



Building the Connection: Mini Reunions

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Building the Connection

What is a mini reunion?

Who should plan them?

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

HELP! I need ideas!

Mini Reunions

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?

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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

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What is a Mini Reunion?

A simple dinner out with a few classmates



Class of 1967's 60th Birthday Mini in Napa Valley, CA

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What is a Mini Reunion?

An outdoor activity with other alumnae
in your state or region



Class of 1990 Mini Reunion in Naples, FL

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What is a Mini Reunion?

A weekend getaway



Class of 1964's Mini Reunion in Maine

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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.*

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Why Plan Mini Reunions?

- Strengthen old friendships
- Establish new friendships
- Build class identity
- Reinforce ties to Wellesley College
- Social and professional networking

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Who Plans Mini Reunions?

Class Vice President



When Should We Plan Mini Reunions?



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

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



Analyze the geographical distribution of your classmates, and try to plan one mini reunion per region each year.

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Where Should We Hold Mini Reunions?

Casual gathering at a coffee shop

Tour of a museum or historic location

Meeting up at a local Wellesley Club event

Visit to a resort or spa

A volunteer opportunity

Cookie swap or potluck dinner

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How Do We Organize a Mini Reunion?

- ✓ Establish your planning board
- ✓ Pick a date for your gathering
- ✓ Determine the location for your gathering
- ❑ Publicize your mini reunion!

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How Do We Publicize a Mini Reunion?

- Broadcast emails through VConnect
- *Wellesley* Magazine
- Website
- Hardcopy invitations
- Facebook
- Newsletter or Class Notes
- Telephone tree

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How Do We Publicize a Mini Reunion?



Wellesley Class of 2001

[Image]

August Mini Reunion- Boston Area

Greetings, 01'ers!

As reunion is less than a year away, it's time to beef up our participation in Mini Reunions. Many of you see each other on a regular basis, but we want to extend those informal gatherings to include all 2001'ers.

To get started (or re-started, as the case may be) please join me at the Beer Garden at [Charlie's Kitchen](#) in Cambridge, MA on Thursday, August 12, 2010 at 6pm. If it's raining or too hot, we'll simply go inside. Grab a bite to eat or a drink and reconnect with classmates. Significant others and friends are welcome.

Look for more Boston area minis in the near future. To arrange for a mini in your area, please [contact me](#) ASAP!

Finally, as always, join our [Facebook group](#) to keep up to date on the goings on of our class.

Thanks and happy summer,
Alex Somers
Class of 2001 VP

-----Over 15,000 alumnae are registered for the Online Community - are you?

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How Do We Publicize a Mini Reunion?

*Come celebrate
old and new friendships
at a special 1954 luncheon!*

October 16, 2010 • 12:00 noon

Cost: \$45 per person

Pera Mediterranean Brasserie
303 Madison Avenue, NYC

Please R.S.V.P. with a check payable to Class of 1954
no later than October 6th to:

Janet Blakeman
222 East 80th Street, Apartment 5C
New York, NY 10075

- Consider your budget
- Pull lists of classmates' addresses from VConnect or request list from WCAA
- Follow up with electronic reminders or telephone calls

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Why Plan Mini Reunions?

- Strengthen old friendships
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Why Plan Mini Reunions?

During the Mini Reunion...

- Provide nametags
- Bring a guest book or an update form to obtain contact information and class notes
- Take pictures
 - Class website
 - Reunion slideshow
- Bring a “Lost Classmates” list
- Distribute an interest form to recruit volunteers, ideas for future mini reunions, and more!

After Your Mini Reunion

- Post pictures to your class website
- Review the mini reunion, and include a link to the website, in your next broadcast email
- Send the 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

After Your Mini Reunion

Wellesley Alumnae Class Mini Reunion Report

Name of hostess/organizer: _____

Class: _____

Day: _____ Date: _____ Time: _____
(Friday, Saturday, etc.) (Month, Date, and year)

Location (alumna's home, restaurant, museum, etc.): _____

City: _____ State: _____

Number of alumnae in attendance: _____ Non-alumnae guests: _____

Event was publicized by: Mailed invitation Email Website Phone Calls
(circle all that apply) Facebook Class Newsletter Other: _____

To whom was the publicity sent? Whole Class Class Subset (explain) _____

How was the event funded? Dutch treat pre-paid by alumnae Fully funded by class treasury
(circle all that apply) Partially funded by class treasury Other? _____

Potential class leaders in attendance: (names and skills/recommended roles)

Please share any comments or additional information you think would be helpful or interesting:

Please complete within 30 days of the event and submit to the class vice president and welclasses@alum.wellesley.edu

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Mini Reunions: Case Studies

Kathryn Harvey Mackintosh '03

Mary Edwards '58

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Case Study: Class of '03 Mini Reunion



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Case Study: Class of '03 Mini Reunion

Theme: '03 Turns 30!



Birthday Celebrations on June 14 and 16, 2011

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Case Study: Class of '03 Mini Reunion

Planning

**Class (Vice) President & Communications
Director**

(Concept)



City Hostesses

(Execution)



San Francisco



**Washington,
D.C.**



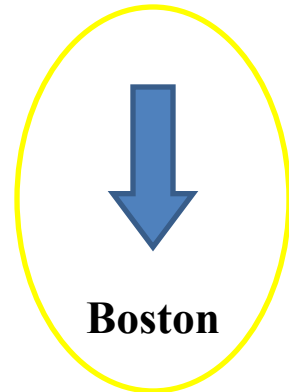
New York



Minneapolis



Boston



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Case Study: Class of '03 Mini Reunion

Planning

3 months
out

Week 1 - VP contacts prospective city hostesses - email to 17 classmates

Week 2 – VP sends reminder with 5 date options

Week 3 – VP emails selected dates and hostess names

2 months
out

City Hostesses - arrange city-specific details: negotiate contracts/minimums, reserve venue, prepare publicity piece (web link, Facebook, event etc.)

VP – request from City Hostesses: date, time, location, contact information

1 month
out

VP – Send Class E-blast with all event information, check in with hostesses,

City Hostesses – Publicity!!

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Case Study: Class of '03 Mini Reunion

Publicity



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5 Attending

[See All](#)

Nicole Deterding



Beth Musser



Shelley MacAskil



Kathryn Harvey Mackintosh



03 turns 30

You are [Attending](#) · [Share](#) · [Public Event](#)**Time** Tuesday, June 14 · 6:00pm - 8:00pm**Location** Union Street Restaurant, 107R Union Street, Newton Centre, MA**Created By** Kathryn Harvey Mackintosh**More Info** It's your birthday, 2003! Join your Wellesley classmates to celebrate!

2003er's are celebrating our collective 30th's across the country - please join us for the Boston party!

Bring partners, friends, little ones - all are invited! We'll provide celebratory dessert, you pay for your dinner and/or drinks. Reconnect with classmates and toast our 30th year!

Accessible by T - Newton Centre stop on the Green Line (D). Plenty of parking in the municipal lot and nearby streets.

Hosted by Lizzie Bell and Kathryn Harvey Mackintosh

Share: [Post](#) [Link](#) [Photo](#) [Video](#)

Case Study: Class of '03 Mini Reunion



Class of 2003

Happy Birthday, Wellesley Class of 2003!

This year, many members of '03 turn 30, so we are celebrating across the country at "03 Turns 30" parties! Let's get together, reconnect, and toast the end of our 20's together!

Friends, family, kids, and Wellesley alums from other classes are all invited to join in on the fun.

Class Council and a team of '03 party people have planned the following celebrations in five major U.S. cities for June 14th or 16th! If your city is not listed and you would like to plan a party, please e-mail your '03 VP, Lizzie Bell, at Lizabeth_Bell@alum.wellesley.edu ASAP. Let's Celebrate!!!

Birthday Parties on Tuesday, June 14th:

Boston, MA – 6-8pm, Union Street Bar and Grill (107 Rear Union Street Newton Center, MA 02459) Contact: Kathryn Harvey Mackintosh, kharvey@alum.wellesley.edu, 617-893-2013

New York, NY – 7-9pm, The Galway Hooker (7 East 36th Street, New York City, NY), Contact: Meryl Rosen, merylrosen@gmail.com and Abbie Murthy, Abigail.murthy@gmail.com

Washington, DC – 6-8pm, Founding Farmers (1924 Pennsylvania Ave., NW, Washington, DC 20006), Contact: Ariel Greenblum, arielgreenblum@yahoo.com, 202-445-0370 or Morgan Courtney, morganlcourtney@gmail.com

Birthday Parties on Thursday, June 16th:

San Francisco, CA – 6-8pm, Americano Restaurant & Bar on the Embarcadero (8 Mission Street, San Francisco), Contact: Sarah Garrett, sarah.garrett@gmail.com; Courtney McLeod, Courtney.mcleod@gmail.com; Betsy Masiello, betsy.masiello@gmail.com; Pamela Pavkov, Pamela.pavkov@gmail.com

Saint Paul, Minnesota – 6-8pm, Salut Bar American (917 Grand Ave. St. Paul, MN 55105), Contact: Bev Luther, Beverly.luther@gmail.com

Please upload your photos from the parties to our [Facebook page](#)!
Your 2003 Class Council

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Case Study: Class of '03 Mini Reunion



Case Study: Destination Mini Reunions

Mary Edwards Class of '58

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Case Study: Destination Mini Reunions

Destination Mini Reunions take more time and attention to plan

- Picking an appropriate destination
- Arranging travel and accommodations
- Planning activities and gatherings throughout the trip
- Considering finances and budgets

Case Study: Destination Mini Reunions

Consider a survey for your classmates

Ask questions such as:

- Do you prefer a domestic or international destination?
- Would you like to include partners or spouses?
- What locations or areas do you suggest we visit?
- Are you interested in helping to plan the mini reunion if your suggested destination is picked?

Includes spaces for your classmates to comment on or explain their answers!

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Case Study: Destination Mini Reunions

Does the survey show that your class and destination minis are a match?

- Choose a location
- Identify and recruit classmates in that area
- Research attractions, hotels, restaurants and check with those local alums
- If spouses/partners will join the group, plan separate activities for them as necessary. Leave some “just us” time for classmates
- Send a class-wide email outlining your plans and request an early show of interest. Stay in regular contact with those who respond.

Case Study: Destination Mini Reunions

Destination Mini Checklist

- Formal sales agreement with hotel
- Agenda of activities (don't forget free time for conversation and relaxation)
- Transport to the places you'll visit (buses, taxis, public transportation or ask hotel sales about using their van/driver for a fee)
- Restaurant selection and reservations if you plan to dine as a group. If you don't, be sure to have a list of recommended restaurants for everyone
- Have a good time!

Case Study: Destination Mini Reunions

Create a newsletter after your Destination Mini Reunion

- Share details of all the trip activities
- Include pictures for everyone to enjoy!
- Encourage classmates to plan for the next mini reunion (and advertise it if your planning allows)



Review

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Review

- ✓ 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

Who Plans Mini Reunions?

Class Vice President



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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



Questions?

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For further information...

Mary K. Casey

Assistant Director of Classes

mcasey@wellesley.edu

781-283-2336

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