

GUIDELINES for writing Presidents' Letters

TIMING:

- Refer to this year's "Reunion Engagement and Giving Calendar" to see when the Presidents' Letters are due to your Alumnae Relations staff liaison. Check here for the latest version of this year's Calendar - <https://agnesscottalumnaeweekend.com/reunion-planning-resources/>

CONTENT:

- We are looking to make the Presidents' Letters more helpful to your classmates and more of a call to action, a full-fledged letter like the Reunion Chair letter that goes out with registration materials in the spring.
- The president's letter will provide an overview of the entire reunion year (again, refer to the "Reunion Engagement and Giving Calendar").
- It will reinforce the success of the Fall Giving Appeal and make an ask by pointing to your Fund Chair and that committee.
- It will share highlights of the Alumnae Weekend schedule and point to your Reunion Chair and that committee, letting your classmates know that their Reunion Chair is busy planning social events leading up to and including AW.
- The president's letter will share the importance of Class News and finding "lost" classmates and point your classmates to your class secretary for both of these.
- You can share any news from the college that you learned from President Zak at Reunion Boot Camp (RBC).

DISTRIBUTION:

- The way that the Alumnae Office will support you as presidents is that you only need to provide the text for your message. The Alumnae Office will post your message online on the class pages - (<https://agnesscottalumnaeweekend.com/3s-8s/>), and then email a link to your classmates with the AW "Hello Summer" branding.
- For those classes celebrating your 50th reunion year and above (Anna Young Club member classes), we will print and mail your president's letter if you request from the Sr. Director (your staff liaison).
- Once the president's letter (either email or USPS) goes out from Alumnae Relations, your class is encouraged to post a link to your class's online page via a FB or IG post/tweet/etc. and share with your Alumnae Relations staff liaison.
- Remember that all alumnae in this year's reunion classes will receive a paper postcard save-the-date, and all alumnae for whom we have an email address will receive a save-the-date email.