

Presidents' Letters Guidelines

Presidents' Letters are due to your Alumnae Relations staff liaison on October 7.

New this year: 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.

The goals of the Presidents' letters are:

- To provide an overview of the entire reunion year (see your Reunion Engagement and Giving Calendar 2024-2025)
- To reinforce the success of the Fall Giving Appeal and make an ask by pointing to your Fund Chair and that committee
- To share highlights of the AW25 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 AW25
- To share the importance of Class News and finding "lost" classmates and point your classmates to your class secretary for both of these

Other suggestions and options:

- You can share any news from the college that you learned from President Zak at Reunion Boot Camp.
- The Alumnae Office will support you as presidents in that you only need to provide the text for your message. We will email your message to your classmates with the AW25 "Welcome Back, Scotties" branding, your class mascot, and class color and post it on your class page on the Alumnae Weekend website.
- For those classes in your 50th reunion year and above, we will print and mail your letter *if you request*.
- Remember that all alumnae for whom we have an email address will receive a save-the-date email and that all alumnae in classes ending in 0 & 5 will receive a paper postcard save-the-date in addition to the email (this is scheduled to go out September 18).
- Once the letter goes out from Alumnae Relations, presidents can post a link to a FB or IG post/tweet/etc. and share with your Alumnae Relations staff liaison.