CLASS ANNIVERSARY PLANNING GUIDE
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The Class Anniversary Planning Guide has been established as a guideline for class committees wishing to host a reunion for their commemorative class anniversary. We hope the following information will assist your committee in having a successful celebration and to make planning easier.

Our office will provide the following for the Class Chair:
- a current address list for alumni from your class year
- assist with locating hotel accommodations
- assist with event venue options
- send out the first mailing (at no cost to your graduating class)
- provide samples of:
  - programs
  - letters
  - agendas
  - schedule of events
  - payment options
  - timeline for mailings

All of the above mentioned samples are included in the Appendage.

We hope the information contained in this guide will be helpful to you and your committees.
Key Elements to Planning a Successful Class Anniversary

In order to have a successful Class Anniversary, PLAN WAY AHEAD! Don’t wait until Homecoming is upon you to try to put one together. Below are tips for planning a successful Class Anniversary.

As above mentioned, plan as far in advance as possible. The longer you can plan the more chances of participation you will gain. Our office will remind you a year in advance of your anniversary year. We are here to assist in any way we can.

STEP 1 – CORRESPONDENCE

1) Beginning immediately after Homecoming, our office will contact the Class Representatives to see if they will be hosting a marked anniversary for the next year. Notable anniversaries are: 10th, 25th, 30th, 40th and 50th. Some classes will have alternate reunions in between these years, as well.

2) Our office will provide lists of current alumni for your Graduating Class Year which will include deceased members and persons with bad addresses. We will also cross reference the yearbook against the Commencement Program and our database to make sure everyone is on the list. However, we may not be able to find current addresses for these members. We would suggest adding a page of lost contacts in with your letters or utilize electronic sources such as Facebook and Twitter to reconnect. We will do the FIRST mailing for each class with the exception of the 50th year. This will allow us to research any returned mailings for updates. We can also provide you with a list of email addresses to help cut your costs. We do recommend sending out a hard copy via regular postal mail for the first mailing.

3) The types of correspondence are:
   a. Letter of Intent. This letter notifies the class members of the marked anniversary year and the plan to host a Class Anniversary. The letter allows persons to respond to the chairs with their intent to participate. Once the chair(s) receives responses from classmates, he/she can begin to pull committees together for the different areas needed.
b. **Acknowledgement Letter with Tentative Schedule.** Once the class knows they have enough interest for a celebration, a letter acknowledging who the chairs/committees may be, the date for homecoming (if not provided in the previous letter), a tentative schedule of events planned and the Class Gift Form.

c. **Letter with Complete Details and Fees.** This letter contains more specific details of the Schedule of Events for the class. The Registration Form which contains game ticket, event information and the Class Gift Form.

d. **Final Letter.** The final letter is a reminder of deadlines of payments due, reminder forms such as the Schedule of Events, Class Gift Form and Registration Form.

e. **Last Call Letter.** Some classes may choose to send out a Last Call Letter. This letter is mailed as a reminder to the members who procrastinate. It is sent in the hope of getting higher participation. (See Figure 1 Timeline)

4) **Electronic Venues**

   a. We highly recommend setting up a Class Page on Facebook or Twitter. By doing this, it gives your Class more exposure to “live” contact versus postal mail. The links to your online venue(s) can be included in mailings and our RamBits (our electronic newsletter sent out bi-weekly).

**STEP 2 – COST DETERMINATION**

1) **The best key to a successful anniversary is – consider the costs.**

   a. Divide organizing committees into event coordinating subcommittees i.e. Chair for Hospitality, Souvenir Book, Correspondence, etc.

   b. Each subcommittee would be responsible for costing out their activity i.e. Tailgate, Hospitality, Dinner, etc.

   c. Subcommittee reports would be combined to determine the overall budget

   d. Participation estimates will be gathered from the initial response rate

   e. In addition to the event sub-committees one additional group will be tasked with determining an appropriate class gift
STEP 3 – EVENT MANAGEMENT

1) Create a timeline for actions the committees need to have in place before mailings go out, such as:
   a. Correspondence to be sent out by
   b. Money deadlines and contact person(s)
   c. E-commerce venues setup for interaction for class members
      i. Facebook
      ii. Twitter
      iii. Instagram
      iv. PayPal (or other payment method if using e-commerce for payments)
   d. Hotel rooms blocked
   e. Vendors for your event
      i. DJ’s / Music
      ii. Catering
      iii. Florist
      iv. Float - The Float, is an additional fee from the vendor you choose so remember to include these fees in your cost analysis. We do not have many classes ride in the parade but this is an option.
   v. Parade Registration Fee
   vi. Photography
   f. Venues for class functions
      i. Host Hotel
      ii. Hospitality Suite

2) Setup a payment plan option. With a payment plan, more people will have the option to attend the event. In today’s economy, many are on a fixed income and can’t afford to pay the full amount upfront. However, if you establish a reasonable payment plan, persons are more readily acceptable to attending. The example shown in the Appendage is based on a class registration fee of $200. The fees generally include but not limited to NAA Gala Ticket, Shirt, Souvenir, Class Picture, Game Ticket, and Saturday Evening Event. (See Figure 2)

3) Keep an eye on your cash flow. Make sure you allow enough monies to fully fund your function. Below are a few steps to keep the finances on target.
   a. Continually monitor the number of paid participants to determine costs are manageable for individual events
   b. Determine which vendors will need to be paid in advance and adhere to their wishes
c. Purchase all items supplied by the reunion one to two weeks prior to the event
d. Collect all gift bag souvenirs two weeks prior to the event
e. Stay firm with your deadlines unless a mailing goes out late and you have to revise it. You need to let your Class know vendors are expecting payments by a certain date to make sure there are no late fees or additional costs (i.e. room costs).

**STEP 4 – CLASS GIFT**  
Plan to Give Back.  
1) How do we make our Class Gift?  
   a. WSSU asks each individual class member to provide a donation to the university in honor of their graduation anniversary. Each reunion class will be allowed to establish an account with the WSSU Foundation to receive these individual gifts as either Endowed or Non-Endowed Scholarships. This process allows the university to provide a tax receipt for each donor and recognize their support of the university. (See Gift Form Appendage 4)

2) Would each Class Member need to write two checks?  
   a. Each Class member would need to provide payment for the reunion expenses to the Class Organizing Committee and write a separate check to the WSSU Foundation for the Class Gift. Please indicate the Class year in the Memo section on your check. Mail check or money orders to:  
      Winston-Salem State University  
      Donor Records  
      311 Blair Hall  
      Winston-Salem, NC 27110

3) How do we establish an appropriate gift amount?  
   a. You must first set a goal total for the Class then determine how this figure should be divided among your expected participants. Always remember that the individual gift should pay appropriate homage to the anniversary year. For example, our 50th Reunion Classes encourage all participants to provide a gift of no less than $1,000 per class member. This class makes arrangements for payment installments, if needed.

   b. Another example is adding a zero to your graduation anniversary year. If this is your 25th reunion, simply add a zero for a donation of $250.00.
c. Depending on your Class Year and the Gift amount for an Endowed or Non-Endowed Scholarship, you can use a similar payment guideline for your Class gift as the Payment Plan for your other events. Keep in mind in order to have an Endowed Scholarship, you must have $25,000. (See Appendix 3)

4) How will we know the total amount donated to our fund?
   a. The WSSU Foundation will keep a running total of your donations. Once you reach your deadline the grand total will be provided to the organizing committee. At any time during the year you would like a list or total to-date, we will be happy to provide that to the Class Chair or Financial Chair.

5) How do we present the Class Gift?
   a. The grand total is determined by the cumulative individual gifts received 2 weeks prior to Homecoming. You may use this total when making your Class Gift Presentation during your dinner or reception.
### Timelines

**Figure 1 - Timelines**

<table>
<thead>
<tr>
<th>Description</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Letter of Intent</td>
<td>November 1st-December 16th</td>
</tr>
<tr>
<td>Acknowledgement Letter - with Tentative Schedule</td>
<td>February 1st - 15th</td>
</tr>
<tr>
<td>Letter With Complete Details and Fees</td>
<td>April 1st - April 30th</td>
</tr>
<tr>
<td>Final Letter - With Deadlines and Cap/Gown/Bio Data (50th Class ONLY)</td>
<td>June 1st - July 1st</td>
</tr>
<tr>
<td>Last Call - Any additional letters as reminders of deadlines</td>
<td>August 1st</td>
</tr>
</tbody>
</table>

### Payment Options for Your Class

**Figure 2 - Payment Options for Your Class**

<table>
<thead>
<tr>
<th>Option</th>
<th>Payments</th>
<th>Due Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Option #1</td>
<td>One Time Payment of $200.00</td>
<td>Total Payment Due by June 1, 2015</td>
</tr>
<tr>
<td>Option #2</td>
<td>3 Payments of $66.66</td>
<td>1st Payment Due by Jan. 30, 2015 2nd Payment Due by April 30, 2015 3rd Payment Due by June 1, 2015</td>
</tr>
<tr>
<td>Option #3</td>
<td>5 Payments of $50.00</td>
<td>1st Payment Due by Jan. 30, 2015 2nd Payment Due by March 1, 2015 3rd Payment Due by May 1, 2015 4th Payment Due by June 1, 2015 3rd Payment Due by July 1, 2015</td>
</tr>
</tbody>
</table>

### Gift Class Fund

**Figure 3 - Gift Class Fund**

<table>
<thead>
<tr>
<th>Option</th>
<th>Payments</th>
<th>Due Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Option #1</td>
<td>One Time Payment of $1,100.00</td>
<td>Total Payment Due by June 1, 2014</td>
</tr>
<tr>
<td>Option #2</td>
<td>3 Payments of $366.67</td>
<td>1st Payment Due by Jan. 30, 2014 2nd Payment Due by Jan. 30, 2015 3rd Payment Due by June 1, 2015</td>
</tr>
<tr>
<td>Option #3</td>
<td>5 Payments of $220.00</td>
<td>1st Payment Due by Jan. 30, 2014 2nd Payment Due by Jan. 30, 2015 3rd Payment Due by June 1, 2015 4th Payment Due by Jan. 30, 2016 3rd Payment Due by June 1, 2016</td>
</tr>
</tbody>
</table>
Figure 4

WSSU CLASS OF ??## GIFT FORM

Name ____________________________________________

<table>
<thead>
<tr>
<th>Last</th>
<th>First</th>
<th>MI</th>
<th>Maiden</th>
</tr>
</thead>
</table>

Mailing Address ____________________________________________

<table>
<thead>
<tr>
<th>City</th>
<th>State</th>
<th>Zip</th>
</tr>
</thead>
</table>

Phone ______________________________________________________

<table>
<thead>
<tr>
<th>Home</th>
<th>Cell</th>
</tr>
</thead>
</table>

Email Address ______________________________________________

Payments may be made by personal check, money order or payable online. DO NOT SEND CASH!!! ALL forms of payment MUST include: Class of ??## Class Gift in the memo line.

Checks and Money Orders are to be mailed to:

Winston-Salem State University
Donor Records
311 Blair Hall
Winston-Salem, NC  27110

If you choose to use the online payment option, please use the link below or go to WSSU’s Homepage, see sample below or type in the URL.

https://www.applyweb.com/public/contribute?s=wssud

Please remember to put Class of ??## Class Gift in the “Comment” box.

Deadline to submit donations is (insert date).
REGISTRATION FORM

WSSU CLASS OF ????. 40TH REUNION
(INsert Dates)

Name ____________________________________________

Last  First  MI  Maiden

Mailing Address ____________________________________________

City ___________________________ State ___________ Zip ____________

Phone ____________________________________________

Home ___________________________ Cell ____________________________

Email Address ____________________________________________

Shirt Size (Please Circle One)  S   M   L   XL   2XL   3XL   4XL   5XL   6XL

REUNION FEES
Reunion Package Includes: Alumni Ball Ticket, Shirt, Souvenir, Game Ticket, Saturday Evening Extravaganza, Conference Room for Sunday Activity

<table>
<thead>
<tr>
<th>Reunion Fees Packages</th>
<th>Number of People</th>
<th>Price Per Person</th>
<th>Sub-Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class of ‘?? Reunion Fees</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full Package</td>
<td>_____________</td>
<td>$160.00</td>
<td>$ _____________</td>
</tr>
<tr>
<td>Life Member</td>
<td>_____________</td>
<td>$ 100.00</td>
<td>$ _____________</td>
</tr>
<tr>
<td>Season Ticket Holder</td>
<td>_____________</td>
<td>$ 140.00</td>
<td>$ _____________</td>
</tr>
<tr>
<td>Life Member and Season Ticket Holder</td>
<td>_____________</td>
<td>$ 80.00</td>
<td>$ _____________</td>
</tr>
<tr>
<td>Guest (non-class member)</td>
<td>_____________</td>
<td>$ 100.00</td>
<td>$ _____________</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Total Enclosed $ _____________</td>
</tr>
</tbody>
</table>

Make checks payable to: Class of ????. and add a note in the memo “WSSU Class of ????. ‘s Reunion”. Deadline is (Insert Date).

Mail to: (Insert Contact Name and Address)
Class of ???? - ??th Anniversary Reunion

Schedule of Activities
(Inset Dates Here)

Thursday, (Insert Dates Here)
8:00 AM – 12:00 PM  Return to Serve

Friday, (Insert Dates Here)
9:45 AM  Founder’s Day Convocation – K.R. Williams Auditorium
11:30 AM – 4:00 PM  Alumni Registration – 207 Thompson Center
12:00 PM – 2:00 PM  Convocation Luncheon (Invitation Only)
7:00 PM  Alumni Hall of Distinction –
8:00 PM  Crowning of Mr. and Miss Alumni –
9:00 PM  Alumni Scholarship Gala –

Saturday, (Insert Dates Here)
10:00 AM  Homecoming Parade
???? PM  Homecoming Football Game –
???? PM  Saturday Evening Events

Sunday, (Insert Dates Here)
Worship – On your own

Please Note: the form can be adjusted to meet your Class needs such as Hospitality, Registration, etc.
Greetings WSSU Class of 1983,

It has been 30 years since we departed to serve from our Alma Mater, Winston-Salem State University. Where has the time gone? I am sure many of us can recall our days at Ole’ SU with great fondest and detail. Many have shared some of these memories on our class Facebook page.

We are writing to invite you to join us as we relive the past while preparing for our future and the future of our great institution. We have several activities and opportunities for you to visit with other classmates on Homecoming weekend, October 11-13, 2013.

Enclosed you will find an itinerary of the Class of 1983 Reunion Events. The registration cost for classmates is $75 before September 9, 2013 and $100 cost through September 30th (an additional $25 for guests). A hospitality suite, class picture, dinner and souvenir gift are planned as a part of the package with the remaining funds being used to establish a student scholarship in the name of our class.

Please send all funds (certified check or money order) to:
(Insert Contact Name and Address)

It is a great day to be a Ram! Class of 1983 Reunion Committee
February 3, 2014

Fellow Classmates,
We are delighted to announce a tentative schedule of events for the Class of 1964 50th Anniversary Celebration. Reunion activities are enclosed.

The reunion cost is approximately $200.00 per person. Additional guest(s) may attend for approximately $150.00 per person. Please complete the enclosed Registration Form and mail to Irie Joyce Richburg, as indicated. Irie and Hullda Hopewell established an account for the class at Wells Fargo. It would be helpful if you could pay reunion fees as soon as possible so that hotel deposits and other expenses may be paid. The deadline for full payment is June 1, 2014.

In addition to the reunion cost, each classmate is encouraged to donate $1,000.00 to the Class of 1964 Endowment Scholarship Fund. If circumstances will not permit you to attend the reunion, please make a donation of $1,000 or more toward the Scholarship Fund. Our goal is to raise at least $50,000.00 for the scholarship. Complete the attached form and send to the address indicated.

Class members are reminded that payment schedules are flexible. There is no set time to make payments. The grand total is determined by the cumulative individual gifts 2 weeks prior to Homecoming. Donations will continue to be accepted but the “Mock Check” will only reflect monies cleared by October 1st.

The WSSU Alumni Host Hotel is the Ramada Plaza located at 3050 University PKWY. Room rates are as follows:
- 1-2 persons - $119.99 plus 12.75% tax=$135.29/room
- 3-4 persons - $129.99 plus 12.75% tax=$146.56/room
Room rate includes hot buffet breakfast daily.

Twenty five rooms have been reserved under the 50th Anniversary of the Class of 1964. To guarantee a room, please make your reservation immediately by calling (336) 723-2911. When making a reservation, indicate that you are a member of the WSSU Class of 1964. The Furniture Market has scheduled a Convention during the same week of Homecoming. Rooms will be very limited. Although the deadline date for hotel reservations is September 16th, if you delay making your reservation now, rooms may not be available.

We are counting on each of you to make this 50th Class Reunion the best. Additional information will be mailed at a later date, but do not hesitate to call or to send an email if you have questions.

Ramfully,
Class of ’64 Steering Committee
Dear Classmate,

The reunion committee is still making plans for the 50th anniversary class reunion for the class of 1957. The tentative schedule of activities is enclosed.

The cost of $150 covers expenses for a class member and one guest. Additional guests may attend for a cost of $30 per person.

The host hotel is Brookstown Inn located at 200 Brookstown Avenue in Winston-Salem, NC. The zip code is 27101 and the telephone number is (336) 725-1120. It is advised that you make your reservations early since this is homecoming weekend. Please make sure you ask for the block of rooms for the Winston-Salem State University Class of 1957. Room pricing is $99.00 for a Single and $129.00 for a 2-Bedroom Suite. Prices are good until 9/1/07. So make your reservation today!!

As the 50th anniversary graduating class, we are invited to march in the Academic Procession at the Founders’ Day Convocation to be held on Friday in the K.R. Williams Auditorium. We will wear the appropriate academic attire for this occasion rather than the golden robes that previous 50th anniversary classes have worn. The cost of this regalia is free. Please complete the form and return it to the designated person.

We would like to hear from every classmate immediately and no later than July 16, 2007. Please complete the intention form and submit it to the designated person.

The Winston-Salem State University Foundation is accepting our $1,000 gifts for the Class of 1957 Scholarship Endowment. Make your check/money order payable to WSSU Foundation. On the memo line, write Class of 1957.

If for some unknown reason you did not receive our first correspondence, one is included on the back of this letter.

Sincerely,

Henry S. Lewis, Jr. (Chairman)
50th Anniversary Reunion Committee
WSSU Class of 1957
Alumni Relations

Remember, if you are planning a reunion, the persons coordinating it must contact the Alumni Relations Office so we will know an event is being planned. Alumni from all over the country call, email or check the website for reunion information. We would not want anyone left out of their class reunion.

Please feel free to contact our office if you have questions or concerns regarding your reunion. We are here to serve you!

Call our office at (336) 750-3491 or toll-free 1-888 565-3870.
Email – snipesc@wssu.edu
Or
Drop by the Alumni Relations office

Alumni Relations
Winston-Salem State University
S.G. Atkins House
Winston-Salem, NC  27110