
May 2010

Dear Reunion Volunteer,

Thank you for volunteering to be involved with your upcoming Reunion!

A lively Reunion holds something for everyone. Some alumni come to visit with classmates with whom they shared their Bates experience, some enjoy the interesting conversations and intellectual stimulation that is a part of any Bates gathering, some return to reconnect with their past, and some come out of sheer curiosity.

The success of any Reunion depends in large part on the energy and enthusiasm of its volunteer leaders. Many classmates will elect to work on planning the weekend, generating enthusiasm for the event, and encouraging classmates to attend. Others, while also encouraging interest in the event, raise critical funds for the College through their efforts on behalf of the Reunion gift. And several members of your class will be involved with the entire Reunion effort!

Your leadership role is vital to your class and to the College’s future. By planning a celebration that is full of fun, friends, and fellowship, and by taking the time to ask your classmates to support Bates as part of your Reunion celebration, you send the message that Bates is an important priority. We are very grateful for your time and energy during this very special year.

Please use this handbook as a guide for your work on your Reunion Committee. In addition, staff from the Alumni and Parent Programs and Annual Giving offices are available to answer your questions and assist you in whatever way possible. Good luck and have fun!

Sincerely,

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President, Bates College Alumni Association
Bates Fund Co-Chair

Leah Wiedmann Gailey ’97
Interim Director, Office of Alumni and Parent Programs

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Director of Annual Giving
# Planning Your Bates Reunion

## A Sourcebook for Volunteers 2010-11

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YOUR BATES REUNION

What Makes a Successful Reunion?

For the College, in addition to providing an enjoyable experience for all who attend, a successful class Reunion is marked by three quantifiable components: attendance, giving, and participation.

1. High levels of attendance contribute to a more memorable Reunion, which, in turn, leads to higher levels of attendance at future Reunions. Reunion is a great time for alumni to reconnect with Bates friends, to make new friends with classmates they may not have known as a student, and to rediscover their connection to the College itself.

What makes Reunion Weekend successful will, of course, vary from person to person. For some classmates, it may be the opportunity to visit with old friends, or attend stimulating lectures. For others, it will be the satisfaction of helping their class break a record, or win a softball game, or perhaps the sheer joy of walking the campus and rediscovering old haunts.

2. Reunion giving is a crucial component of the College’s annual budget and helps Bates achieve its educational mission. During this year, you and your classmates will be asked to commemorate your Reunion by making a stretch gift to Bates. We hope that you will take up the challenge and help raise the money that is vital to the ongoing financial well-being of the College.

3. Participation in the class gift is an important demonstration of alumni loyalty to Bates, and gifts of every size work together to make a difference in the life of the College. The importance of consistent giving to Bates, at any level, can best be encouraged by classmates.

As you can see from the attendance, giving, and participation records listed in Appendix 1, Bates alumni have worked hard to support their College during Reunion years!
Reunion Leadership Roles and Responsibilities

Reunion Committee Chairs

A group of volunteers from each class leads the gift and programming efforts for Reunion. Sometimes two or three classmates serve as co-chairs, in other cases the effort is led by a single volunteer.

- **Program Chair**: The Program chair is responsible for recruiting and coordinating the efforts of those who plan class events and work to maximize attendance at Reunion. It is important to bring new faces onto the team to ensure that your Reunion includes a wide range of classmates. By involving a large number of people from different groups within the class, the chair adds to the enthusiasm of the enterprise, increases the number of imaginative ideas, decreases the work any one person must do, and generates the intangible qualities that distinguish a great Reunion. Recruiting a broad range of volunteers encourages high attendance and helps ensure that the final program will have something for everyone.

- **Gift Committee Chair**: The Gift Committee chair is responsible for recruiting and coordinating the efforts of those charged with raising the Reunion Class Gift to Bates. The Gift Chair works closely with the Annual Giving office on setting class goals and recruiting a strong and active gift committee. Reunion gifts are an important part of the Reunion tradition at Bates and essential for the College’s continued excellence. The work of the Reunion Gift Committee is further described below and in the Reunion Fundraising section of this manual.

The leaders of the Reunion Committee are also responsible for setting the fee classmates will be charged for attending the weekend’s festivities. This includes a set amount for registration and College-subsidized events, plus enough additional funding to cover all anticipated expenses for the Class. See page 22 for more information.

Reunion Committee

Involvement in the Reunion Committee offers a wide range of opportunities and projects, including the Reunion Gift Committee, Parade, Class Banquet, Hospitality Suite, Attendance, Yearbook, and electing class officers. Brief descriptions of each activity follow:

- **Gift Volunteers**: The Gift Committee is responsible for helping to raise the Class Gift for Reunion. Reunion gift volunteers are a vital link between Bates and the class. Their greatest contribution is a personal touch – something only a classmate can provide. By reaching out to assigned classmates, sharing reunion news, and spreading the word about the importance of supporting the Bates Fund, they help to build a class network and foster a relationship with Bates. Their heartfelt personal appeals can reflect Bates’ most important financial needs, and a prompt thank-you can help cement a classmate’s relationship with the College.
This work is critical to Bates and to the success of each class’ overall Reunion effort. Each Reunion gift volunteer assumes the following responsibilities for the year:

- Make a gift or pledge to the College early in the fiscal year.
- Solicit gifts from prospective donors for a total of 8-10 solicitation assignments.
- Report results to the class gift chair(s) and staff fundraising liaison.

Once calling assignments are made, your staff liaison will provide you with a calling packet that contains all the information you need to know to comfortably make those calls. Included in your calling packet will be contact information on your assigned classmates, a calling script, talking points, FAQs, and information on Reunion, the Bates Fund, and Bates in general. If you receive your packet and feel you need more information or have questions, don’t hesitate to contact your staff liaison. He/she will be able to help you with any part of the fundraising process, so please rely on him/her! See page 24 for more information on Reunion fundraising.

- **Program Volunteers:** The Program Committee is responsible for brainstorming and coordinating the various events during the weekend. This includes class programming, the parade, the class banquet, the yearbook (if applicable), and class elections. This group is also charged with building attendance for the weekend. Details of each of these responsibilities are listed below.

**Class Programming**

These volunteers develop class-sponsored topical discussions, panels and lectures, demonstrations, or athletic events during Reunion Weekend. An extraordinary collection of individuals gather for Reunion – alumni, their families and guests, a number of faculty and staff, and current students. The mix of interests, abilities, professions, avocations, and characters is amazing. The trick is to find those classmates who, alone or with other classmates or faculty, can create interesting and engaging programs for your class. Programs might include book signings, panel discussions, readings, or recitals. You may want to think about faculty members — retired or still teaching — who your classmates would like to see and invite them early to participate in your programs. In recent years, Reunion classes have sponsored a fly-fishing demonstration, musical performances, yoga classes, and lectures on a wide variety of topics.

Some classes may want to organize softball or volleyball games, a tennis round-robin, a bird walk or a fun run. Please contact your staff programming liaison to request equipment and reservations for the facilities. There is a limited supply of equipment and venues, so please put in your request early.

Each classroom program will typically run 40 minutes, followed by a 10-minute question and answer session. We recommend that each class sponsor at least two programs. Once all the program information has been received, the Office of Alumni and Parent Programs will assign times and locations for your programs. Because this is a complicated process, we ask that you not request specific times for your programs unless participants are unavailable at certain hours.
Parade
These volunteers determine a theme and costume for the annual Reunion parade and arrange for the purchase and distribution of parade attire and/or props to classmates, as well as select and provide mementos for classmates and their families. The Alumni Parade on Saturday morning offers a wonderful chance for classes to show their spirit. The College will provide a banner for each class; the rest of the fun is up to the class itself. Most classes opt to carry a series of placards and/or have a costume or “uniform” for each classmate. The parade is organized by class, oldest to youngest. Prizes are awarded to the classes with the best outfits and the most spirited presentation.

Your staff programming liaison can help you select vendors for ordering parade attire and souvenirs, or you may wish to work with someone in your area. Some ideas for Reunion souvenirs are listed below.

- Baseball caps
- Beach towels
- Sun visors
- Flip flops
- Golf umbrellas
- Lanyards or key chains
- Polo shirts
- T-shirts
- Stadium cups
- Tote bags
- Frisbees
- Coffee or travel mugs
- Glasses (wine, juice, pilsner)
- Fleece blankets
- Tote bags

Design work related to your Reunion theme is done through a vendor or a talented classmate. To help support your design, the Office of Alumni and Parent Programs can provide camera-ready artwork of the Bates word-mark or the Bobcat. The PMS ink number for Bates garnet is #201.

If you order from an out-of-town supplier, the Office of Alumni and Parent Programs can store your souvenirs until you arrive for Reunion. Please have items shipped to: Alumni House, 67 Campus Avenue, Lewiston, Maine 04240 at least one week prior to Reunion. Each carton should be labeled clearly showing your class year and the fact that it is for Reunion (e.g. “Class of 1960 Reunion”). Unless otherwise instructed, we will have your cartons delivered to the on-campus room of the program chair before his/her arrival.

Class Banquet
These volunteers organize the best-attended event of the Reunion. For many, Saturday evening is the highlight of Reunion weekend, the time when the largest number of classmates gathers together. We encourage those planning this special event to think about what would be the most fun for the class – it isn’t always a sit-down banquet! While formal dinners may suit some classes, others may find that a BBQ or family-friendly buffet works better.

Your staff programming liaison will be a valuable resource as you plan your banquet. Whether you decide to stay on campus or go to a restaurant or a park off campus, they will be able to coordinate your banquet through Bates Dining Services, or to suggest a restaurant or caterer. If your dinner will be off campus, we suggest that you build in the small cost of bus transportation to and from campus to minimize any problems.
with alcohol and driving. Please see Appendix 4 for restaurant/catering suggestions, capacities of different spaces on campus, and the Bates Dining Services catering menu.

Because on-campus spaces are limited by capacity, the Office of Alumni and Parent Programs will make final decisions about banquet locations after the registration deadline, based on the number of alumni registered for each class.

In addition to the location and menu, the class banquet subcommittee determines the program for the evening. Featured speakers are often faculty or members of the class. All speakers should be encouraged to make their remarks fairly brief. The dinner is also often the time for a short business meeting of the class, primarily the announcement of who has been elected to serve as class officers for the next five years.

Many alumni ask if President Hansen or one of the deans or vice presidents can stop by at their dinners or give a talk. The Office of Alumni and Parent Programs coordinates their Reunion activities and will make every effort to have them visit with your class over the weekend.

Reunion Headquarters and Hospitality Suite
These volunteers are responsible for creating a welcoming atmosphere in the lounge of your class dorm. When you arrive, you will be walking into sparsely furnished dormitory rooms and lounges. Classes that take the time to decorate their headquarters create a more welcoming and festive atmosphere for people to gather. In the past classes have used streamers, balloons (the Office of Alumni and Parent Programs has a helium tank), fresh flowers, and displays of memorabilia to make their headquarters more welcoming. Your class’s student hosts will be available to help decorate. Hospitality volunteers also greet classmates as they arrive at the dorm. A familiar and friendly face is a very welcome sight to those who may not have returned to Bates in many years.

For a small fee, Bates Dining Services can provide snacks for your class hospitality suite. We strongly urge you to have snacks and drinks available for your class. As you begin thinking about what to offer, please take a moment to review the College’s alcohol policy in Appendix 5. Soft drinks and munchies ordered through the Dining Services are delivered at the beginning of the weekend, so you should order enough to cover your class needs for the entire weekend. Some classes elect to bring their own supplies. Students help bring ice to the class headquarters throughout the weekend. Coolers for these deliveries are provided by the College and dormitories are equipped with refrigerators.

Attendance
The entire Reunion Committee is responsible for generating enthusiasm for Reunion and inspiring classmates to return for the weekend. Personal contacts make a dramatic difference in attendance. While the Gift Committee is already making calls for the class gift and will encourage people to attend Reunion as part of their calls, it is important to have Program Committee members contact those who are not part of those assignments to ensure everyone in the class is contacted. These calls happen in the spring, after registration packets have been mailed. The Office of Alumni and Parent Programs will provide lists of classmates’ contact information.
Reunion Yearbook *(Typically for the 50th, 25th, and 10th Reunions)*
These volunteers collect letters, surveys, and/or photographs from as many classmates as possible well in advance of the Reunion and put them together in a “yearbook” to be sent to the class. The books, which encourage attendance, make fascinating reading and wonderful keepsakes. Classes decide upon the format and material of the yearbook. Alternative production methods including online access through the Online Community are available.

The Office of Alumni and Parent Programs will pay for the cost of printing and binding the 10th, 25th and 50th Reunion yearbooks (up to $10 per copy). Other classes wishing to publish a yearbook will include these costs in their Reunion fees. However, the Office of Alumni and Parent Programs will pay to mail Reunion yearbooks to all classmates. The process of putting together a yearbook is described in Appendix 6.

Class Officer Nominations
One important task during the Reunion cycle is for the class to elect class officers for the next five years (except the position of Class Agent). The nominating and election process for all class officers should take place before Reunion through a class letter, phone calls, and e-mails. The Office of Alumni and Parent Programs can set up an online voting website to facilitate the election process. A full description of the election process and class officer job descriptions are located in Appendix 8.
2010-2011 Reunion Planning Calendar

May 2010
- (May 15) **Reunion Planning Workshop** on campus for all Reunion volunteers
- Class leaders work with staff liaisons to identify program and gift chairs and recruit committee
- 1st Reunion 2011 “update” sent to volunteers (e-news)

June-July
- RPW materials sent to volunteers who can’t attend the Workshop
- Committees continue to recruit members
- Committee leaders organize small planning meetings in their regions
- Reunion 2011 “update” sent to volunteers (e-news)

August
- “Save the Date for Reunion” postcard and magnet mailed to all Reunion classes
- Reunion website goes live: [www.bates.edu/Reunion.xml](http://www.bates.edu/Reunion.xml)
- **Reunion Committees finalized**
- Gift Committee solicitation assignments made
- Early Leadership solicitation letter sent to 25th Reunion Class
- Reunion 2011 “update” sent to volunteers (e-news)

September
- Program Committee brainstorms class event and programming ideas
- Leadership solicitations made by gift committee members and staff
- Reunion 2011 “update” sent to volunteers (e-news)

October
- “Reunion News” with kick-off letter and fundraising solicitation from chairs mailed to all Reunion classes
- Student Calling begins – callers will solicit “unassigned” classmates throughout the year
- Reunion 2011 “update” sent to volunteers (e-news)

November
- Second Bates Fund solicitation mailed to reunion classes
- Gift Committee members make first round of calls to assigned classmates
- Program Committee finalizes class programming
- Reunion 2011 “update” sent to volunteers (e-news)

December
- Deadline for communicating program details (banquet, decorations, menu, memorabilia, etc.) to staff liaison
- E-mail solicitation sent regarding the benefits of calendar-year end giving

January
- Third Bates Fund solicitation
- Ongoing Committee work
- Reunion 2011 “update” sent to volunteers (e-news)

**February**
- Gift Committee members make second round of calls
- Ongoing Committee work
- Reunion 2011 “update” sent to volunteers (e-news)

**March**
- Reunion Weekend registration packets mailed to class
- Online registration goes live at Reunion website
- Program Committees finalize calling assignments for April and May attendance calling
- Fourth Bates Fund solicitation
- Gift Committee members complete follow-up solicitation calls as needed
- Reunion 2011 “update” sent to volunteers (e-news)

**April**
- “Reunion News” newsletter mailed/e-mailed to all Reunion classes
- Attendance calling begins (end of month)
- Fifth Bates Fund solicitation
- Reunion 2011 “update” sent to volunteers (e-news)

**May**
- Program Committee calls and e-mails to boost attendance
- Solicitation Postcard
- Reunion 2011 “update” sent to volunteers (e-news)

**June**
**REUNION!!** You’ve worked hard – enjoy!
- Reunion 2011 “update” sent to volunteers (e-news) to inspire fiscal year-end gifts for reunion classes

**July**
Final Reunion 2011 update sent to volunteers

**August**
Post Reunion class letter sent to class
Staff Contacts at Bates
Alumni and Parent Programs, Annual Giving and Gift Planning

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Preliminary Reunion 2011 Schedule

THURSDAY, JUNE 9, 2011

Noon – 9 pm
Registration for all Reunion Classes

11:45 am – 1:15 pm
Lunch for 50th Reunion Class

2 – 4:30 pm
50th Reunion Seminars
Members of the 50th Reunion class share their academic, professional, and recreational interests in a series of seminars on Thursday and Friday of Reunion Weekend. Seminars are given in the Keck Classroom in Pettengill Hall. All Reunion guests are welcome to attend.

6 pm
Welcome Reception and Dinner for the 50th Reunion Class

6 pm
Dinner for all other Reunion attendees

FRIDAY, JUNE 10, 2011

7 – 8:30 am
Breakfast for Early Arrivals

8 – 9 am
Breakfast for 50th Reunion Class with President Hansen

8 am – midnight
Registration

9 – 11 am
50th Reunion Seminars

11 am
Special Tour of Campus for the 50th Reunion Class

1 – 5 pm
Friends of Bates Athletics (FBA) Reunion Golf Outing (by prior reservation)

11:30 am – 1:15 pm
Lunch

1:30 – 4 pm
50th Reunion Seminars

5 pm
Annual Meeting of the College Key (by invitation)

5:30 – 8:30 pm
Reunion Lobster Bake

7 – 8 pm
Check-in for Children’s Programs

8 pm
Annual Reunion Address

9 – 11 pm
Informal Reception for All Reunion Guests

9:15 pm
Fireworks over Lake Andrews

SATURDAY, JUNE 11, 2011

7 – 8:30 am
Breakfast

8 – 9 am
Thank you Breakfast for all Reunion Volunteers (by invitation)

8 am – 7 pm
Registration

9 – 10:30 am
Programs Presented by Reunion Classes

10:45 am
Classes line up for the parade

11 am
Reunion Parade and Annual Meeting of the Alumni Association

Noon – 2 pm
Picnic Luncheon

1 – 3 pm
Dessert, Coffee and Live Entertainment along Alumni Walk

2 – 4 pm
Programs Presented by Reunion Classes

2:30 pm
Alumni Choir Rehearsal
All alumni and guests are welcome to join the Choir, which will provide music for the Memorial Service on Sunday.

3:30 – 5:30 pm
Museum of Art Open House

4:30 pm
AA Meeting

5 – 9 pm
Class Dinners

9 pm – midnight
Reunion Concert and Movie

SUNDAY, JUNE 12, 2011

7:30 am – 12:30 pm
Brunch

10 am
Alumni Memorial Service

2 pm
Dormitories Close
Please leave your room key and electronic access card on your dresser in your room or with your BatesStar host.
College-Sponsored Reunion Events

While much of the programming during the weekend is planned and provided by the classes, the College offers a framework of special events during Reunion.

- **Annual Reunion Address:** Each year, there is a keynote speaker for Reunion featuring either President Hansen or a faculty member. In recent years, faculty and staff members such as Steve Hochstadt, Liz Tobin, and James Reese have been honored with speaker panels or receptions for their years of service to Bates College. In 2010, the Outing Club will present “BOC Forever: Our Memories and Our Lives” in honor of its 90th Anniversary.

- **Reunion Golf Outing:** The Friends of Bates Athletics (FBA) Reunion Golf Outing is a friendly competition on Friday of Reunion Weekend. Alumni can sign up for golf as well as request foursomes when they register for Reunion. Reunion attendees are encouraged to invite any alumni not celebrating a Reunion to join them for this day of golf.

- **Reunion Lobster Bake and Fireworks:** On Friday evening, the College offers a lobster bake in the New Commons Building. The event will go from late afternoon into the evening to accommodate those with small children, those who wish to attend the President’s Address, and late arrivals. Fireworks will follow after sundown. The Keigwin Amphitheatre, by Olin Arts Center, is an excellent place to view the fireworks. There will be a reception on the Olin Arts Center Terrace during and after the fireworks so that you can enjoy a beer or soft drink with friends.

- **The Annual Meeting of the Alumni Association:** Reunion 2011 will mark the 143rd annual meeting of the Alumni Association, which follows the traditional Alumni Parade on Saturday. At this meeting, the new leadership of the association, the Alumni Council, is elected. Annual alumni awards are also presented at this time.

- **Reunion Picnic and Dessert Fair:** Saturday’s luncheon is a special picnic on the Library Quad, followed by dessert and live entertainment on Alumni Walk.

- **Reunion Concert and Movie:** This year Bates will host a concert for all classes on Saturday evening, following the individual class banquets. There will also be a movie for those who would prefer to relax and watch a film.

- **Alumni Memorial Service:** On Sunday morning, we gather to celebrate the lives of those men and women of Bates who have died during the past year. This lovely service is the emotional highlight of the weekend for many. The Alumni Choir will perform and several alumni will be invited to officiate and to participate as ushers and readers.
**Children at Reunion**

Children (and grandchildren) are very welcome at Bates Reunion! We offer programming for children *between the ages of 4 and 13 years* on Friday evening, Saturday morning and Saturday evening at “Camp Bates.” Camp Bates is a program of art, science, and athletic activities. In recent years, these have included a dance workshop, mini golf, a show at the College’s planetarium, a walk in Thorncrag Bird Sanctuary, art projects, movies, relay races, swimming, a pizza party, inflatable jumpers and a magician. Camp Bates is planned by the Office of Alumni and Parent Programs and is staffed by Bates students. There is a fee for each child enrolled. Below is a sample schedule from Reunion 2010.

**Sample Schedule for Camp Bates**

**FRIDAY**

7-8 pm  
**Registration** - Pettengill, Ground Floor  
Children usually spend the afternoon and early evening with their parents, eating lunch and dinner with them. The Camp Bates Program officially begins at 8 pm so that alumni can have an adult evening. Children will attend the fireworks as a group.

8 pm  
**Welcome! Break into Camp Bates Groups (children are grouped by age)**  
Icebreakers/Get-to-Know-You Games, ice cream bars, and music. Decorate t-shirts for parade.

9:30 pm  
**Fireworks, followed by movies**

11 pm  
**Camp Bates Children’s Program ends for the evening**  
Pick-up at Pettengill, Ground Floor

**SATURDAY**

7-8 am  
**Breakfast with Families**  
New Commons Building

8 am-Noon  
**Registration continues for the Camp Bates Program**  
Pettengill, Ground Floor

8 am  
**Camp Bates Children’s Program opens for the day**  
Children are signed in and out throughout the weekend by their parents.

8-9 am  
**Inflatable Jump**
9-10 am
Art activity
Paper plate bobcat paws. Flower Pots and coloring books (4-9). Bracelet making and board games (10-13).

10-11 am
Snacks, followed by face painting in preparation for parade
Distribution of balloons and other crafts for the parade. (Parents are encouraged to include their little ones in the parade).

11 am
Alumni Parade led by the Bates Bobcat!!

11:30-Noon
Games, hang out with counselors, jump in inflatable jumpers
Children join their families at Picnic.

Noon-3 pm
Picnic and dessert with families

3-4 pm
Free Swim at Tarbell Pool, Sports, Relay Races, and Arts and Crafts

4 -6 pm
Carnival Stations
Juggling workshop, bubble station-kids make bubble wands to use outside, music station, etc.

6-7 pm
Pizza Dinner and Sea Dog Biscuits. Balloons by magician

7-8 pm
Magician Performance

8-9 pm
Planetarium Show in Carnegie Science building

9 pm-12 am
Movies and Popcorn in Olin Arts Center

Camp Bates Children’s program concludes at midnight.
How Bates Supports Your Reunion

Bates greatly appreciates the time that Reunion volunteers give to the College, and will work with you to make your job as simple and as fun as possible. The staff helps with the preparation work, leaving you to do what you do best — make personal contact with your classmates!

Your class will work with two staff liaisons from the Office of Alumni and Parent Programs and Annual Giving, one who will support program volunteers and one who will support gift volunteers. Your staff liaisons will:

- Provide training and support throughout the Reunion year. Training is available at Reunion Planning Workshops as well as through printed and online materials. The staff is always accessible by telephone, e-mail, or fax for support, questions, and advice.

- Help prepare all Reunion mailings, including program, registration, and solicitation materials.

- Provide lists of assigned classmate addresses and phone numbers to make staying in touch easy, as well as necessary giving information for fundraising purposes.

- Update volunteers on Reunion program and giving efforts.

Communication

The Offices of Alumni and Parent Programs and Annual Giving will format and send all mailings for your class. Staff liaisons will also help coordinate conference calls and set up class listservs and Web sites. We can also provide lists of names, addresses, phone numbers and e-mail addresses for classmates, on paper or electronically. Bates makes every effort to keep address and phone information up-to-date. However, approximately 10% of the U.S. population moves each year, so you may run into some out-of-date addresses on the lists we provide. If you have problems with an address, please contact your staff liaison. Please also send any updates you find on your own back to your staff liaison in either the Office of Alumni and Parent Programs or Annual Giving.

The College will send out several general mailings about Reunion to all classmates including a “Save the Date” magnet, newsletters in both electronic and mail versions, and many different solicitations. For a more detailed look at the communications calendar, see the 2010-2011 Reunion Planning Calendar on page 9.

The College can also send class-wide e-mail updates to your classmates who have given us their e-mail addresses. Contact your staff liaison whenever you want to send a quick message to classmates this way.

Bates’ Online Community is another resource that will be useful in connecting your class and informing them about Reunion. Class Web pages offer a place to post class notes and pictures, as well as a way to create a message board and send an e-mail blast. In addition, the Web site offers a place for Reunion committee volunteers to share documents and conversations. For more information on how to use the Online Community, please talk with your class liaison.
Supplies

Your staff liaison will make every effort to supply you with materials you need for a successful Reunion. Trash barrels, tables, and bulletin boards with push pins will be provided in your headquarters. Bates will also “leave the light on” and post a lighted sign with your class numerals on it near the door to your headquarters. We also provide your class banner for the parade. Materials available at Registration will include the weekend program booklet, campus maps, keys and electronic access cards (for the external door to your dorm), meal tickets, nametags, individual class schedules and any necessary information about specific events such as the golf outing. If there is material your class would like that you don’t see listed here, be sure to ask your class liaison.

Student Workers

Each class will have two BatesStar (Bates Students in Alumni Relations) volunteers who will serve as class hosts for the weekend. BatesStar is a group of energetic student volunteers who work with the Office of Alumni and Parent Programs on various projects throughout the year. As Reunion hosts, they will be on hand all weekend to assist your class in making this the most memorable weekend possible – everything from carrying bags to running for ice to helping with decorations for your banquet. If a member of your class has a sibling, child, or grandchild who is a current student, that student will be invited to serve as your class’s BatesStar host. Please let us know if you know of any special connections that a classmate of yours might have with a current student so that we can ask them to get involved.

In addition, a member of the College’s administrative staff — usually from the Office of College Advancement — will be assigned to your class throughout the weekend to help ensure that all runs smoothly.

Transportation and Special Assistance

The College provides chauffeured golf carts and drivers for use during the weekend. Please reassure classmates who are concerned about getting around campus that there is help available throughout the weekend. Persons requiring special assistance or accommodations should be encouraged to contact the Office of Alumni and Parent Programs well in advance of Reunion to make special arrangements. We are happy to rent wheelchairs or other equipment locally, to assist with special dietary needs, to provide accessible rooms, or to assist in other ways — everyone in your class should feel welcome and comfortable at Reunion!

Housing

Housing is available in the dormitories on a space-available basis. Dormitories are allocated to classes at the end of May, using the number of confirmed reservations as the basis for assignment. Our more senior alumni are assigned to dormitories with elevators and nearby parking. While we are happy to entertain requests for certain dorms, we do appreciate your understanding that the final decision needs to be made on the basis of each class’s needs and the number of classmates returning for Reunion.

As a reminder, dormitory life is relatively austere. Rooms are furnished simply with a bed, desk, chair, and bookcase. Beds are made with sheets, a pillow, and a single blanket. Towels...
are provided. Please help us remind your classmates to bring their own reading lamps, fans, alarm clocks, soap, additional blankets and whatever else they need to be comfortable for the weekend. (We can make special arrangements for those traveling from a distance.) While floors are co-ed, the bathrooms are single sex in all Reunion dormitories.

Classmates who prefer to stay in local hotels or motels are advised to make their own arrangements well in advance. A list of area accommodations is available from the College and will be linked to the Reunion Web site.

Security

Security is an important issue on campus. The College cannot assume liability for personal items. Every classmate who stays on campus will have secure access to the dormitory and his or her room. Program chairs will have the option of having an additional dormitory room in their headquarters to store refreshments, CD/DVD players, VCRs, or anything else they may have brought, borrowed or rented for Reunion. We strongly encourage Reunion chairs to use these rooms and to keep the door locked at all times.

Please join us in encouraging your classmates to keep their rooms locked at all times and not to leave the outside doors to the dormitories propped open. Doors left propped open will sound an alarm and notify security. There have been occasional personal thefts reported over the years, and it is important that everyone assume responsibility for her or his belongings and safety.
What it all Costs: College Subsidies and Reunion Fees

Like any major event, Reunion is an expensive undertaking. With less than two weeks between Commencement (when most of the students leave) and Reunion, there is little time to clean up the campus and make it ready for the arrival of over 1,100 of our best friends. The grounds crew and custodians often work overtime during this period to make sure that the campus is in great shape for Reunion weekend. The College pays for this overtime, as well as for the major events described earlier, about 50 student workers, golf carts, and much more.

Responding to feedback from alumni, the Reunion Housing fee will be based on a per night fee of $30. We are pleased to be able to offer this new fee structure and hope that it will help ease the cost of Reunion for those who will not be joining us for the entire weekend. The 5th Reunion is a guest of the College and have no charge for housing for the weekend. The 10th Reunion receives Reunion housing for a 50% discount.

Meals, which are subsidized by the Reunion budget, are available on an à la carte basis. We hope that this flexibility – requested by many alumni – will make Reunion more affordable and accessible for all.

The College handles the administration of all fees and invoices. Class fees are determined by each class’s Reunion committee and are determined by estimated attendance and class plans for the weekend. Also included in the class fee is a $40 College administrative fee. Alumni who have already celebrated their 50th Reunion are exempt from the $40 fee.

We recommend that you work closely with your programming liaison from the Office of Alumni and Parent Programs to structure your class’s budget and Reunion fee. A too-low Reunion fee creates cash flow problems and could force a change in plans; a too-high fee can discourage classmates from attending Reunion. Like Goldilocks, your task is to determine a fee that is “just right.” Past Reunion fees are listed on the next page as a guideline, and a class fee worksheet is on Appendix 9. Please note that all adult attendees must pay the Reunion fee, even if they are attending for just a portion of the weekend.
### Reunion Fees: 2005-2010

<table>
<thead>
<tr>
<th>Reunion</th>
<th>Date</th>
<th>Fee</th>
<th>Date</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>5th Reunion (average=$78)</td>
<td>2010</td>
<td>$75</td>
<td>2009</td>
<td>$75</td>
</tr>
<tr>
<td>5th Reunion (average=$78)</td>
<td>2010</td>
<td>$75</td>
<td>2009</td>
<td>$75</td>
</tr>
<tr>
<td>15th Reunion (average=$95)</td>
<td>2010</td>
<td>$95</td>
<td>2009</td>
<td>$85</td>
</tr>
<tr>
<td>15th Reunion (average=$95)</td>
<td>2010</td>
<td>$95</td>
<td>2009</td>
<td>$85</td>
</tr>
<tr>
<td>20th Reunion (average=$91)</td>
<td>2010</td>
<td>$87</td>
<td>2009</td>
<td>$89</td>
</tr>
<tr>
<td>20th Reunion (average=$91)</td>
<td>2010</td>
<td>$87</td>
<td>2009</td>
<td>$89</td>
</tr>
<tr>
<td>30th Reunion (average=$85)</td>
<td>2010</td>
<td>$85</td>
<td>2009</td>
<td>$79</td>
</tr>
<tr>
<td>30th Reunion (average=$85)</td>
<td>2010</td>
<td>$85</td>
<td>2009</td>
<td>$79</td>
</tr>
<tr>
<td>45th Reunion (average=$87)</td>
<td>2010</td>
<td>$95</td>
<td>2009</td>
<td>$78</td>
</tr>
<tr>
<td>45th Reunion (average=$87)</td>
<td>2010</td>
<td>$95</td>
<td>2009</td>
<td>$78</td>
</tr>
<tr>
<td>50th Reunion (average=$96)</td>
<td>2010</td>
<td>$100</td>
<td>2009</td>
<td>$100</td>
</tr>
<tr>
<td>50th Reunion (average=$96)</td>
<td>2010</td>
<td>$100</td>
<td>2009</td>
<td>$100</td>
</tr>
<tr>
<td>65th Reunion (average=$35)</td>
<td>2010</td>
<td>n/a</td>
<td>2009</td>
<td>n/a</td>
</tr>
</tbody>
</table>
The Reunion Class Gift

Reunions are a great way to reconnect with Bates and to one another, and Reunion gifts are an important part of the tradition. Each year, nearly 200 alumni from Reunion classes volunteer on behalf of their Reunion Class Gift. Throughout the year, these volunteers personally contact classmates and encourage them to make a generous gift to Bates in honor of their Reunion.

Reunion provides an opportunity for alumni to show their appreciation for the experiences they had as students at Bates and to help make those experiences available to current and future generations of Batesies. Many alumni reaffirm their loyalty to Bates by making “stretch” gifts, and classmates who have never given or give infrequently may be motivated to participate as part of Reunion. As a result, classes celebrating Reunion usually contribute a gift to the College that is many times greater than a non-Reunion year class gift.

What is a Reunion Gift?

Any gift or multi-year pledge that classmates make between July 1, 2010 and June 30, 2011 to any Bates designation is counted in the Reunion Class Gift total. Some classmates may have made a large multi-year pledge since your last Reunion and the total amount of that pledge may also count toward the Reunion Class Gift total. In addition, any multi-year pledge made between July 1, 2010 and June 30, 2011 will count towards a class gift total. While all gifts, regardless of where they are directed, are recognized in the class gift total, the need for Bates Fund gifts is greater now more than ever (See the Case for The Bates Fund on Page 24) and reunion gift committees are charged with raising money for the Fund as a priority.

How do we set a Class Goal?

All Reunion classes set dollar and participation goals for the Reunion gift. Participation refers to the percentage of classmates who make a gift or multi-year pledge, regardless of the amount. Classes work with their assigned Annual Giving staff liaison to set an aggressive yet attainable working goal in the beginning of the fiscal year. Final dollar goals are determined by looking at past class giving and recent totals from classes who celebrated your particular Reunion, and are announced to the classes early in the Fund year.

See Appendix 2 for class fundraising data.
The Case for Bates Fund Support

The majority of classmates will make their Reunion Gift to the Bates Fund. Including gifts from alumni, parents, and friends, the Bates Fund helps to make up the more than $14,000 difference between the comprehensive fee and the actual cost of educating each Bates student. The Fund provides more than 5% of the total operating budget, supporting everything from faculty salaries and curriculum development to athletic team travel and dance performances.

Annual giving is crucial to maintaining Bates’ intellectual vitality, faculty excellence, diverse student population, residential life, and campus facilities. Gifts to the Bates Fund provide essential support that can be spent immediately on the College’s most important priorities—financial aid, academic quality and the learning experience, student life, and campus revitalization.

The Bates Fund and the Endowment

Think of the Bates Fund as a type of checking account, in contrast to the College’s endowment, which functions more as a type of savings account. Endowment funds are invested in perpetuity to ensure the College’s future strength; only the income is spent (slightly less than five percent annually). Because of this, $5.6 million in Bates Fund support provides the same spending power for the College as $112 million in new endowment gifts!

While Bates stretches its resources through superb planning and careful spending, it continues to compete with colleges that have much deeper pockets. As Bates works to multiply its endowment through fundraising and wise investment strategies, a robust Bates Fund helps keep Bates in the game. As the Bates Fund grows each year, Bates can begin to reduce its dependence on tuition fees, lower endowment spending (allowing endowment principal to grow more rapidly), and fund current programs more adequately and consistently. Each and every gift, regardless of size, makes a difference.

It is important to remember that Bates needs and welcomes gifts of all sizes. Every gift, when added to the contributions of others, multiplies into major support for the important work of Bates students and faculty. In addition, the percent of alumni that contribute to the Bates Fund is an important bench mark when Bates is compared to other NESCAC schools. In short, alumni participation shows the Bates community and the national collegiate community that our alumni care for the education they received.

More Reasons to Support Bates Today

In addition to these very practical reasons for supporting Bates, there are other, more philosophical reasons for making Bates a top philanthropic priority. Among these:

- **Bates is our responsibility. We are the stewards.** There are just over 25,000 people in a world of 6 billion who can carry Bates forward. These are the alumni, parents, friends, faculty, staff, students, and Trustees who understand the power of a Bates education. If those closest to the institution do not give generously, who will?

- **Bates is essential among the nation's highest-ranking colleges.** Because of Bates’ high academic standards, long-standing commitment to egalitarianism, and distinctive Maine location, it offers each student an experience that is unique among the nation’s colleges.
If Bates were not among the outstanding choices in American higher education, much would be lost.

- **Bates is underfunded.** Bates has fewer resources to educate today’s students than its accomplishments, ambitions, and plans merit. Bates’ endowment is one-half to one-fifth the size of our N.E.S.C.A.C. peers, and the annual fund compares similarly. Bates is a highly accountable and efficient operation. Since current resources are stretched, financial growth can only come through increased giving.

- **Alumni support and involvements advances the College’s mission and vision.** Whether you are spreading the word about Bates in your own community, fund raising for the Bates Fund, or planning for Reunion, you are an ambassador for Bates and a piece of the living breathing community of Bates.

Peer Data

Today, Bates competes with very wealthy schools with large endowments and annual operating budgets. While the College continues to work diligently to increase its endowment, annual gifts to the Bates Fund enable the College to provide critical resources today to offer an education that prepares students for their lives tomorrow.

Below are three informative peer comparison charts (please note: that data for fiscal year 2009-2010 is not yet available):

### 2008-09 Reunion Giving Peer Comparison

<table>
<thead>
<tr>
<th>Peer School</th>
<th>All Reunion Classes</th>
<th>Reunion $ as % of Annual Fund</th>
<th>10th</th>
<th>25th</th>
<th>50th</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMHERST</td>
<td>$2,297,886</td>
<td>24%</td>
<td>$32,512</td>
<td>$578,381</td>
<td>$360,395</td>
</tr>
<tr>
<td>BATES</td>
<td>$927,914</td>
<td>22%</td>
<td>$19,914</td>
<td>30,785</td>
<td>250,100</td>
</tr>
<tr>
<td>BOWDOIN</td>
<td>$2,063,319</td>
<td>22%</td>
<td>$45,669</td>
<td>244,048</td>
<td>212,475</td>
</tr>
<tr>
<td>CARLETON</td>
<td>$1,665,794</td>
<td>22%</td>
<td>$33,780</td>
<td>310,091</td>
<td>102,792</td>
</tr>
<tr>
<td>COLBY</td>
<td>$666,190</td>
<td>14%</td>
<td>$39,051</td>
<td>80,285</td>
<td>119,880</td>
</tr>
<tr>
<td>CONNECTICUT</td>
<td>$950,579</td>
<td>21%</td>
<td>$30,150</td>
<td>40,625</td>
<td>169,047</td>
</tr>
<tr>
<td>HAMILTON</td>
<td>$1,548,905</td>
<td>26%</td>
<td>$14,942</td>
<td>383,571</td>
<td>237,815</td>
</tr>
<tr>
<td>HAVERFORD</td>
<td>$1,066,000</td>
<td>23%</td>
<td>$14,942</td>
<td>532,017</td>
<td>46,275</td>
</tr>
<tr>
<td>KENYON</td>
<td>$623,778</td>
<td>14%</td>
<td>$18,973</td>
<td>60,597</td>
<td>49,608</td>
</tr>
<tr>
<td>OBERLIN</td>
<td>$1,101,221</td>
<td>21%</td>
<td>$34,819</td>
<td>105,208</td>
<td></td>
</tr>
<tr>
<td>SKIDMORE</td>
<td>$1,260,666</td>
<td>21%</td>
<td>$36,244</td>
<td>45,811</td>
<td>317,530</td>
</tr>
<tr>
<td>ST. LAWRENCE</td>
<td>$972,266</td>
<td>21%</td>
<td>$14,964</td>
<td>117,836</td>
<td>84,939</td>
</tr>
<tr>
<td>SWARTHMORE</td>
<td>$857,790</td>
<td>20%</td>
<td>$10,472</td>
<td>62,144</td>
<td>98,495</td>
</tr>
<tr>
<td>TRINITY</td>
<td>$1,126,050</td>
<td>13%</td>
<td>$13,551</td>
<td>105,737</td>
<td>120,610</td>
</tr>
<tr>
<td>WILLIAMS</td>
<td>$2,140,165</td>
<td>22%</td>
<td>$65,608</td>
<td>510,316</td>
<td>113,881</td>
</tr>
</tbody>
</table>

**AVERAGE** $1,605,710 $27,862 $224,076 $170,646

Current fiscal year, unrestricted Annual Fund dollars only
What Makes Bates Distinct?

Volunteers should take pride in Bates’ distinctive qualities and be able to articulate them.

- The “bookends” of the first-year seminar and the senior thesis
- Real access to tenured and tenure-track professors
- Independent learning opportunities
- Required and intensive emphasis on writing
- Required literacy in quantitative and scientific analysis
- Bates as a lifelong trend setter: always co-ed, never a Greek system, one of the first to make SATs optional, founded by abolitionists – one of the first colleges to care about diversity
- The new General Education Requirements that help students develop a range of skills across many disciplines and challenge them to think in more complex ways.

Some Key Bates Facts*

- **Enrollment.** The Class of 2013 included 471 students from 34 states and 20 foreign countries. Approximately 18% were U.S. students from underrepresented minority groups and 6.1% were international students. Bates enrolls roughly 1,700 students, and aims to keep the size of the student body steady at this number.
- **Tuition and the Cost of a Bates Education.** In 2009-2010, the comprehensive fee was $51,300 per year. The actual cost of educating a Bates student is typically $14,000 higher than this fee.
- **Financial Aid.** Last year, 42% of Bates students received financial aid. The average financial aid package was approximately $32,872.
- **The College’s operating budget last year was more than $83 million.**
- **Endowment.** The endowment as of June 30, 2009 stood at $183 million.

*2009-10 statistics unavailable at press time; these will be distributed to volunteers later in the FY11 giving year.

Whom Do We Ask, And How?

Bates sends five to seven direct mail or e-mail solicitations to Bates alumni every year. However, direct mail alone will not usually move a potential donor to act. Personal contact is the most effective form of solicitation. The following groups of solicitors ask for Bates Fund gifts:

1. **Mount David Society Committee (MDS) members** generally call non-Reunion alumni who have given generously and/or consistently to the Bates Fund in the past and/or have the potential to make gifts of $1,855+. Assigned donors may or may not be in a volunteer’s class.

2. **Reunion Gift Committee members** solicit classmates for a “stretch” gift, often at the Mount David Society level, in honor of their upcoming Reunion.
3. **Parents Fund Committee members** solicit parents of current students and graduates who have the capacity to make MDS-level gifts.

4. **Class Agents** write or call assigned classmates during non-Reunion years to ask for Bates Fund gifts.

5. **The Bobcat Callers**, Bates’ very successful student callers, make phone calls to Bates alumni and parents who are not assigned to volunteers or staff members, and whose ask amounts are not at the Mount David Society level of $1,855.

6. **Bates Advancement staff members** personally solicit some alumni and parents because of their capacity for leadership gifts to the Bates Fund or other funding priorities; because they are a volunteer themselves for the College; or because they are in a region where that staff person typically travels.

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**The Mount David Society**

The Mount David Society recognizes Bates Fund donors who lead the way in supporting Bates by making significant current-use gifts each year. Referencing Mount David, the highest point on campus, the Society shares a spirit of leadership and excellence with the annual Mount David Summit, Bates’ annual celebration of student academic achievement. Society and Summit alike honor the bedrock principle of the College’s founding: Amore ac Studio – Ardor and Devotion, to excellence and to Bates.

**Why It Matters**

Launched in 2004, the Mount David Society (MDS) recognizes alumni and parents who make annual unrestricted gifts in excess of $1,855 to the Bates Fund. Because MDS gifts typically account for 72% of the overall Bates Fund every year, growing the number of MDS donors is critical to the future of Bates. In the coming years and in preparation for the next major comprehensive campaign, Bates needs to raise substantially more money for the Bates Fund to cover a growing operating budget and to be competitive with its peers. We need volunteers to make “peer-to-peer” solicitations to raise the sights of current and potential leadership donors in order to sustain the essentials of a Bates education and position Bates for future success.

**Mount David Society Leadership Giving Levels**

- **President’s Associates**
  - $10,000 and above

- **Founder’s Associates**
  - $1,855 - $9,999
  - Members of the nine most recent classes making a gift of at least $100 multiplied by the number of years since graduation
Mount David Society Donor Recognition

Mount David Society donors receive additional stewardship for their gifts, including a thank-you letter from the College’s Bates Fund co-chairs followed by a personal thank-you note from President Hansen. Members are listed in Report of Giving publications and are invited to MDS donor events, including regional dinners, the on-campus Mount David Summit luncheon, and the President’s Reception over Reunion Weekend. The College welcomes first-time MDS donors by sending them a MDS pin and placing their name on a new library purchase bookplate.

Bates Fund Named Scholars Program

Through the Named Scholars Program, donors may name a current-use scholarship after themselves or a loved one with an annual gift of $5,000 or more to the Bates Fund. The College spends the gift fully during the academic year to provide much-needed scholarship assistance to a deserving student.

Reunion Gift Committees may choose to raise funds for the Bates Fund and designate it to the Named Scholars Program to award an annual gift to a student who would be known as the Class of XXXX Scholar.

Donors who establish named scholarships in the Bates Fund get to know their scholarship student/s. All donors receive an annual activity report which provides a profile/s of the student recipient/s of the scholarship, and most donors also receive correspondence from the scholarship recipient/s.
Making Contact: Instructions and Tips

Get to Know Your Subject

Before making your contacts, please try to review the information provided in this manual. If you’d like to know more about the case for supporting Bates or the projects and happenings on campus, you will find more information online at www.bates.edu.

Later this year, you will receive a list of alumni to call on behalf of the Bates Fund. Review the information provided about those alumni and look for any points of common experience you might have. Familiarize yourself with the biographical information on the call sheet, particularly the previous giving history and gift amount that Bates is requesting this year.

E-mail or Write

If you think it will be helpful, e-mail or write the donor to schedule a specific time to chat or meet, or to get feedback on the best time to call...See page 35 for sample e-mail text.

Make the Call

1. **Introduce yourself.** Tell the fellow alum that you are calling on behalf of Bates and your Reunion. Ask if this is a convenient time to chat. If not, ask when you may call back.

2. **Get acquainted.** Chat about the upcoming Reunion and common points of interest. If you are having trouble getting the conversation going, see “Some Good Ice-Breakers” on page 31.

3. **Listen carefully for interests, concerns, and suggestions.** If you encounter a question that you can’t answer, tell the potential donor that an appropriate person will get back to him/her. Then let your staff liaison know.

4. **Say thank you.** Thank your classmate for his/her past support of the College.

5. **Make the case for support.** Talk excitedly about the Bates Fund and what it provides for students as well as your class’ fundraising goals for the Reunion Class Gift.

6. **Ask.** Ask if Bates can count on their support for the Reunion Class Gift and listen carefully to the response. Be sure to ask for the gift amount listed on the donor’s profile.

7. **Match the gift.** Ask if the donor's employer has a matching gift program, and remind him/her that the gift could be doubled or tripled by completing and mailing a matching gift form to Bates. Encourage the donor to contact his/her Human Resources department regarding the matching gift program.

8. **Update the record.** Ask if there is any information that needs to be updated, including address, employment information, e-mail address, etc.

9. **Say thank you!** Say thank you no matter what the outcome of the call. Every call is a success, as it provides one additional point of contact and involvement with the College.
Follow Up

Send a quick thank-you note with a return envelope and buck slip to your classmate right after your call. See “Sample Pledge Thank-You Letter” on page 35.

Let the Annual Giving office know the results of your call – whether a gift, a pledge, or just a conversation.

Things to Remember: Turning the Lens

- **You are not asking for money for yourself; you are asking for Bates.** Remember, the person on the other end of the line went to Bates. He/she most likely has the potential to make a leadership gift and shares the same feelings for the school that you have. You are reaching out with an opportunity to participate to a like-minded individual.

- **Increased involvement leads to increased giving.** Regardless of the initial gift that you solicit, your contact with fellow classmates keeps them involved and often leads to higher levels of support in future years. Ask for their feedback regarding Bates and include those comments in your reports back to the College.

- **Direct, personal contact is the best form of solicitation.** Most people aren't inspired to give by direct mail. They wait to take action because they want to be asked by an individual.

- **Aim high.** Bates suggests asking for dollar amounts that are high enough to challenge and flatter the potential donor. Don’t worry about the amount; donors do not give more than they can afford.

- **Do not assume “no” is the end of the conversation.** “No” can be the beginning of a meaningful conversation. While you may not secure a commitment to the Fund with this initial call, you can still engage the alum in a discussion about the College’s needs, and give them a chance to talk about their feelings toward the College.

- **Giving has to be a “win, win” situation.** Every person’s motivation for giving is different, yet valid. Your job is to further the donor’s relationship with the College and make him/her feel more comfortable about giving.

Some Good Ice-Breakers

Having trouble getting the conversation going? Here are some good open-ended questions to ask if this is a first-time call!

**Here and Now**

- What do you hear about Bates lately?
- Do you attend Bates events?
- How often do you get to campus?
- Are you in touch with classmates/alums?
- Are your children interested in Bates?
- Do you know any Bates alumni at your work? Where you live?
- What do you do professionally? How big is your company? How long have you worked there?
From Bates to Now

- Did you go to graduate school? Did you feel well prepared?
- Did you feel well prepared for your first jobs? What competitive advantage did you find you had in your first job?
- When did you meet your spouse/partner? What does he/she do?
- Where else have you lived? Which cities did you prefer?
- What kind of things do you do outside of work?
- Do you volunteer or serve on any boards?
- How does Bates fit into your list of charitable priorities?

Responses to Common Questions and Objections

Sometimes alumni may have questions or comments about their gifts to Bates. Here are some of the more common inquiries and suggestions on how to respond. Remember - it is not your responsibility to know all of the answers about Bates and fundraising! If an alum asks a question that you don’t know how to answer, simply respond with, “I’m not sure. I’ll ask the College and either I or someone from Bates will get back to you with an answer.”

<table>
<thead>
<tr>
<th>Question/Objection</th>
<th>Possible Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;I already gave this year.&quot;</td>
<td>“Have you given since July 1, 2010? The Bates fiscal year / Reunion giving year runs from July 1 to June 30 and tonight I’m calling on behalf of the 2010-11 Bates Fund. Would you consider a gift of $&lt;ask amt&gt; this fiscal year?&quot;</td>
</tr>
<tr>
<td>&quot;I always make my gift in June. How can I avoid receiving so many letters?&quot;</td>
<td>&quot;Bates sends mail several times during the year since it has no way of knowing when a donor will make a gift. An excellent way to avoid receiving any additional solicitations is to pledge early in the giving year. By pledging now, you can also indicate when you’d like to be reminded about your pledge.&quot;</td>
</tr>
<tr>
<td>&quot;I want to think it over.&quot;</td>
<td>“That’s great. I appreciate your interest in considering support for the College. If you have an idea of the minimum amount that you might be considering, I could put you down for a specific amount tonight. By making a specific pledge now, you won’t receive appeal letters from Bates for the rest of the Fund year, only one or two pledge reminders.&quot;</td>
</tr>
<tr>
<td>&quot;Are you crazy? I can’t afford it because x, y, z&quot;</td>
<td>“I can understand why you might feel that way. It’s been a difficult economic year and I hope things improve. The College is still doing great work and is committed to providing an outstanding education to its students; it can’t do this without resources, so we must continue to ask. You’ve been very supportive of Bates in the past and...&quot;</td>
</tr>
<tr>
<td>Question/Objection</td>
<td>Possible Response</td>
</tr>
<tr>
<td>----------------------------------------------------------------------------------</td>
<td>--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>I don’t want to give money with no idea about where it is going.</td>
<td>Gifts to the Bates Fund support many valuable things on campus, including scholarships, athletics, and faculty resources. They allow Bates to address underfunded, unplanned, unmet or emergency needs. New challenges and opportunities are constantly presenting themselves and our unrestricted gifts give Bates the flexibility to respond. In addition, you may direct your Bates Fund gift to one of the following specific areas: Scholarships, Academic Excellence, Annual Library Purchases, or Residential Life. Refer to the “Case for Support” for more information on the importance of the Bates Fund.</td>
</tr>
<tr>
<td>“Send me something in the mail.”</td>
<td>Is there any specific information that you’d like to have about the College?</td>
</tr>
<tr>
<td></td>
<td>This question usually opens up the conversation and allows you to continue with the appeal over the phone. If the alum insists on receiving something in the mail, tell him/her that you will mail an appeal envelope and any information he/she has requested.</td>
</tr>
<tr>
<td>“I’m considering making a large pledge to set up a fund in the endowment earmarked for diversity. If I pledge $100,000 and pay it over the next three years, will the total amount count for our Reunion Class total?”</td>
<td>That’s wonderful! The total amount of your multi-year pledge will count toward our Reunion Class Gift total. May I pass this information back to my contact at Bates so that someone from the Advancement staff can get back to you to learn more?</td>
</tr>
<tr>
<td>“I will give $5,000 to my endowed scholarship fund. Will I still be a Mount David Society member?”</td>
<td>The College is truly grateful for each and every gift it receives and appreciates your ongoing support of the endowment. While the College works to build its endowment through fundraising and wise investment strategies, the Bates Fund allows Bates to cover day to day operating expenses and current needs. The Mount David Society is a recognition society for Bates Fund donors, and we hope you might consider giving to your scholarship and the Bates Fund this year. Whatever you decide, know that Bates is appreciative of your generosity.</td>
</tr>
<tr>
<td>“Bates has become too liberal.”</td>
<td>I can understand how times may have changed since we were students. However, many recent conservatively-minded graduates believe that Bates is doing a great job of keeping political discussions, lectures, and student activities both balanced and respectful. Bates has always depended on the gifts from alumni to provide these various opportunities to students, which is why I hope you will consider a gift of $.___.</td>
</tr>
<tr>
<td>Question/Objection</td>
<td>Possible Response</td>
</tr>
<tr>
<td>-------------------------</td>
<td>--------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>“My child did not get into Bates.”</td>
<td><em>I am sorry to hear that. I hope that this does not make you look any less fondly upon the years that you spent at Bates. Bates has always depended on the gifts of its alumni to close the gap between tuition and the actual cost of an education, and we hope that you appreciated your time at Bates and are willing to help this generation of “Batesies” receive the same benefits as you did. Would you consider a gift of $___?</em></td>
</tr>
</tbody>
</table>
Letter and E-mail Templates

Remember, the best types of communication are personal and heartfelt. Here are some sample communications that you can build off of.

Pre-Call E-Mail

Dear [Name],

I can’t believe it’s been x years since we graduated from Bates! This year, I’m volunteering on our Reunion Committee to help raise a significant Class Gift for the College. With every passing year, I come to appreciate Bates more and more. I hope you feel, as I do, that Bates is a special place that delivers an outstanding education.

You’ve been very generous to the College in past years and I’m hoping you’ll consider making a special gift in honor of our Reunion. Many of us are making Bates a top charitable giving priority this year; we’re working hard to increase the number of donors in our class and the amount of money they give to Bates. We’re especially interested in [special class challenge or other class-pertinent news]. Accomplishing this task is critical to the College’s future.

I plan to call you sometime in the next week to catch up and talk about our Reunion. Is there a good time and/or phone number to call? I look forward to talking with you.

Sincerely, [Name]

Pledge Thank-You Letter

Dear [Name],

It was great to talk with you last night. It was wonderful to hear about x, y, and z. I am amazed at the impact Bates has had on our lives!

On behalf of Bates, thank you very much for your commitment of $x,xxx to the 2010-11 Bates Fund. It means a great deal to everyone on campus and is a terrific boost to our Reunion Class Gift.

Pledge payments are due by June 30, 2011, and I’ve enclosed an envelope for you to return your gift. Please contact me at xxx-xxx-xxxx or xxxxxx@xxxxx.xxx if you have any questions or thoughts in the coming months. I look forward to seeing you at Reunion in June! Many thanks for your involvement and loyalty.

Regards, [Name]
Gift Thank-You Letter

Dear [Name],

The Office of Alumni and Parent Programs at Bates just informed me of your recent gift to the Bates Fund. We’re very grateful for your support and participation in our Reunion Class Gift!

The Bates Fund helps to bridge the $14,000 gap between tuition and the actual cost of educating each Bates student, providing Bates with much-needed financial flexibility. Your gift has already gone to work this academic year to provide scholarships for deserving students, faculty support, and enhancements to student life.

You’ll receive additional, more official acknowledgments from the College for your gift, but I wanted to write personally to thank you for making Bates a special priority this year. I hope we can count on your generous support in future years, and look forward to seeing you at Bates events on and off campus.

Again, thank you!

Regards, [Name]
Ways to Give

Giving Vehicles

Donors may take advantage of a variety of giving vehicles available at Bates. Using alternative giving methods often enables donors to make larger gifts than they might have thought possible.

- **Credit Card.** Bates accepts Visa, MasterCard, American Express and Discover. Volunteers can take a credit card gift over the phone or encourage classmates to make their gift online using their credit card. If you take a credit card gift, remember to ask for: 1) the type of credit card, 2) the card number, 3) the expiration date, 4) the gift amount, and 5) the donor’s name as it appears on the card.

- **[www.bates.edu](http://www.bates.edu).** Alumni may click on “Make a Gift” on the College’s secure Web site to make a credit card gift.

- **Checks.** All checks should be made payable to “Bates College” and mailed to: The Bates Fund, Bates College, 2 Andrews Road, Lewiston, Maine 04240.

- **Monthly Giving.** The Monthly Giving program allows alumni to make a gift to Bates through monthly billing to their credit card or monthly deduction from a bank account. The program saves time and energy and will also save the College paper and postage because participants do not receive additional appeal mailings throughout the year. Visit [www.bates.edu/monthlygiving.xml](http://www.bates.edu/monthlygiving.xml) for more information.

- **Appreciated Securities.** Many donors have been able to make a larger gift than they imagined by giving appreciated securities. In most instances, a gift of stocks, bonds, or mutual fund shares, if they have appreciated in value, is more advantageous than a gift of cash because the donor avoids paying capital gains taxes. For information on making a gift of securities, visit [www.bates.edu/planned-giving-instructions.xml](http://www.bates.edu/planned-giving-instructions.xml) or call the Office of College Advancement at (207) 786-6332.

- **Matching Gifts.** Many corporations have established matching gift programs in which the company matches employees’ gifts to non-profit organizations. Matching gifts result in corporate gifts of one, two, or sometimes three times the amount contributed by the donor! Some companies will even match a gift made by a retired employee or the spouse of an employee. Matching gifts must be initiated by the donor and comply with individual company guidelines. Donors should consult with their employers’ human resources office for specific information on how to get a match for Bates.

- **Deferred Giving.** Deferred gifts enable donors to pledge significant funds to Bates -- far greater gifts than they ever imagined -- and receive substantial tax and estate-planning advantages at the same time. Please visit [www.bates.edu/planned-giving-home.xml](http://www.bates.edu/planned-giving-home.xml) or contact Erin Martin, Director of Gift Planning, at emartin2@bates.edu or 207-786-8373, for more information.
Other Gift Designations

The vast majority of alumni make their gift to Bates through the Bates Fund. However, some alumni choose to direct their philanthropy to another College priority. Gifts to all designations “count” toward the Reunion Class Gift total.

- **Friends of Bates Athletics**
  The Friends of Bates Athletics (FBA) includes alumni, parents, grandparents, and friends who have an interest in athletics at Bates. Through financial contributions, the Friends of Bates Athletics program strengthens the budgets of varsity and club teams, helping those teams to become as competitive as possible. The FBA also provides an opportunity for Bates athletics enthusiasts to connect at events and gatherings. For more information on the FBA program, please contact Susan Harriman at sharrima@bates.edu or 207-786-6238.

- **Educating for Excellence**
  More than ever, the College’s competitive position in higher education depends on its ability to attract, enroll, and graduate excellent students. And, in today’s complex global society, an outstanding educational environment is one that brings together a vibrant mix of students from diverse backgrounds. To answer this call, Bates is planning programs to attract the world’s most capable students. Alumni may participate in this initiative in a variety of ways. They may establish a named endowed scholarship that will continue in perpetuity with a minimum pledge of $100,000, payable over five years. In addition, they may provide special funding for new programs aimed at strengthening diversity, student recruitment and retention.

- **Capital Projects**
  As the College completes the first phase of the Campus Facilities Master Plan, many wonderful opportunities exist for parents to contribute to capital projects, including the new dining Commons and student housing. As with endowment gifts, there are specific minimum dollar amounts required for capital contributions.

If you or one of the alums you contact shows interest in supporting one of these special fundraising priorities, please contact Christina Wellington Traister ’94, Director of Annual Giving, at etraiste@bates.edu or 207-786-6478, or Kelly Kerner, Vice President for College Advancement, at kkerner@bates.edu or 207-786-6247.
Appendix 1: Reunion Attendance and Class Gift Records

Bates Reunion Attendance Records
*Records are based on % of classmates in attendance.
*Reunion 2010 statistics unavailable at press time; these will be distributed to volunteers in July.

<table>
<thead>
<tr>
<th>Reunion</th>
<th>Record Attendance</th>
<th>Classmates in Attendance</th>
<th>% of Classmates in Attendance</th>
<th>Record Set By</th>
<th>Year Set</th>
</tr>
</thead>
<tbody>
<tr>
<td>5th</td>
<td>194</td>
<td>177</td>
<td>35%</td>
<td>2005</td>
<td>2010</td>
</tr>
<tr>
<td>10th</td>
<td>180</td>
<td>91</td>
<td>24%</td>
<td>1995</td>
<td>2005</td>
</tr>
<tr>
<td>15th</td>
<td>143</td>
<td>59</td>
<td>16%</td>
<td>1989</td>
<td>2004</td>
</tr>
<tr>
<td>20th</td>
<td>191</td>
<td>85</td>
<td>27%</td>
<td>1986</td>
<td>2006</td>
</tr>
<tr>
<td>25th</td>
<td>123</td>
<td>61</td>
<td>21%</td>
<td>1984</td>
<td>2009</td>
</tr>
<tr>
<td>30th</td>
<td>67</td>
<td>47</td>
<td>17%</td>
<td>1975</td>
<td>2005</td>
</tr>
<tr>
<td>35th</td>
<td>77</td>
<td>61</td>
<td>24%</td>
<td>1975</td>
<td>2010</td>
</tr>
<tr>
<td>40th</td>
<td>92</td>
<td>65</td>
<td>33%</td>
<td>1967</td>
<td>2007</td>
</tr>
<tr>
<td>45th</td>
<td>98</td>
<td>60</td>
<td>36%</td>
<td>1959</td>
<td>2004</td>
</tr>
<tr>
<td>50th</td>
<td>133</td>
<td>90</td>
<td>62%</td>
<td>1959</td>
<td>2009</td>
</tr>
<tr>
<td>55th</td>
<td>66</td>
<td>42</td>
<td>32%</td>
<td>1947</td>
<td>2007</td>
</tr>
<tr>
<td>60th</td>
<td>54</td>
<td>33</td>
<td>34%</td>
<td>1942</td>
<td>2002</td>
</tr>
<tr>
<td>65th</td>
<td>24</td>
<td>16</td>
<td>21%</td>
<td>1942</td>
<td>2007</td>
</tr>
<tr>
<td>70th</td>
<td>20</td>
<td>12</td>
<td>35%</td>
<td>1940</td>
<td>2010</td>
</tr>
</tbody>
</table>

Reunion 2011 Projected Attendance

<table>
<thead>
<tr>
<th>Reunion Class</th>
<th># Projected Alumni</th>
<th># Projected Adult Guests</th>
<th># Projected Children</th>
<th>TOTAL Projected Registrants</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>90</td>
<td>15</td>
<td>0</td>
<td>105</td>
</tr>
<tr>
<td>2001</td>
<td>75</td>
<td>36</td>
<td>19</td>
<td>130</td>
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<td>1996</td>
<td>33</td>
<td>14</td>
<td>26</td>
<td>73</td>
</tr>
<tr>
<td>1991</td>
<td>68</td>
<td>39</td>
<td>49</td>
<td>156</td>
</tr>
<tr>
<td>1986</td>
<td>57</td>
<td>38</td>
<td>37</td>
<td>132</td>
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<td>1981</td>
<td>50</td>
<td>24</td>
<td>6</td>
<td>80</td>
</tr>
<tr>
<td>1976</td>
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<td>51</td>
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<td>1971</td>
<td>42</td>
<td>19</td>
<td>0</td>
<td>61</td>
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<td>1966</td>
<td>42</td>
<td>21</td>
<td>0</td>
<td>63</td>
</tr>
<tr>
<td>1961</td>
<td>63</td>
<td>39</td>
<td>1</td>
<td>103</td>
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<tr>
<td>1956</td>
<td>46</td>
<td>26</td>
<td>0</td>
<td>72</td>
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<tr>
<td>1951</td>
<td>20</td>
<td>9</td>
<td>0</td>
<td>29</td>
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<tr>
<td>1946</td>
<td>11</td>
<td>5</td>
<td>0</td>
<td>16</td>
</tr>
<tr>
<td>1941</td>
<td>10</td>
<td>5</td>
<td>0</td>
<td>15</td>
</tr>
</tbody>
</table>
## Appendix 1: Reunion Attendance and Class Gift Records

### Bates Reunion Gift Participation Records

*Reunion 2010 statistics unavailable at press time; these will be distributed to volunteers in July.

<table>
<thead>
<tr>
<th>Reunion</th>
<th>Record Set By</th>
<th>Participation</th>
<th>Year Set</th>
</tr>
</thead>
<tbody>
<tr>
<td>5th</td>
<td>2005</td>
<td>53%</td>
<td>2010</td>
</tr>
<tr>
<td>10th</td>
<td>1986</td>
<td>50%</td>
<td>1996</td>
</tr>
<tr>
<td>15th</td>
<td>1982</td>
<td>50%</td>
<td>1998</td>
</tr>
<tr>
<td>20th</td>
<td>1986</td>
<td>54%</td>
<td>2006</td>
</tr>
<tr>
<td>25th</td>
<td>1975</td>
<td>60%</td>
<td>2000</td>
</tr>
<tr>
<td>30th</td>
<td>1969</td>
<td>59%</td>
<td>1999</td>
</tr>
<tr>
<td>35th</td>
<td>1963</td>
<td>63%</td>
<td>1998</td>
</tr>
<tr>
<td>40th</td>
<td>1960</td>
<td>75%</td>
<td>2000</td>
</tr>
<tr>
<td>45th</td>
<td>1956</td>
<td>80%</td>
<td>2000</td>
</tr>
<tr>
<td>50th</td>
<td>1951</td>
<td>96%</td>
<td>2001</td>
</tr>
<tr>
<td>55th</td>
<td>1941</td>
<td>83%</td>
<td>1996</td>
</tr>
<tr>
<td>60th</td>
<td>1945</td>
<td>89%</td>
<td>2005</td>
</tr>
<tr>
<td>65th</td>
<td>1940</td>
<td>73%</td>
<td>2010</td>
</tr>
<tr>
<td>70th</td>
<td>1940</td>
<td>58%</td>
<td>2010</td>
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</tbody>
</table>

### Bates Reunion Gift Records

*Reunion 2010 statistics unavailable at press time; these will be distributed to volunteers in July.

<table>
<thead>
<tr>
<th>Reunion</th>
<th>Record Set By</th>
<th>Giving Total</th>
<th>Year Set</th>
</tr>
</thead>
<tbody>
<tr>
<td>5th</td>
<td>2000</td>
<td>$91,383</td>
<td>2005</td>
</tr>
<tr>
<td>10th</td>
<td>1995</td>
<td>$190,101</td>
<td>2005</td>
</tr>
<tr>
<td>15th</td>
<td>1991</td>
<td>$353,845</td>
<td>2006</td>
</tr>
<tr>
<td>20th</td>
<td>1979</td>
<td>$1,600,802</td>
<td>2000</td>
</tr>
<tr>
<td>25th</td>
<td>1980</td>
<td>$3,221,831</td>
<td>2005</td>
</tr>
<tr>
<td>30th</td>
<td>1973</td>
<td>$3,879,138</td>
<td>2003</td>
</tr>
<tr>
<td>35th</td>
<td>1969</td>
<td>$1,783,697</td>
<td>2004</td>
</tr>
<tr>
<td>40th</td>
<td>1966</td>
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<td>2006</td>
</tr>
<tr>
<td>45th</td>
<td>1961</td>
<td>$3,049,187</td>
<td>2006</td>
</tr>
<tr>
<td>50th</td>
<td>1959</td>
<td>$3,351,559</td>
<td>2009</td>
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<tr>
<td>55th</td>
<td>1953</td>
<td>$1,878,183</td>
<td>2008</td>
</tr>
<tr>
<td>60th</td>
<td>1939</td>
<td>$1,573,836</td>
<td>1999</td>
</tr>
<tr>
<td>65th</td>
<td>1942</td>
<td>$312,553</td>
<td>2007</td>
</tr>
<tr>
<td>70th</td>
<td>1939</td>
<td>$2,875,908</td>
<td>2009</td>
</tr>
</tbody>
</table>
Appendix 2: Your Class' Past Giving (in class order) & Past Reunion Gift Totals
Dollar and participation numbers reflect overall giving (both Bates Fund and otherwise)

Class of 1946 Giving History

65th Reunion Giving & Participation History
Appendix 2: Your Class' Past Giving (in class order) & Past Reunion Gift Totals
Dollar and participation numbers reflect overall giving (both Bates Fund and otherwise)

Class of 1951 Giving History

60th Reunion Giving & Participation History

[Graphs showing giving history and participation rates for class years and reunion years, with data points and percentage values indicated]
Appendix 2: Your Class' Past Giving (in class order) & Past Reunion Gift Totals
Dollar and participation numbers reflect overall giving (both Bates Fund and otherwise)
Appendix 2: Your Class’ Past Giving (in class order) & Past Reunion Gift Totals

Dollar and participation numbers reflect overall giving (both Bates Fund and otherwise)

Class of 1961 Giving History

50th Reunion Giving & Participation History
Appendix 2: Your Class’ Past Giving (in class order) & Past Reunion Gift Totals

Dollar and participation numbers reflect overall giving (both Bates Fund and otherwise)
Appendix 2: Your Class’ Past Giving (in class order) & Past Reunion Gift Totals
Dollar and participation numbers reflect overall giving (both Bates Fund and otherwise)
Appendix 2: Your Class’ Past Giving (in class order) & Past Reunion Gift Totals

Dollar and participation numbers reflect overall giving (both Bates Fund and otherwise)

Class of 1976 Giving History

35th Reunion Giving & Participation History
Appendix 2: Your Class’ Past Giving (in class order) & Past Reunion Gift Totals

Dollar and participation numbers reflect overall giving (both Bates Fund and otherwise)

Class of 1981 Giving History

30th Reunion Giving & Participation History
Appendix 2: Your Class’ Past Giving (in class order) & Past Reunion Gift Totals

Dollar and participation numbers reflect overall giving (both Bates Fund and otherwise)
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Dollar and participation numbers reflect overall giving (both Bates Fund and otherwise)

Class of 1996 Giving History

15th Reunion Giving & Participation History

FY10 is last reunion class gift total; includes gifts and multi-year pledges

All Gifts  Overall Participation
Appendix 2: Your Class’ Past Giving (in class order) & Past Reunion Gift Totals

Dollar and participation numbers reflect overall giving (both Bates Fund and otherwise)
Appendix 2: Your Class’ Past Giving (in class order) & Past Reunion Gift Totals
Dollar and participation numbers reflect overall giving (both Bates Fund and otherwise)

Class of 2006 Giving History

5th Reunion Giving and Participation History

Note that FY06 reflects a large one-time gift in honor of a member of the Class of 2006.
### Recent Reunion Fundraising Challenges at Bates

<table>
<thead>
<tr>
<th>Year</th>
<th>Target Constituency</th>
<th>Challengers</th>
<th>Challenge Pool</th>
<th>Details</th>
</tr>
</thead>
</table>
| FY00 | Class of 1980 20th Reunion | Mike Bonney '80 (gift chair), John Gillespie '80 | $34,000 | *Purpose: Encourage increased / leadership gifts from a class with many excellent prospects but a weak giving history.*  
- At midpoint of Reunion year, challengers begin to match the class gift as it climbs to new levels.  
- When the class raises another $10,000, the challengers will each match this increase, adding $20,000 to the total.  
- If the class contributes another $7,000 on top of this, the challengers will each match this increase, adding another $14,000 to the class gift. Reunion Class Gift could potentially reach $63,000, exceeding class goal of $60,000, and setting a new record for 20th Reunion gift at the time. |
| FY02 | Class of 1982 20th Reunion | Karl Mills '82, Moira Martin '82 (gift co-chairs) | $40,000 | *Purpose: Encourage increased / leadership gifts from a class with many excellent prospects but a weak giving history.*  
- Challengers match 2:1 gifts between $100-$499.  
- Challengers match 4:1 gifts between $500-$1,500. |
| FY02 | Class of 1992 10th Reunion | Foundation funds secured by Peter Friedman '92 (gift co-chair) | $25,000 | *Purpose: 1) reward regular giving, 2) encourage new donors to participate, and 3) encourage increased giving.*  
During the reunion year:  
- All gifts earned $25 match regardless of size.  
- New donors (had never given) earned an additional $75.  
- Donors who increased their most recent gift by 50%+ earned an additional $50.  
During post-reunion year:  
- Donors who gave during the reunion year and post-reunion year earned $50.  
- New donors (had never given) earned $50. |
<p>| FY03 | Class of 1988 15th Reunion | 14 members of the Class of | | The challengers matched 1:1 all new gifts; 1:1 the increase of all increased gifts; 2:1 |</p>
<table>
<thead>
<tr>
<th>Year</th>
<th>Class</th>
<th>Individual</th>
<th>Amount</th>
<th>Match Conditions</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY04</td>
<td>Class of 1959 45&lt;sup&gt;th&lt;/sup&gt; Reunion</td>
<td>Jack Keigwin ‘59</td>
<td>$100,000</td>
<td>3:1 match for classmates who increased their gift to $1,855 or more; 2:1 for classmates who increased their gift between $450 and $1,854; 1:1 match for classmates who increased their gift between $100 and $449. Bates Fund gifts only.</td>
</tr>
<tr>
<td>FY04</td>
<td>Class of 1979 25&lt;sup&gt;th&lt;/sup&gt; Reunion</td>
<td>Bill Sweat ‘79</td>
<td>$25,000</td>
<td>An additional $100 was added to the class total for every classmate who at least doubled his/her last gift or for every first-time donor to the Bates Fund.</td>
</tr>
<tr>
<td>FY05</td>
<td>Class of 1995 10&lt;sup&gt;th&lt;/sup&gt; Reunion</td>
<td>Foundation funds secured by Kitty Friedman ‘95</td>
<td>$20,000</td>
<td>Purpose: 1) reward regular giving, 2) encourage new donors to participate, and 3) encourage increased giving. During reunion year: -All gifts earned $25 match regardless of size. -New donors (had never given) earned an additional $75. -Donors who increased their most recent gift by 50%+ earned an additional $50. During post-reunion year: -Donors who gave during the reunion year and post-reunion year earned $50. -New donors (had never given) earned $50.</td>
</tr>
</tbody>
</table>
Appendix 4: Saturday Banquet Planning Information

Off Campus Locations and Catering

If your class would like to have their Saturday banquet off campus at a local restaurant or park, or if you would like to use a local caterer, please let your programming liaison know. They will be able to work with people in the area to create the banquet you would like. Some examples are listed below:

- **Riverfront Park, Auburn; Railroad and Fountain Parks, Lewiston.** Nice green spaces on the Androscoggin, close to campus. Your class would need to provide a tent (in case of rain) and port-a-potties.
- **Range Pond State Park, Poland Spring.** 750 acres, picnic area with grills, playground, ball field, swimming area with lifeguards, group shelter, accessible beach ramp.

There are also several restaurants in the local area which are good for hosting large groups. Please ask your programming liaison for suggestions.

On Campus Locations and Catering

Many classes have their Saturday banquets on campus. Listed below are the available spaces on campus, as well as their approximate capacity. There are also various outdoor locations on campus to hold a dinner. The tent rental would be included in the Class Fee. For an on campus banquet, your class could either have catering by Bates Dining Services or a local caterer. The menu and prices for Bates Dining Services are also listed below.

- Chase Lounge (capacity: 125, served or buffet-style)
- Frye Street Union (capacity: 75, spread over several rooms, buffet-style only)
- Muskie Room (capacity: 80, served or buffet-style)
- Benjamin E. Mays Center (capacity: 90, served or buffet-style)
- Skelton Lounge, Chase Hall (capacity: 50, served only)
- Hirasawa Lounge, Chase Hall (capacity: 35, served only)
- Little Room, Chase Hall (capacity: 60, served or buffet-style)
- New Commons Building:
  - Crumley Room (capacity: 20)
  - Whelan Balcony Overlook (capacity: 30)
  - Penobscot Room (capacity: 40)
  - Little Room (capacity: 40)
  - Commons (capacity: 550)
  - Renyi Room (capacity: 40)
  - Arcade Dining Room (capacity: 100)
  - Room 221 & Jarnryd Room (capacity: 100)
  - Catherine C. Gorayeb Dining Mezzanine (capacity: 150)
  - Fireplace Lounge (capacity 60)
Bates Dining Services
Bates Dining Services is available to help with class banquets on Saturday. If you decide to use this in-house service, please work with your liaison from the Office of Alumni & Parent Programs to develop an event plan. The following menus are prepared for you to use as a guideline in planning your banquet. There are several dinner options: two different buffets and two kinds of BBQs. Served, plated meals are available to the 50th, 55th, 60th, and 65th classes only. On served dinners, entrée choices are limited to two options.

- **Buffet Style Service**
  - Option #1:
    - Fresh Market Greens Salad with choice of two dressings
    - Choice of two other salads
    - Choice of two entrees
    - Choice of three from the vegetable, potato, rice, grain, or legume selections
    - One choice of dessert
    - Includes fresh baked rolls, butter and coffee service
    - $13.50 per person

  - Option #2:
    - Fresh Market Greens Salad with choice of two dressings
    - Choice of two other salads
    - Choice of three entrees
    - Choice of three from the vegetable, potato, rice, grain, or legume selection
    - Choice of two desserts
    - Includes fresh baked rolls, butter and coffee/tea service
    - $14.50 per person

- **Served Style Service**
  - All served dinners include:
    - Pre-set salad with choice of dressings
    - Choice of no more than two entrees
    - Choice of vegetable
    - Choice of potato, rice, legumes, or grain
    - Choice of one dessert
    - Freshly baked roll and butter
    - Coffee/tea service
  - Price per person is determined by entrée choice
• **Lobster bake**
  Includes the following:
  Choice of Steamed Maine Lobster, Grilled Chicken Breast, Grilled Sirloin of Steak, or Vegetarian Option
  Choice of two salads
  Corn on the Cob
  New England Clam Chowder
  Sliced Watermelon
  Corn Bread
  Fresh Maine Blueberry Cake
  Assorted Non-Alcoholic Beverages
  **$19.95 per person**
  W/ Steamers (**$21.95 per person**)  

• **BBQ**
  Hamburgers, Hot Dogs, and Veggie Burgers
  Buns
  Chips
  Lettuce, Tomato, Onion, Cheese
  Potato or pasta salad
  Condiments
  Fresh Fruit Salad or Sliced watermelon
  Assorted Cookies and Brownies
  Assorted Canned Beverages
  **$9.00 per person**
  w/ Marinated Chicken Breast
  **$9.50 per Person**
  w/ Steak
  **$10.25 per person**

• **Entrée Choices**

  **Beef/Pork**
  Grilled Teriyaki Steak w/ Asian Style Vegetables $13.50
  Roast Sirloin of Beef w/ Woodland Mushrooms $14.00
  Pork Tenderloin w/ Cognac Demi Glaze $15.50
  Meat Lovers Lasagna $12.00

  **Chicken**
  Chicken Piccatta w/ Lemon Cream Sauce $13.75
  Grilled Chicken Breast w/ Sautéed Vegetables $13.25
  Parmesan Crusted Chicken Breast w/ Sun-Dried Tomato Cream Sauce $12.95
  Bates Own Chicken Cordon Bleu $13.75

  **Seafood**
  Dill Crusted Haddock $13.25
  Grilled Salmon w/ a Lemon Butter $15.95
  Seafood Stuffed Sole $14.00
Vegetarian/ Vegan
Keenland Style Stuffed Portobello Mushroom $10.50
Tofu Stir Fry w/ Fresh Vegetables $10.00
Stuffed Eggplant $10.75
General Tso’s Tofu (vegan) $10.50
Tempeh Vindaloo $10.50

Salad Dressing Choices
Parmesan Peppercorn
Ranch
Caesar
Italian (fat-free)
Raspberry Vinaigrette
Tomato Basil

Salad Choices
Mixed Greens Salad
Fresh Fruit Salad
Tomato, Black Olive and Feta Salad
Pasta Salad
Cous Cous Salad
Marinated Mushrooms

Vegetable Choices
Broccoli
Honey Glazed Carrots
Sautéed Vegetable Medley
Kernel Corn

Potato, Rice, Grain & Legumes Choices
Steamed Red Bliss Potatoes
Garlic and Herb Potatoes
Rice Pilaf
Herb Orzo

Choice of Desserts
Strawberry or Plain Cheesecake
Strawberry Short Cake
Lo- Fat Angel Food Cake w/ Seasonal Fruit
Carrot Cake
Flourless Chocolate Torte

• Reception Options

Hot: all prices are based on two per person
Teriyaki Beef Kabobs $2.00
Paper Wrapped Chicken $2.00
Coconut Shrimp $2.25
Mini Quiche $1.80
Spanakopita $1.80
Bacon Wrapped Scallops $2.25
Chicken Saltimbocca Bites $1.90

Cold: all prices are based on two per person
Fresh Fruit Platter $1.75
Cheese and Crackers $1.85
Shrimp Cocktail $2.75
Blacked Tuna Bites $2.00
Roast & Herb Cheese Canapé $1.75
Fresh Vegetable Platter $1.60
• **Hospitality Suite Options:**
  Assorted Canned Beverages or Juices $11.50 per case
  Pretzels  7lb $7.50
  Chips     1lb $1.75
  Coffee/ Tea Service $1.20 per person

**Alcohol Service:**
Beer and Wine
  Wine $4.25 per glass
  Beer $3.00 per bottle
Appendix 5: Bates College Alcohol Policy

Bates College wants to protect its alumni and itself while continuing to permit the kind of social activities one would expect at a Reunion. As part of an overall College policy, led by the Board of Trustees, no hard alcohol is served on campus. Beer and wine, as well as soft drinks, juices, and sparkling waters, are served.

“Host liability” has become a major consideration in reviewing all of the alcohol service policies of the College. The possibility of liability by the College for injury or damage caused by an intoxicated person served on College premises is real. Under these circumstances, the College has determined that no alcoholic beverages may be served at functions on College property (including Reunion bars) except by persons trained and qualified to do so. On Friday and Saturday evenings, we will supply bartenders at the College-sponsored functions. If you want beer and wine with your dinner on Saturday and you are using Bates Dining Services, we will provide a trained bartender. If you use an outside caterer, your class liaison will contact them to make sure that their permits are in order before they arrive on campus.

BYOB events are no longer possible. Alcohol must be provided by the host organization (Bates College) and served by trained personnel.

Cash bars or fee-per-drink bars are unlawful without a license and cannot be permitted on College property. This includes the selling of tickets by classmates separate from a bar but good for redemption at a bar.

The City of Lewiston strictly enforces its “open container” law. It prohibits the public consumption or conveyance of alcohol in open containers. In other words, please do not walk on the streets or sidewalks or appear off campus with an alcoholic beverage in your hand, and do not drive with any open containers in your vehicle.

Maine law requires that alcohol not be served to anyone under the age of 21. While this is no different from the law that was under effect when many of you were at Bates, the difference is that it is now being enforced, not only by criminal prosecution but also by civil litigation. The threat of civil liability for serving alcohol to a minor has been extremely effective in enforcing this law, and indeed there have been some lawsuits in the area.
Appendix 6: Reunion Yearbooks

The Reunion Yearbook serves as a memento for your classmates and generates enthusiasm, which often translates into a decision to attend Reunion in June. The format and material that you choose are up to you. Please feel free to be creative! Preparing a yearbook is not difficult, but it does take time and attention to detail. The golden rules of a successful yearbook are: include as many classmates as possible, get their information listed correctly, and mail the printed book to the entire class well in advance of Reunion!

Class leaders choose a yearbook chair, who recruits a committee. The chair writes a letter to the class soliciting information with explicit instructions for sending it. You can send a plain or pre-printed sheet that your classmates can fill out and return to you or your staff liaison.

Some classes include essays about or photos of their years at Bates. Some include an introductory letter from the class president or yearbook editor. Some classes include tributes to those in the class who have died since graduation. Please secure permission before submitting any copyrighted material borrowed from newspapers, magazines, etc. Your programming liaison and BatesStar students will work with you to collect fun information for your yearbook, such as headlines from the Bates Student when you were on campus, “Then and Now” comparisons of campus, and historical highlights of the era when you were at Bates.

It is up to your committee to decide how to fashion the book. Consider the following questions: What are the needs of your class and how will they best be served? What is realistic given the size and energy level of your committee? What do you want the book to look like? The Office of Alumni & Parent Programs has many samples of previous Reunion yearbooks; please let us know if you would like to see samples.

Once you have decided what to do and mailed your initial request to classmates for copy and photos, it’s important to keep this project alive in the minds of your classmates. The committee makes follow-up calls to the class to encourage submissions (remember: personal contact is the number one reason alumni come back to Reunion). The Office of Alumni & Parent Programs is happy to mail and e-mail out as many reminders as needed. Information about the yearbook project should be included in every communication from the class throughout the winter and early spring. The online community will be helpful in reaching out to classmates and encouraging them to participate in this project. It can also be used to post the book online.

Formatting

Copy and photos should be prepared for printing. All files should be submitted as word documents and should have a 1” margin for binding and need to be numbered. The numbers should fall in bottom center of the page, (not the sides), to make collating easier. Black and white photos will reproduce the best, though good quality color photos may also be used.

Yearbooks will be mailed to everyone in your class (including spouses of deceased classmates) with a copy of the registration form to those who have not signed up for the weekend. The Office of Alumni & Parent Programs will pay for the cost of printing and binding the 10th, 25th, and 50th Reunion yearbooks (up to $10 per copy). Other classes include these costs in their Reunion fees. However, the Office of Alumni & Parent Programs will assume the cost of mailing Reunion yearbooks to your classmates.
Appendix 7: Sample Reunion Themes and Programs

Reunion Themes - Examples from Past Reunions

"Three Cheers for 65 Years!"
Still Rolling Along
Time to Retire!
55 for the 55th
They're Baaaaack!
Fifty Years of Wit and Wisdom
A Trip Down Memory Lane
Still ________ after all these years!
Fantastic Voyage
It's Still a Great Day to be a Bobcat!
Working My Way Back to You, Bates
Another Weekend in Paradise
We're Survivors!
Wine & Dine with '49
'54 Silent No More
Then and Now
The Big '80's
The Fighting Bobcats of '43 -- Together Forever
The Big Bates Hello!
Solid Gold
Bates to the Future
Lei'd Back at Bates (luau theme)
The Gulden Class ("Still Cutting the Mustard") Thanks for the Memories
“What’s Next?”
The Roaring Twentieth
Renewing the Spirit
Welcome Home!
Looking Back…Moving Forward
Fifty is Nifty!
“You may find yourself … having a 20th Reunion … My god! What have I done?”
The Time of Our Lives
Still on the Run & Having Fun
Having Fun with '71
'81 Reunion Tour
The 'Cats are Back
Make the Scene at 15
Bates, the Way Life Should Be
Yeah Bates!
And the Class Played On
"The More Things Change, the More they Stay the Same"
55's 55th
Appendix 7: Sample Reunion Themes and Programs

Reunion Class Programs - Examples from Past Reunions

Thorncrag Bird Sanctuary Nature Walk
Admissions – The Inside Scoop
Work/Family Balance Panel
Behind the Scenes of the Big Dig
So You Want to Be an Entrepreneur?
Tennis Round Robin, Softball Game, Fun Run, Yoga for Adults
Viewing of the Film “Southie”
Pioneering Women of Science: Echoes of Their Struggle Still Heard in Young Voices
Fly Fishing Lessons
The Silent Generation Class of ’56 Meets the Millennial Generation Class of ’06
Africa’s Future: Dark, Dim, or Bright?
Trip to Bates-Morse Mountain Conservation Area
Weird Hobby: Leading Rail Tours
Trip to Maine Coastal Botanical Gardens
Inside Scoop on Bates History
From Soup to Nuts: Designing Your Dream Kitchen
Waging Counter-Insurgency Warfare
What Next? Reinventing Retirement
A Conversation with Dr. Roy Fairfield
Poetry Reading
A Sisterhood of Courage: Women Journalists and War
Writing For Fun and Very Little Profit
Maple Sugaring in Vermont
South Africa Before and After Apartheid
Where the Buffalo Roam, or 25 Years in the Public Health Service
Bates Pranks & Mischief
Can there be Creativity in a Commercial World?
Community Farming
Bates 101
Aging Research at Jackson Labs
The Value of a Liberal Arts Education
1959-2004: 45 Years of Change: Are We Better Off?
John Tagliabue, Mario and Two Puppet Plays
Dermatology: Everyone’s Cover
Retirement Nest Egg Opportunities for the Un-Marketsavvy Investor
Cooking Demonstration and Talk
Good Wine from Maine-Grown Grapes…is it Possible?
Appendix 8: Class Elections and Office Descriptions

In the past, elections have happened informally at Reunion. As we ask more of our class officers, we have instituted a more formal process that will involve the entire class. We have been using this new process since 2004 when we received requests from numerous classes to have a more official election process.

The class president and secretary are elected for five-year terms; the normal term runs from July 1 following a class reunion until June 30 following the next reunion.

The class president is the primary leader for the class with specific responsibilities to work with the class secretary and staff liaison in the Office of Alumni & Parent Programs to develop a communication schedule for the class. The president adds input to class communications, including the Web page, and assists in the recruitment of (and works closely with) class agents to support class fundraising work. In the months leading up to Reunion, she/he initiates and oversees all aspects of Reunion planning, including recruiting a strong Reunion Committee.

The class secretary’s responsibilities include keeping the class informed of events and news, keeping the College updated on class activities, writing an annual request for news from classmates, compiling a class newsletter annually, and submitting class notes for publication in Bates magazine.

Both the president and secretary are asked to demonstrate their own commitment to the class gift by making a Bates Fund gift early in the fiscal year. Some classes may choose to elect co-presidents who will fulfill the president and secretary roles.

Class Committee

Some classes prefer to elect a committee of five to seven members to share the Class President and Secretary roles, especially if classmates are in a particularly busy period of their lives, with children’s activities, emerging careers, and not much extra time for volunteer activities. Committee members can rotate through the role of chair, taking turns compiling a newsletter or writing a request for news, for example. Committee members are also asked to demonstrate their own commitment to the class gift by making a Bates Fund gift early in the fiscal year.

In the spring preceding your Reunion, your class will be asked to submit nominations for class president and secretary, or committee (it is important to consider, if they are interested in continuing, nominations for current class officers). Once all nominations are received, the Office of Alumni & Parent Programs will check with each nominee to make sure she/he is willing to serve, then ask each to write a 2-4 sentence statement of interest. These will be posted on the class website. The class will then be asked to vote for officers online. If a class prefers to run a “paper” election, the class Reunion liaison will help them with this process.

The results of the election will be announced at the class banquet during Reunion.
## Appendix 9: Class Fee Worksheet

### Estimated Attendance
(see Appendix 1 for your class’s estimated attendance)  

<table>
<thead>
<tr>
<th>Anticipated Expenses</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Parade attire</strong> (list each item separately)</td>
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<tr>
<td><strong>Souvenirs</strong> (list each item separately)</td>
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<tr>
<td><strong>Saturday banquet</strong></td>
<td></td>
</tr>
<tr>
<td>Food</td>
<td></td>
</tr>
<tr>
<td>Reception</td>
<td></td>
</tr>
<tr>
<td>Wine &amp; Beer</td>
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</tr>
<tr>
<td>Service fees, gratuities</td>
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<tr>
<td>Entertainment</td>
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</tr>
<tr>
<td>Tent</td>
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</tr>
<tr>
<td>Bus Transportation to off-site location</td>
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</tr>
<tr>
<td>Party favors &amp; decorations</td>
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</tr>
<tr>
<td>Other banquet-related expenses (e.g. centerpieces)</td>
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<tr>
<td><strong>Hospitality Suite</strong></td>
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<tr>
<td>Food</td>
<td></td>
</tr>
<tr>
<td>Decorations</td>
<td></td>
</tr>
<tr>
<td><strong>Overage</strong> (we recommend adding 5%-7%)</td>
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<tr>
<td><strong>Total anticipated class expenses</strong></td>
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### Final Calculations

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<th>Result</th>
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<tr>
<td>Total anticipated class expenses</td>
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</tr>
<tr>
<td>Total to be contributed by class treasury (if applicable)</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total expenses to be covered by individuals attending</strong></td>
<td>[B]</td>
</tr>
<tr>
<td>Estimated cost per adult attending: (Total expenses [B] divided by total number of adults [A])</td>
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</tr>
<tr>
<td>Rounded cost per adult: round up to nearest $5</td>
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</tr>
<tr>
<td>Bates administrative fee (waived for post 50th Reunion classes)</td>
<td>+ $40</td>
</tr>
<tr>
<td><strong>TOTAL Reunion Fee</strong></td>
<td>=</td>
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</table>