Building the Connection: Mini Reunions

Corty Banks Fengler ’64

Susan Lohin, Director, Alumnae Connections
Building the Connection

Mini Reunions

What is a mini reunion?

Who should plan them?

When, and how often, should my class plan mini reunions?

HELP! I need ideas!

Where should we hold a mini reunion?

What is a “destination mini,” and should we plan one?

Why should my class plan mini reunions?

How should we organize and publicize mini reunions?
What is a Mini Reunion?

An opportunity for classmates to get together

Class of 2005 mini reunion at an alumna’s home in New York
What is a Mini Reunion?

A simple dinner with a few classmates

Class of 1974 Mini
What is a Mini Reunion?

An outdoor activity with other alumnae in your state or region

Class of 1990 Mini Reunion in Naples, FL
What is a Mini Reunion?

A weekend getaway

Class of 1964’s Mini Reunion in Maine
What is a Mini Reunion?

Most of all…

*Fun and memorable!*

*Mini reunions do not need to be a lot of work, expensive, or complicated.*
Why Plan Mini Reunions?

• Strengthen old friendships
• Establish new friendships
• Build class identity
• Reinforce ties to Wellesley College
• Provide social and professional networking
Who Plans Mini Reunions?

Class Vice President

Regional Mini Reunion Chairs

Locations, volunteers, hostesses, etc.
When/Where Should We Plan Mini Reunions?

Create a special day for your class. Gather with classmates, wherever you are, on that date.

Fall is a great time to get started and set your own annual goals for your class!

Analyze the geographical distribution of your classmates and target for one mini reunion per region each year.
Where Should We Hold our Mini?

• Casual gathering for lunch/coffee or Happy Hour
• Potluck dinner at someone’s home
• Tour of museum, historic location, or gardens
• Volunteer for a cause – Walk for Hunger
• Visit a spa or resort
• Attend a local Wellesley Club event
When in Doubt…Ask your Class

- Survey your class:
  - Location
  - Interest
  - Pricing
  - Time of Day/Year
  - Length of Time
How Do We Publicize a Mini Reunion?

- Hardcopy newsletter
- Hardcopy invitations
- Broadcast emails
- Wellesley Magazine – deadlines
  - Class notes
  - Alumnae calendar
- Class website
- Facebook
- Telephone tree
During the Mini Reunion...

• Provide nametags – contact WCAA
• Bring a guest book or an update form to obtain contact information and class notes
• Take pictures
  • Class website and Facebook
  • Reunion slideshow
• Distribute an interest form to recruit volunteers and ideas for future mini reunions
After Your Mini Reunion

• Post pictures to your class website and/or FB

• Recap the mini reunion in your next broadcast email and include link to your website

• Send your class secretary any class notes that were received in the Guest Book

• Forward any updated alumnae contact information to updates@alum.wellesley.edu

• File a Mini Reunion Report
Case Study: Destination Mini Reunions
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Does the survey show that your class and destination minis are a match?

» Establish travel dates and location

» Identify and recruit classmates in that area

» Research attractions, hotels, restaurants – consult with local alums

» Send a class-wide email outlining your plans and request an early show of interest. Stay in regular contact with those who respond.
Destination Mini Reunions

Destination Mini Checklist

✓ Formal sales agreement with hotel or locate alums willing to host classmates

✓ Agenda of activities

✓ Transport to the places group will visit buses, taxis, public transportation

✓ Restaurant reservations or list of recommended restaurants for everyone

✓ Have a good time!
Case Study: Destination Mini Reunions

Recap your Destination Mini Reunion in a newsletter or online

• Share details of trip activities
• Include pictures
• Encourage classmates to plan for the next mini reunion (and advertise it if your planning allows)
A mini reunion can be any sort of gathering with three or more classmates

Mini reunions do not need to be a lot of work, expensive, or complicated.

You can use a scheduled Wellesley Club event or a special annual date to connect with your classmates.
Review

✓ Set your own goals for the number of mini reunions to have each year

✓ Publicize your mini reunion in a way that will reach your classmates without breaking your budget

✓ Evaluate your mini event after it is over and file a Mini Reunion Report
Discussion