duties in a timely fashion; and
- Must be an active member of the AADC. An alumna who has contributed a minimum of \$40 will be considered an active member in the fiscal year in which the contribution is made and for the following fiscal year.

Vice President

Reunion Planning Responsibilities:

- Represents her class on the Anniversary and Reunion Events Subcommittee.
- Recruits a Class Reunion Committee and assigns coordinators for various tasks.
- Supervises and coordinates the work of the Class Reunion Committee and its subcommittees, ensuring Class Gathering plans and other efforts fit the framework of the general 95th Anniversary Weekend program; and
- Together with the President, coordinates nominations for new Class Officers.

General Responsibilities:

- Serves as a class representative at Alumnae Council;
- The Vice President acts for the President and represents the President on occasions when the President cannot attend, or in the event the President is temporarily unable to carry out her duties. Assumes the position of Acting President should this position become vacant during her tenure; and
- Must be an active member of the AADC. An alumna who has contributed a minimum of \$40 will be considered an active member in the fiscal year in which the contribution is made and for the following fiscal year.

Secretary

Reunion Planning Responsibilities:

- Represents her class on the Marketing & Promotion Subcommittee;
- Participates on her Class Reunion Committee;
- Reviews Class Letters to promote 95th Anniversary Weekend and AADC Alumnae Reunion Weekend programs and activities, including Class Gatherings;
- Updates Class List and “lost” classmates list when possible. Informs AADC of classmates’ changes in address, marital, or employment status, as well as any classmate deaths; and
- Keeps minutes of class meetings and carries out allied secretarial duties.

General Responsibilities:

- Serves as a class representative at Alumnae Council;
- Writes Class Notes column, which the AADC publishes in the fall and spring;
- Must contact the Class President or Acting President should she be temporarily or permanently unable to carry out her duties. In the event the vacancy is permanent, she should work with the President or Acting President to secure a replacement, if possible; and
- Must be an active member of the AADC. An alumna who has contributed a minimum of \$40 will be considered an active member in the fiscal year in which the contribution is made and for the following fiscal year.

Fund Agent

Reunion Planning Responsibilities:

- Represents her class on the Alumnae Outreach Subcommittee;
- Participates on her Class Reunion Committee;
- Maximizes giving from class members each year, with an extra emphasis in the milestone reunion years. This includes:
 - Attends Alumnae Outreach Subcommittee meetings to receive tips and tools for reaching out to classmates.
 - Conducts personal outreach to classmates and organizes other class volunteers to do so with the goal of reaching or exceeding class participation goals during non-milestone years and a dollar participation goal during milestone years.
 - Works with the AADC Staff and leadership to help with connections to top donor prospects in the class. This may include making personal phone calls or writing personal notes and/or e-mails.
 - Receives frequent updates from the AADC Director of Annual Giving on class progress to goal and shares those progress updates with classmates.
- Helps promote fundraising initiatives for the 95th Anniversary Weekend, which include the AADC’s Commemorative 95th Anniversary Journal and identifying potential corporate, foundation and individual sponsors; and
- Helps disseminate and draw attention to fundraising materials, personally encourages participation in giving and participates in “Thank-A-Thon,” to thank classmates for their gifts.

General Responsibilities:

- Serves as a class representative at Alumnae Council;
- Must contact the Class President or Acting President should she be temporarily or permanently unable to carry out her duties. In the event the vacancy is permanent, she should work with the President or Acting President to secure a replacement, if possible; and
- Must be an active member of the AADC. An alumna who has contributed a minimum of \$40 will be considered an active member in the fiscal year in which the contribution is made and for the following fiscal year.

Alumnae Council Representative**Reunion Planning Responsibilities:**

- Participates on her Class Reunion Committee; and
- Represents her class on any 95th Anniversary Subcommittee they have interest in joining.

General Responsibilities:

- Represents the class at Alumnae Council;
- Informs class of AADC affairs, seeking class opinions on various issues, if pertinent;
- Serves as point person to ensure at least one Class Officer will be at each Alumnae Council meeting;
- Must contact the Class President or Acting President should she be temporarily or permanently unable to carry out her duties. In the event the vacancy is permanent, she should work with the President or acting President to secure a replacement, if possible; and
- Must be an active member of the AADC. An alumna who has contributed a minimum of \$40 will be considered an active member in the fiscal year in which the contribution is made and for the following fiscal year.

Historian (optional)**Reunion Planning Responsibilities:**

- Keeps class scrapbook updated by adding items such as reunion mailings, questionnaires, Class columns from the *Alumnae Magazine* and other publications; and
- Makes scrapbook and other memorabilia items, available at the Class Gathering during the 95th Anniversary Weekend.

General Responsibilities:

- Serves as a class representative at Alumnae Council;
- Must contact the Class President or Acting President should she be temporarily or permanently unable to carry out her duties. In the event the vacancy is permanent, she should work with the President or acting President to secure a replacement, if possible; and
- Must be an active member of the AADC. An alumna who has contributed a minimum of \$40 will be considered an active member in the fiscal year in which the contribution is made and for the following fiscal year.

Class Lists and Resources

In order to facilitate alumnae engagement, the AADC will provide Class Officers with a list containing contact information for all alumnae classified as members of their class. Before the Digitally Distributed Milestone Class Letter is sent in October, the Class President will receive an additional list: a “Lost” List. The “Lost” List is a list of alumnae of whom the AADC has no confirmed “HOME” address, email address, or phone number. Reasons for this categorization include: (1) The AADC has received “Return to Sender” mail without a new address; (2) The AADC only has the alumna’s business address; (3) The alumna is unknowingly deceased. There may be some alumnae on the “Lost” List who have email addresses as well. If an alumna is on the “Lost” List and would like to be removed, she must contact Erika Toth at etoth@douglassalumnae.org to verify her contact information or inform Erika that she is not interested in providing her contact information to the AADC.

If a Class Officer did not attend the August meeting and wishes to receive a list, ***please contact the AADC Staff Liaison assigned to your respective subcommittee (see pgs.4-6)***. The staff liaison will confirm you have a current fiscal year 2018 confidentiality agreement on file, and will provide an electronic version of the Class List thereafter.

Below are some suggested resources and tips to use. Class Secretaries will be responsible for updating the master Class Lists, and providing those updates to the AADC.

The Class Lists are prepared by the alumna’s last name in school/graduation (the senior yearbooks are a good source), known nicknames, and married names where possible. Be sure to have verified full names and spelling (i.e. Sandy may be Sandra, but may also be Cassandra or actually Sandy).

Some helpful pointers about Class Lists:

- ✚ When e-mailing classmates, place e-mail addresses in the BCC line of your e-mail draft to maintain the privacy of their contact information.
- ✚ It is advisable to send out e-mails in small batches to 30-35 classmates at one time, so the e-mails do not get reported as “spam.”
- ✚ The list will not have everyone’s e-mail address; some e-mail addresses included on the list may be outdated or incorrect.
- ✚ Any updated e-mail addresses for a classmate should be reported to the Class Secretary, who will contact the AADC with the information.
- ✚ It is also recommended that classmates fill out the following form online to update their information directly into the AADC database: <http://www.douglassalumnae.org/contact-us/>.
- ✚ Some alumnae have a business address as their “preferred” address.
- ✚ A “birth name” may not be listed because we do not have that information.
- ✚ Any updated name or address information should be reported to the Class Secretary, who will then contact the AADC with the information.
- ✚ Do not share the contact information of a classmate with other classmates unless they agree to it.

With the Lost List, as with the Class List, if a classmate is “found” or notification is received that a classmate has passed away, please have the Class Secretary report this information to the AADC.

Tips on Locating “Lost” Classmates

1. For uncommon names try: www.birthdatabase.com ... enter first and last name and approximate age, and it will bring up everyone nationwide within about a 5 year range of that age. First, last, middle initial, birthday, city, state and zip. Make a list of possibilities to check out, based on year of birth, middle initial if known, and geographic location. The advantage of this one is the limited age range. The disadvantage is that there is no place to enter middle initial or state if you think you know it.

Then there are two databases that help you zero in. They somewhat overlap. Both are free.

2. www.USSEARCH.COM
3. www.privateeye.com

These give great information, depending on how much information you already have. They both will list the same person numerous times, based on various address history. All these databases seem to pull from government records such as DMV and so on. The free version of Private Eye also gives cross reference “possible relatives” information like spouse's name, grown children, etc. who may have been associated with the person. That is a great lead if you hit a dead end with unlisted numbers and are really determined to find someone – the person you seek may be unlisted, but their children may not.

After narrowing down the possibilities, try phone company webpages...

4. www.switchboard.com; or
5. www.whitepages.com

Believe it or not, these search results do not exactly duplicate. Try every combination - first name & last for the whole state, last name only with city, first initial and last name, etc. If the person is unlisted, or if the name is too common, you will run out of luck here.

Other useful websites:

6. <https://pipl.com/http://www.zabasearch.com/>

AADC Alumnae Reunion Weekend

Letters and Communications

In addition to the AADC electronic mailings, some classes, if they have adequate funds in their treasury account, choose to send out additional hardcopy mailings. For example, the Class of 1963 elected to send an additional mailing of its own for their Vanguard 50th reunion. Early mailings covered items such as a 'save-the-date,' and a broad outline of events. Subsequent mailings contained the registration packet with a cover letter from the committee and request for *Reflections* Book submissions.

All class communications are to be reviewed by Anne Marie Russo, Staff Liaison for the Marketing & Promotions Subcommittee, prior to sending them to classmates. The Ruth Schilling Hennessy Alumnae Center may even serve as a location for Class Reunion Committees to convene in order to stuff, print, and post these additional mailings.

In the months before AADC Alumnae Reunion Weekend, it suggested to send several all-class emails or social media posts encouraging classmates to feel free to attend AADC Alumnae Reunion Weekend at the last minute.

Making a Gift in Honor of Your Reunion

Milestone Reunions are the anniversary classes' time to shine! They are occasions for alumnae to commemorate their place in alma mater's history, reflect on what their student and alumnae experience has meant to them and renew their ties with their classmates and the AADC. Reunions are about reminiscing but also about reconnecting. Milestone classes focus their fundraising efforts to increase the financial support provided to the AADC. Alumnae involvement and financial support are essential in allowing the AADC to provide tailored programs and initiatives for the diverse alumnae community and to support the general operations that provide a best-in-class alumnae organization. Per the Agreement, the Annual Appeal is not on behalf of NJC, DRC, Douglass, or Rutgers.

Through the AADC you are part of a vibrant, powerful sisterhood that educates, empowers and engages all alumnae through their lifetimes. It is only through annual alumnae giving that the AADC is able to seize unique opportunities which empower and strengthen our sisterhood.

All outright contributions to the AADC from alumnae during the current fiscal year and preceding four fiscal years (July 1, 2013 – June 30, 2018) will count in the Class Gift totals announced at Reunion Convocation. After the proud procession of milestone classes into Voorhees Chapel, your Class Officers will announce your grand total and participation rate. Sister alumnae of all classes will hear the impact of your class.

Contributions via cash, credit cards, securities, real estate, life insurance and gifts-in-kind to the AADC are all included in the class gift total. Since Milestone Class Gift totals are announced at Reunion, giving early in the fiscal year is encouraged and appreciated.

All members of milestone classes are asked and encouraged to significantly increase support to the AADC during the class' milestone year.

To make a gift in honor of your reunion, please visit Douglassalumnae.org/MakeAGift, or call Director of Annual Giving, Gina Rizza '14 at 732-246-1600 ext. 14.

Milestone Reunion Class Goals

Class	FY14	FY15	FY16	FY17	FY18	5-year Reunion Goal	Total Raised To Date	Dollars To Go	% to Goal
1948	\$148,763	\$47,249	\$ 4,623	\$ 2,885	\$ 600	\$215,000	\$ 204,120	\$ 10,880	95%
1953	\$ 34,846	\$26,027	\$ 15,354	\$ 15,306	\$ 203	\$125,000	\$ 91,736	\$ 33,264	73%
1958	\$ 28,465	\$24,146	\$ 19,950	\$ 9,198	\$ 115	\$100,000	\$ 81,874	\$ 18,126	82%
1963	\$ 41,135	\$31,317	\$ 24,856	\$ 18,544	\$ 50	\$155,000	\$ 115,902	\$ 39,098	75%
1968	\$ 30,123	\$30,750	\$ 19,601	\$ 24,107	\$ 1,045	\$168,000	\$ 105,625	\$ 62,375	63%
1973	\$ 25,285	\$31,452	\$ 21,266	\$ 18,951	\$ 346	\$130,000	\$ 97,299	\$ 32,701	75%
1978	\$ 41,152	\$36,341	\$ 21,194	\$ 15,751	\$ 134	\$140,000	\$ 114,572	\$ 25,428	82%
1983	\$ 27,488	\$28,524	\$ 12,117	\$ 12,174	\$ 110	\$100,000	\$ 80,413	\$ 19,587	80%
1988	\$ 7,595	\$ 6,498	\$ 5,679	\$ 4,844	\$ 30	\$ 32,000	\$ 24,646	\$ 7,354	77%
1993	\$ 12,948	\$14,560	\$ 1,424	\$ 2,341	\$ -	\$ 40,000	\$ 31,273	\$ 8,727	78%
1998	\$ 3,257	\$ 4,225	\$ 2,605	\$ 1,926	\$ 25	\$ 16,000	\$ 12,038	\$ 3,962	75%
2003	\$ 1,570	\$ 2,792	\$ 1,589	\$ 850	\$ 16	\$ 10,000	\$ 6,818	\$ 3,182	68%
2008	\$ 1,794	\$ 1,848	\$ 620	\$ 1,265	\$ -	\$ 8,000	\$ 5,527	\$ 2,473	69%
2013	\$ 165	\$ 215	\$ -	\$ 358	\$ -	\$ 1,300	\$ 738	\$ 562	57%

Participation: Your Gift Makes a Difference!

Class	FY18 Solicitable Alumnae	FY18 Participation Rate Goal	FY18 Alumnae Needed to Reach Goal
1948	95	35%	31
1949	115	35%	39
1950	136	35%	48
1951	136	35%	47
1952	156	35%	55
1953	174	35%	58
1954	163	35%	57
1955	132	35%	46
1956	140	40%	51
1957	161	40%	63
1958	170	35%	58
1959	262	30%	76
1960	229	30%	66
1961	221	30%	63
1962	262	30%	77
1963	363	30%	108
1964	343	30%	102
1965	413	30%	117
1966	441	30%	129
1967	472	30%	139
1968	555	40%	215
1969	557	30%	164
1970	585	20%	114
1971	537	20%	106
1972	626	20%	120
1973	644	20%	127
1974	618	20%	123
1975	704	20%	138
1976	773	20%	153
1977	826	20%	165
1978	769	15%	114
1979	780	15%	112
1980	693	15%	101
1981	807	15%	120
1982	798	15%	119

1983	745	15%	111
1984	707	15%	105
1985	753	10%	71
1986	701	10%	67
1987	756	10%	75
1988	649	10%	65
1989	727	10%	69
1990	821	10%	82
1991	722	10%	71
1992	726	10%	72
1993	772	10%	77
1994	641	10%	64
1995	647	10%	64
1996	626	10%	62
1997	663	10%	65
1998	641	10%	63
1999	639	10%	63
2000	597	10%	59
2001	646	10%	65
2002	706	10%	71
2003	651	10%	65
2004	712	10%	70
2005	703	10%	70
2006	610	10%	60
2007	655	10%	66
2008	588	10%	59
2009	547	10%	55
2010	402	10%	40
2011	387	10%	39
2012	396	10%	40
2013	408	10%	41
2014	431	10%	42
2015	525	10%	52
2016	443	10%	44
2017	580	10%	58



FORWARD TOGETHER AADC's 95th ANNIVERSARY APPEAL

The AADC's Commemorative 95th Anniversary Journal Subscription Opportunities

The AADC's Commemorative 95th Anniversary Journal will be a wonderful memento of the spectacular anniversary celebrations and the generous spirit of Douglass Alumnae who created our rich AADC history and who assure an even greater future!

Consider placing an ad for your business, to honor a classmate or mentor, or to congratulate our honorees or recognize the AADC!

Ad Journal Submissions are due **March 13, 2018.**

Congratulations
to Tina B. Gordon '72
on her 45th Reunion

- From Marilyn Marolda Steiner '65

Congratulations to
Debbie Lynch '79
on receiving the
Margaret T. Corwin Award
- Sharon Cant Yorlano '79

Congratulations
to all our AADC Alumnae Award Recipients
Corwin Award: Debbie Lynch '79
Alumnae Recognition Award:
Donna Coulson '77
Mary Elizabeth Neary '71
Elena Anastasiou Rossi '78
Young Alumna Mabel Award: Heather Tolesco '12
Vanguard Service Award: Victoria Dabrowski Schmidt '12
AADC Medal:
Valerie L. Anderson '81,
Jennifer C. Bender '93, Jeanne M. Fox '75,
Helen M. Galt '69, M. Wilma Harris '66
- Isabel Goll Drzewiecki '61

Dear Class of 1967,
**WELCOME TO THE VANGUARD
YEARS!**
With love from the Class of 1958
Still Great!

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Proceeds from the AADC's Commemorative 95th Anniversary Journal support the mission of the Associate Alumnae of Douglass College. All gifts allow the AADC the flexibility to seize unique opportunities which empower and strengthen our alumnae sisterhood, to direct funds to alumnae initiatives that are of the greatest priority, and to support the general administration which allows the AADC to be a best-in-class alumnae organization. As per the Agreement, the AADC Annual Appeal is not on behalf of NJC, DRC, Douglass, or Rutgers.

AADC's Commemorative 95th Anniversary Journal

Subscription Opportunities

Ad Size	Dimensions	Subscription	Quantity	Total
Inside Front Cover * also available with Platinum Sponsorship; see Gala reply form	8 ½" x 11"	\$3,000		
Inside Back Cover * also available with Platinum Sponsorship; see Gala reply form	8 ½" x 11"	\$2,500		
Outside Back Cover * also available with Platinum Sponsorship; see Gala reply form	8 ½" x 11"	\$2,500		
Full Gold Page * also available with Gold Sponsorship; see Gala reply form	8 ½" x 11"	\$2,000		
Full Silver Page * also available with Silver Sponsorship; see Gala reply form	8 ½" x 11"	\$1,000		
Full (white) Page	8 ½" x 11"	\$500		
Half Page	8 ½" x 5 ½"	\$250		
Quarter Page	4 ¼" x 5 ½"	\$125		
Business Card	2" x 3 ½"	\$95		
Greeting	50 characters	\$35		
Total				

By signing below, you authorize the Associate Alumnae of Douglass College to publish your advertisement or message in its Commemorative 95th Anniversary Journal.

Company/Firm/Individual Name: _____

Address: _____

Phone: _____ **Fax:** _____

E-mail: _____

Signature: _____

Print Name: _____

Total Amount Enclosed: \$ _____ **Check No.** _____

Per the Agreement, the AADC Annual Appeal is not on behalf of NJC, DRC, Douglass or Rutgers.

Please make checks payable to "AADC" or to "Associate Alumnae of Douglass College"
 Send to: Associate Alumnae of Douglass College, 181 Ryders Lane, New Brunswick, NJ 08901.
 To pay by credit card or for further information regarding journal or event attendance, please visit
www.douglassalumnae.org/reunion/ or call 732-246-1600.

Please attach your message or dedication to this form, mail one to the address above, or email to
douglassalumnae@douglassalumnae.org. If you would like to include a logo or "print ready" artwork in your ad, please
 forward it electronically to douglassalumnae@douglassalumnae.org.

Template for Milestone Class Letter

Class of {class year} - Xth Reunion 2018 Celebrating 95 Years of Sisterhood

Dear Classmates,

It hardly seems possible that our Xth reunion is here! This year's Alumnae Reunion Weekend will take place on **Thursday, April 19 through Saturday, April 21**, during the AADC's special 95th Anniversary Weekend celebration. I/We ask that you bring your fond memories and a classmate (or two!) to this celebratory Reunion. Preparations for this special occasion are underway, and I/we welcome your participation on the Reunion Planning Committee. For more information, please contact Chair, {name and contact information}. In addition, I/we want to bring a few items to your attention:

Class Officer Nominations – Nominations for the 2018-2023 term are being accepted. Nominate yourself, or a classmate, for any of the following positions: President, Vice President, Secretary, Fund Agent, Alumnae Council Representative, or Historian. Send the name, address, telephone number, and e-mail address of your nominees to me/us at {email}.

Reunion Class Gifts - Reunion class gifts have a tremendous impact on the AADC's alumnae events and initiatives. Your support means connecting alumnae to each other, our alumnae organization, and unique enrichment opportunities with lasting impact for all alumnae. The Annual Appeal is not on behalf of NJC, DRC, Douglass, or Rutgers. Please consider a special gift to the AADC Annual Appeal in honor of our reunion. Our class goal in celebration of our milestone year is {goal} (this is a goal for five years since our last milestone reunion in 2013) and we have already raised {amount}. Please give generously to the AADC Annual Appeal and be there when we announce our grand total at Convocation. Kindly make checks payable to “the AADC Annual Appeal” or visit www.douglassalumnae.org/makeagift. We thank those of you who have contributed generously, helping to continue the AADC's 95-years-strong legacy of educating, empowering and engaging all Douglass alumnae.

AADC's 95th Anniversary Forward Together Gala and/or Commemorative 95th Anniversary Ad Journal – Please be on the lookout for special opportunities to serve as a sponsor for the AADC's 95th Anniversary Forward Together Gala, scheduled for Saturday evening, April 21, and for our Commemorative 95th Anniversary Ad Journal. These are once in a lifetime opportunities to celebrate 95 years of the impactful alumnae connections made possible through our alumnae association. For more information, please visit www.douglassalumnae.org/aadc-95th-anniversary-reunion. The AADC's 95th Anniversary Forward Together Gala invitation will be forthcoming.

Missing Classmates – We have provided a list of classmates for whom we do not have contact information. If you can provide any information, please contact the AADC at douglassalumnae@douglassalumnae.org or 732-246-1600.

On behalf of all of our classmates, I/we look forward to seeing you back on campus for Alumnae Reunion Weekend April 19 – 21, 2018.

Sincerely,

{Name(s), Title(s), Contact Information}

AADC 95th Anniversary Reunion Weekend 2018 --Timeline

Date: April 19 - 21, 2018

Location: Douglass Campus

Timeframe

Action

August

Thursday, August 24, 2017 Reunion Class Officers/Volunteer Orientation

September

Tuesday, Sept. 12, 2017 Anniversary & Reunion Events Subcommittee Meeting @ 6:00pm

Tuesday, Sept. 19, 2017 Marketing & Promotion Subcommittee Meeting @ 5:30pm

Monday, Sept. 25, 2017 Deadline to submit edits to Digitally Distributed Milestone Class Letter

October

Monday, Oct. 2, 2017 Alumnae Outreach Subcommittee Training - Pizza @ 6:00pm; Meeting @ 6:30pm

Wednesday, Oct. 11, 2017 Digitally Distributed Milestone Class Letter & Lost List sent

Wednesday, Oct. 11, 2017 Anniversary & Reunion Events Subcommittee Meeting @ 6:00pm

Monday, Oct. 16, 2017 Marketing & Promotion Subcommittee Meeting @ 5:30pm

Monday, Oct. 30, 2017 Deadline for the Class of 1968 to submit Vanguard 50th program proposal

November

Saturday, Nov. 11, 2017 Alumnae Outreach Subcommittee Meeting @ 1:00pm

Tuesday, Nov. 14, 2017 Anniversary & Reunion Events Subcommittee Meeting @ 6:00pm

Monday, Nov. 20, 2017 Marketing & Promotion Subcommittee Meeting @ 5:30pm

Thursday, Nov. 30, 2017 Deadline to submit Class Gathering details

December 2017

Tuesday, Dec. 12, 2017 Anniversary & Reunion Events Subcommittee Meeting @ 6:00pm

Monday, Dec. 18, 2017 Marketing & Promotion Subcommittee Meeting @ 5:30pm

January 2018

Tuesday, Jan. 9, 2018	Anniversary & Reunion Events Subcommittee Meeting @ 6:00pm
Monday, Jan. 15, 2018	Deadline to submit Draft of Hard Copy Class of 1968 Letter
Tuesday, Jan. 16, 2018	Marketing & Promotion Subcommittee Meeting @ 5:30pm
Thursday, Jan. 18, 2018	Alumnae Outreach Subcommittee Meeting @ 6:30pm
Wednesday, Jan. 31, 2018	Hard Copy Class of 1968 Letter sent via USPS
Wednesday, Jan. 31, 2018	Vanguard Fifty Society Classes (1930s - 1967) Hard Copy Letter sent via USPS

February

Thursday, Feb. 1, 2018	Deadline for Milestone Class Officer Nominations to the AADC
Tuesday, Feb. 6, 2018	Anniversary & Reunion Events Subcommittee Meeting @ 6:00pm
Tuesday, Feb. 20, 2018	Marketing & Promotion Subcommittee Meeting @ 5:30pm
Friday, Feb. 23, 2018	Class Ballots for Milestone Class Officer Elections distributed via email

March

Tuesday, Mar. 13, 2018	AADC's Commemorative 95th Anniversary Journal submission deadline
Tuesday, Mar. 13, 2018	Anniversary & Reunion Events Subcommittee Meeting @ 6:00pm
Wednesday, Mar. 14, 2018	Alumnae Outreach Subcommittee Meeting @ 6:30pm
Monday, Mar. 19, 2018	Marketing & Promotion Subcommittee Meeting @ 5:30pm

April

April 19 - April 21, 2018	**95th Anniversary Reunion Weekend**
Saturday, April 21, 2018	Class Officer elections at Class Gatherings
Friday, April 27, 2018	Newly elected Class Officer Lists due to AADC

May

Tuesday, May 15, 2018	Alumnae Outreach Subcommittee Meeting @ 6:30pm
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AADC 95th Anniversary and Reunion Planning

Subcommittee Meetings

The Chair of each 95th Anniversary Weekend Subcommittee plans their own meetings, deciding upon frequency, dates and times of these gatherings. Similarly, Class Reunion Committees determine frequency and location of their meetings.

Anniversary and Reunion Events Subcommittee Meeting Schedule

Tuesday, September 12	6:00 pm meeting
Wednesday, October 11	6:00 pm meeting
Tuesday, November 14	6:00 pm meeting
Tuesday, December 12	6:00 pm meeting
Tuesday, January 9, 2018	6:00 pm meeting
Tuesday, February 6	6:00 pm meeting
Tuesday, March 13	6:00 pm meeting

Alumnae Outreach Subcommittee Meeting Schedule

Monday, October 2 (Training)	6:00pm Pizza Dinner; 6:30pm Meeting (Alumnae Center)
Saturday, November 11	1:00pm-2:00pm (Alumnae Center – after Alumnae Council)
Thursday, January 18, 2018	6:30pm (Phone Only)
Wednesday, March 14	6:30pm (Alumnae Center)
Tuesday, May 15	6:30pm (Phone Only)

Marketing & Promotion Subcommittee Meeting Schedule

Tuesday, September 19	5:30 pm meeting
Monday, October 16	5:30 pm meeting
Monday, November 20	5:30 pm meeting
Monday, December 18	5:30 pm meeting
Tuesday, January 16, 2018	5:30 pm meeting
Tuesday, February 20	5:30 pm meeting
Monday, March 19	5:30 pm meeting

Preliminary Program for AADC 95th Anniversary Reunion Weekend

Thursday, April 19, 2018

6:00 – 9:00 PM: AADC Evening Honoring Benefactors Zimmerli Art Museum

Friday, April 20, 2018

12:00 – 2:00 PM: Vanguard Luncheon Trayes Hall, Douglass Student Center

2:00 – 5:00 PM: Afternoon Tours/Workshops Douglass Student Center

Saturday, April 21, 2018

9:00 – 11:30 AM: Convocation/Milestone Classes Parade
Alumnae Awards Voorhees Chapel

12:00 – 2:00 PM: Sisterhood BBQ Lunch Antilles Field

2:00 – 4:30 PM: Afternoon Tours
Respite
Class Photos
Class Gatherings Campus Locations TBD

6:00 – 9:00 PM: Forward Together Gala Heldrich Hotel, New Brunswick

Important AADC Event Dates for 2017-2018

Visit douglassalumnae.org for registration and information about events and programs throughout the year!

September 2017

- 14 **AADC Young Alumnae Network Sisterhood Book Club Online Discussion**
Online discussion, beginning at 6:00 pm
AADC YAN hosts this online discussion about the book “Essentialism: The Disciplined Pursuit of Less,” by Greg McKeown. RSVP at aadcyan@gmail.com.
- 16 **AADC Presents the Second Annual Victoria Dabrowski Schmidt '42 Workplace & Professional Development Symposium**
Douglass Student Center, 8:00 am – 5:00 pm
This innovative program provides speakers, panels, workshops and networking opportunities to further the development of alumnae.

October 2017

- 19 **AADC Young Alumnae Network Sisterhood Book Club Gathering**
Ruth Schilling Hennessy Alumnae Center, 5:00 pm
AADC YAN will host a special pre-lecture discussion about “Half the Sky,” co-authored by this year’s featured speaker, Nicholas Kristof. Refreshments will be provided and seating will be reserved for book club attendees.
- 19 **Annual L’Hommedieu Lecture featuring Nicholas Kristof, Pulitzer Prize-winning Journalist, Columnist and Best-Selling Author: "A Path Appears: How Women Can Change the World"**
Douglass Student Center, 7:00 pm
The AADC presents the L’Hommedieu Lecture on campus through the generosity of the late Frances Bradley L’Hommedieu '26. Join us on October 19 for this special lecture and book signing.

November 2017

- 11 **Fall Alumnae Council**
Neilson Dining Hall, 8:30 am
Bi-annual meeting for current alumnae leaders.

February 2018

- TBD **AADC Young Alumnae Network Cabin Fever & Sweet Treat Competition**
Ruth Schilling Hennessy Alumnae Center
This popular event offers alumnae an opportunity to connect through creative and tasty endeavors.

March 2018

- TBD **Annual Zagoren Lecture**
Traves Hall, Douglass Student Center
Public lecture created to honor the late Adelaide Marcus Zagoren '40 that highlights an alumna speaker.

April 2018

- 19-21 **95th Anniversary Weekend**
Douglass Campus/The Heldrich Hotel
Stay tuned for more details coming soon!

May 2018

- 5 **Spring Alumnae Council**
Douglass Student Center, 8:30 am
Bi-annual meeting for current alumnae leaders.