



Jackson State University

Class Reunion
Planning Guide

Greetings Jacksonians



On behalf of the Department of Alumni and Constituency Relations and the entire Jackson State University Family, I extend a warm invitation to the 50th Golden Class, to return to our Dear Ole College Home to celebrate your Anniversary.

Your class reunion is an opportunity to reflect on the impact Jackson State University has had on your life and reinforce a common sense of belonging to the Alumni Family. The Department of Alumni and Constituency Relations is partnering with your Reunion Class Leaders to create a reunion that will be meaningful and memorable, and provide many opportunities for you to reconnect and have fun!

This guide will provide information you will need to get started. I assure you that the DACR will work to ensure that your reunion will be a wonderful success and enjoyable experience for all. Please do not hesitate to contact me at 601-979-6944, or tabatha.terrell-brooks@jsums.edu for more information.

With Tiger Spirit,

*Tammy Terrell-Brooks, '06
Director of Alumni and Constituency Relations
Jackson State University*

Department of Alumni and Constituency Relations

The Jackson State University Department of Alumni and Constituency Relations' mission is to foster mutually beneficial, lifelong relationships among the University, alumni and constituents.

The Department of Alumni and Constituency Relations is under the umbrella of the JSU Division of Institutional Advancement and works in collaboration with the Jackson State University National Alumni Association, Inc. (JSUNAA). Through this office, continuous efforts are made to provide high-quality programs, events, and services that foster lifelong relationships with alumni, to encourage financial support and active engagement with the University.

It is our vision to CONNECT, ENGAGE & SERVE... with Tiger PRIDE!

Promote the interest of our beloved institution and strengthen its base of support

Reunite Jacksonians in the life of the University

Inspire loyalty and pride among current and future alumni

Develop, coordinate and promote programs for alumni to keep them connected with the University and each other

Enrich the alumni experience and foster mutually beneficial relationships in the JSU Community

Reunion Planning Guide

Celebrating your class anniversary is an exciting time and a great honor. It is not only a time for you to catch up with old friends and alumni, but also a “Celebration of Life.”

The time has come for you to start exploring reunion opportunities. It is important to start planning your reunion as early as possible, most often recommended a year or more out.

There is no standard reunion format, but this guide was designed to provide much of the information you will need to get started.

As you plan your event, you will likely have some questions or need additional information. The Department of Alumni & Constituency Relations’ will support you with your plans. We can offer you best practices from past reunions and provide feedback or expertise as requested.

We want your reunion to be a terrific success and an enjoyable experience for everyone, so please do not hesitate to contact us with any questions or concerns.

JSU Department of Alumni & Constituency Relations
1400 J.R. Lynch Street
P. O. Box 17820
Jackson, MS 39217
601-979-2942



Giving to Jackson State University

Class Goal: The Reunion Committee is encouraged to identify a goal for your gift to the university. A member of the Department of Alumni and Constituency Relations' staff will work with you to assist in establishing an attainable reunion goal. Lead gifts will help set the pattern of giving for everyone in the class and be predictive of the final total. Gifts of all sizes will be needed, so be realistic yet ambitious. The goal is extremely important, and as the reunion weekend nears, it will be a valuable marketing tool. If your committee wants to explore donation options, a staff member will also meet with your committee to determine the best course of action based on your class's giving history and your committee's interests.

Class Reunion Gift: Your reunion year is a special time to reconnect with classmates and to celebrate how your Jackson State University education has affected your life. Each year, during JSU's Homecoming and Reunion Weekend, reunion classes honor the university with a comprehensive gift that includes class members' contributions to the Annual Fund and to other priorities of the university. This year we are focusing on the following classes: 1966, 1971, 1976, 1981, 1986, 1991, 1996, 2001, 2006, 2011, and 2016.

Endowed Scholarships: A minimum of \$25,000 is needed to start an endowment. This amount can be paid over five years; however, it will not be endowed until the entire amount is received. Endowments are eligible for Title III Federal Match. This match is a dollar for dollar match that increases the endowment principle. A minimum commitment of \$25,000 is required for the match, and the principal and the match will remain intact. The scholarship award criteria is determined by the donor. The Endowment must be invested for one full year with a current payout of 4% to the Foundation. Endowment scholarships are only available when investment earnings exceed the endowment principle. Additional gifts can be made to the corpus (principal) or to the spending account.

Endowment Gains, Losses, and Fees: These are fees charged by Merrill Lynch to manage the investment. Gains/Losses: the gains and losses earned on the endowment. These amounts vary based on market results and endowment sizes. The bank fees and gains/losses are calculated quarterly and are applied to each account as a percentage of the total endowment. Administrative fee is a 4% fee charged on new gifts that supports the operations of the Foundation, including, audits, accounting, legal fees, scholarships, sponsorships, fundraising cost, events and Multiple University Programs.

Why Should You Give?

- An annual gift of *any size*, each and every year, indicates an alumni's vote of confidence and symbolizes your inspired gratitude for your experience at JSU.
- An endowed scholarship will ensure that future generations will benefit from your generosity. This gift will live on for generations to come!
- The annual giving rate is a part of the formula to determine school ranking in publications such as *U.S. News and World Report*. A high ranking helps JSU attract the best and brightest students and faculty and showcases *your pride*, for your alma mater, to the world.
- Some foundations and other grant-making organizations look at the number of gifts, rather than dollar amounts, when determining grant requests. Your gift could help JSU secure thousands of dollars in funding.

Committee Overview

Every class is unique, and these milestone reunions are particularly successful when class members are actively involved in setting the proper tone for the event.

Each class or group will have a Reunion Committee consisting of:

- Class Agent(s)
- Committee Members
- Alumni Board Representative
- Alumni & Constituency Relations Office Liaison

CLASS AGENT

The Class Agent serves as the class leader and organizer of classmates, class activities, and reunion class gift during your reunion year.

Duties of the Class Agent

- Appeal to your classmates for participation in Reunion and Homecoming activities and support of the Reunion Class Gift.
- Draft your class letter to mail to your classmate. Share draft with Alumni Affairs Director.
- Recruit additional Reunion Committee members (if needed).
- Set Reunion Committee meeting times and prepare agendas.
- Lead Reunion Committee conference calls.
- Record minutes of Committee conference calls (or select a committee secretary).
- Follow up with Reunion Committee members to ensure tasks are accomplished in a timely fashion.
- Encourage each class member to mail in a contribution to the Development Office (on the memo line include class of ____ gift).
- Act as the official liaison between the Development Officer and your classmates.
- Provide frequent updates on your class financial gift status to your committee members.
- Encourage your classmates to participate in Homecoming Alumni Activities to promote fellowship in the **Tiger Spirit**.
- Attend Homecoming Weekend and welcome fellow Tigers to your reunion event(s).
- Be prepared to make a check presentation during the annual homecoming brunch or luncheon

COMMITTEE MEMBERS

The Class Agent and committee members are responsible for providing programming and activities that balance the interests of the class with time for each classmate to enjoy reminiscing and visiting with old friends.

Each member of the reunion committee should be enthusiastic, organized, and detail-oriented. To stimulate that JSU class spirit and broaden interest, we recommend selecting a cross-section of volunteers, not simply classmates from the same social groups. Except for certain positions (e.g., class president, class agent, and class treasurer), roles and responsibilities on the reunion planning committee are flexible. Responsibilities can be shared, increasing the number of alumni involved and decreasing individual workloads.

Duties of Reunion Committee Members

- Participate in committee conference calls.
- Connect with classmates, in a personal manner, to encourage their attendance at Reunion activities.
- Maintain one-on-one contact with classmates to include phone calls, handwritten postcards, electronic postcards, e-mails, and e-mail blasts to classmates.
- Update contact information for classmates who have outdated information and forward updates to Department of Alumni and Constituency Relations.
- Invite class members to attend the annual Homecoming brunch or luncheon where the class gift will be presented.
- Work with committee members to determine a financial goal. All checks should be made payable to the Development Foundation and mailed to the P.O. Box 17820, Jackson, MS 39217 (Memo Class ___)
- Serve as the presenter for the class and presenting the gift at the reunion homecoming luncheon/or brunch.

Please contact the Department of Alumni and Constituency Relations if you have any questions regarding

How We Can Help

What to Expect from the Department of Alumni and Constituency Relations

The Department of Alumni and Constituency Relations is happy to assist you in planning your reunion. Below are some things we can do for you:

- Provide an alumni office liaison.
- Provide you with a class list, including addresses, phone numbers, and emails
- Provide a reunion planning checklist
- Assist in writing letters/emails to classmates or provide samples of similar letters
- Offer information on hotel accommodation.
- Handle the logistics of at least one class mailing (i.e. save-the-date card)
- Assist in promoting your participation in the homecoming reunion weekend.

Class Reunion Planning Checklist

Form a reunion committee

- Elect a Class Agent (Chairperson)
- Form a committee of classmates
- Establish regular reunion committee meetings
- Survey classmates regarding the amount of your financial gift
- Decide on venue and format of events
- Send out Save-the-Date cards
- Develop classmate contact listing
- Work with the Department of Alumni and Constituency Relations to work with hotel accommodation
- Check presentation will be held during the annual Society of Golden Classes (50th Class reunion members)

Contact Information

Department of Alumni and Constituency Relations

P.O. Box 17820
Jackson, MS 39217
Phone: (601) 979-2281

JSU Development Foundation, Inc.

Phone: (601) 979-2282
Fax: (601) 979-3786

I' Would Love to Help

Your help is needed to assist in organizing a memorable Reunion for your class. It's easy and fun!
Reunion <YEAR> will be held <DATE>.

Name: _____

Name while on campus, if applicable: _____

Class year: _____ Email Address: _____

Mailing Address: _____

City, State: _____

Telephone: _____ Email: _____

How would you like to be involved with planning your Class Reunion?

- Contacting classmates about attending the Class Reunion
- Helping with the class website or Facebook page
- Suggesting ideas and organizing Reunion programs
- Contacting classmates about participating in the class gift

Please share any particular areas of interest, expand on the above, or share other ways that you would like to help.



SETTING GOALS

Reunion Class Goals

Each year, Reunion Classes establish a class gift and set philanthropic goals to honor their connections with Jackson State University. The Reunion <YEAR> class goals are all about participation — The more classmates who give, the higher the giving participation percentage!

Use this form to submit your class goals for Reunion <YEAR>. Please submit only one form per class.

Class Year _____

Reunion Gift Dollar Goal _____

Reunion Gift Participation Goal (%) _____

Reunion Attendance Goal (#) _____

Reunion Attendance Goal (%) _____

Other _____

[Make a Gift Today](#)

REGISTRATION FORM

Join us as we celebrate with the Class of XXXX

Class Reunion

Please complete registration form to assist the committee in getting a count of your participation to the events of the Class Reunion.
Please return this form by <DATE>

Name: _____

Name while on campus, if applicable: _____

Class year: _____ Degree: _____ Major: _____

Mailing Address: _____

City, State: _____

Telephone: _ (____) _____ Email: _____

Please mark your selections below:



REUNION GIFT

The Class Reunion is an essential opportunity for alumni and classes to show support for today's students and to ensure that a quality JSU education remains accessible each year for as many qualified students as possible.

Every gift helps every year, but reunion years are special. **During a reunion year, volunteers encourage alumni to consider increasing their level of support to anywhere from 3 to 10 times their typical non-reunion-year gift** (for example: an alum who normally gives \$100 might stretch to \$600 for the reunion year).

Though reunion classes represent just a fragment of alumni (approximately 20%), their increased gifts could account for 30% - 40% of the total dollars raised by the Development Foundation each year. Reunion volunteers play a key role in explaining the importance of increased gifts to classmates, ensuring that the University has the support it needs.

SAMPLE

LEGACY GIFT LETTER

<DATE>

Dear Classmate:

The Class of <YEAR> is gearing up for its XXth Class Reunion <DATE>, on the campus of Jackson State University. We are requesting that all class members make a contribution to our alma mater. Our goal is to contribute \$_____. The planning committee has been informed of a matching grant via the JSU Development Foundation. If \$_____ is donated from the Class of <YEAR>, the grant will match this amount, and we can establish a \$_____ endowed scholarship.

Jackson State made it possible for all of us to have more fruitful and productive lives. Indeed, the many achievements of class members exemplifies this. Now, it is our turn to show our loyalty and gratitude to JSU.

If you have not registered for Class activities, you still have time to submit your information and payment. Please make your check payable to the JSU Development Foundation and mail it to the Department of Alumni and Constituency Relations, P.O. Box 17820, Jackson, MS 39217. **Be sure to write "Class of <YEAR>" on the memo line.** We are requesting your payment by <DATE>.

Please note the following payment options for Class activities:

1. **Class Incidentals:** \$_____ (covers expenses for the class reunion)
2. **Academic Regalia Rental:** \$51.75 (keepsake cap and tassel)
3. **Academic Regalia Rental:** \$49.50 (tassel only). This check must be made payable to the JSU Bookstore; however you can mail it to the Department of Alumni and Constituency Relations along with your class gift.
4. **Class Gift:** Suggested Amounts: \$_____ or more.

We are looking forward to your participation in this year's Class Reunion. Please join us for an exciting and memorable weekend in <MONTH>.

Sincerely,

XXXXXXXXXXXXXX



SAVE THE DATE CARD

It's hard to believe that it's been XX years!

Come and reminisce with the Class of XXXX of

Jackson State University

<DATE>

<ADDRESS>

<ADDRESS>

\$_____ per person
Includes

SAMPLE



Tigers Reunite

*You didn't realize
you were making memories*

*You just thought
you were having fun!*

