

## Samples of Attendance-Building Messages

### Class of 1967

*These questions were posed to classmates on the class mailing list on successive days in early May, and were designed to stimulate conversation and interest in coming back to Yale. Responses were lively, and in the following weeks registrations for the reunion picked up. In the end, classmate attendance jumped from the predicted 24% to 30.6%.*

- 1) "As freshmen first we came to Yale...." – What was your welcome-to-Yale moment?
- 2) "Examinations made us pale...." – What was your favorite "gut" course?
- 3) "In sophomores we have a task...." – Who was your most memorable professor?
- 4) "In junior year we take our ease...." – Tell us about your most memorable off-the-wall adventure at Yale.
- 5) "In senior year we take our parts/ In making love and breaking hearts...." – OK, tell us about your most memorable road trip.
- 6) "And now into the world we've come...." – Who in the class do you most admire for their post-Yale career?

## Class of 1982

*The message below was posted by a classmate to the class listserv several weeks before the reunion as a way to begin the re-introductions to one another at the reunion. Responses were received from several dozen classmates. Classmates not able to come to New Haven also benefited from the conversations that the responses spawned, and some folks registered for reunion as a result of these early interactions. You could customize your 25 questions to fit your class and your class's time at Yale.*

To: y1982-l@aya.yale.edu

Subject: [Y1982-l] reintroduction: getting to know you all over again

Hi everybody,

Since I'm probably not the only one on this list who is planning to attend the reunion later this month, I thought it would be a good idea to start the process of getting to know each other again. We'll have more fun, both before and after.

When I was reading the rush of posts earlier, I realized that I don't remember a lot of people (and I'm sure that those people could say the same about me). So I quickly put together a getting to know you/reintroduction quiz/meme (a la those social networking sites such as livejournal or myspace).

The questions are below. I'll provide my answers in a separate post, and you can use this one to cut and paste for your own responses. If you know someone who's on this list, and hasn't been posting, or someone who is not on the list but is attending the reunion, please tag them by forwarding them the quiz and asking them to submit the answers. If you like, you can have them send it to me and I will post it to the list:  
joannaw@inch.com

Have fun!

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### 25 Questions for the 25th Reunion

Full name & college affiliation:

1. Where are you right now?
2. Where do you wish you were?
3. What do you do for a living?
4. What do you do for fun?
5. What was your dream growing up?
6. What talent do you wish you had?
7. What was the last book you read?
8. What book are you reading now?
9. Worst trait?
10. Best quality?
11. Proudest achievement?
12. Are you an optimist or a pessimist?

13. What would you do if you were stuck in an elevator?
14. What's the worst thing that ever happened to you?
15. What's the best thing in your life?
16. What's one thing about you that other people don't know but should?
17. Do you have any pets?
18. Do you have any children?
19. If you could change one thing about your life, what would it be?
20. If you won \$100,000 dollars today, what would you do with it?
21. Whom would you most like to meet?
22. Whom do you wish you hadn't met?
23. In three words, how would you describe yourself in 1982?
24. In three words, how would you describe yourself in 2007?
25. Are you going to the reunion? If not, why?

## Class of 1983

Sent: Thursday, May 01, 2008 6:32 PM

Subject: May Day is Here - Yale Reunion in Four Weeks! -- Please come!

Dear Yale Classmate

Happy May Day! -- I mean, the celebratory bouncing around the maypole trilling in the warmth of the sun and emerging greenery... which reminds me that Yale's campus is so gorgeous this time of year. I also mean "Mayday", the universal call for help... we need your help, as in your attendance -- and that of your roommates, study partners, teammates and fellow club members -- at our reunion in order to have the nicest possible time.

Now look, we have about 250 classmates who are already signed up (bringing along about the same number of guests), so this is a great start, and we will have a fantastic time. Another 100 of us have said that we will come, but not yet pressed the little button to register at [www.AYA.Yale.edu/reunions](http://www.AYA.Yale.edu/reunions) -- please do, because now that we have seen your name on the list we are really looking forward to catching up with you in person!. AYA thinks that it would be nifty if we set an attendance record, which we would with about 500 classmates -- and speaking of records, Marc Pinto and David Messer are coming up close on setting a new reunion record class gift, and every last penny helps -- particularly in the great financial aid packages which Yale is now giving out to make sure that worthy students are not excluded..

And for procrastinators and sitting-on-the-fencers, our Reunion Committee has developed the following list of reasons to come:

10. Blue Martinis on Old Campus (take Thursday and Friday off -- how often do you celebrate your 25th Reunion?!).
9. All of the Whiffs and Whim 'n' Rhythm will be there.
8. Hear the brilliant Professor Gaddis Smith, but at a civilized hour (no 8 AM classes this time!)
7. Yale Engineering is a full-fledged "School" again. And Skull and Bones is co-ed, finally.
6. Drink a toast to those bright college memories of the Yankee Doodle, Naples Pizza, Fitzwilly's, and the Old Heidelberg -- all gone but hardly forgotten.
5. Ashley's, Pepe's, Sally's, Yorkside, Thomas Sweet's (?) and Rudy's are still going strong.
4. See if you can figure out what happened to your old college rooms -- and to the weenie bins at CCL (think: Earth Tones).
3. The campus these days is unbelievably beautiful. Truly.
2. See old friends. And see if you can recognize them!
1. Make new friends -- Yale admitted a truly awesome class in 1979, and we really are nice, fun, smart, informed and yes, even still young.

With four weeks to go, it is a great time to finalize your plans to come to New Haven and celebrate and/or connect. And, we can make it easy. Just tap on this website: <http://yale83.org> and you can find registration details (Malcolm, this is for you) as well as information on our class GroupOf website where we can share our life journeys and trivia (thanks, Sean).

Looking forward to seeing you on the Old Campus!

Your Reunion Committee

## Class of 2007

*Email sent by the Morse College Attendance Chair on April 5<sup>th</sup>*

Hello!

As the designated "Reunion Attendance Chair" for our residential college, it is my duty to essentially beg the Morse Class of '97 to come to our tenth reunion happening June 8-10th. In order to show you just how committed I am to my job, I have written a poem in an attempt to inspire you to be there. [Note: If you are (a) very busy right now, (b) generally impatient/not amused by anything mildly lame and/or (c) an actually good poet, please skip to the bottom of the email. Thanks!]

Hello, hello, all you Morse girls and guys,  
I hope this email finds you healthy and wise...  
...and wealthy and happy and full of spring cheer,  
and counting the days 'til our reunion is here!

Now I know that reunions make some of you balk,  
You think that it's just a lot of small talk.  
But I urge you to give our TENTH a try!  
And here are just a few reasons why:

Come see your suitemates from your Durfee days!  
Perhaps they've changed in significant ways...  
Some may have grown things, like a business or a beard-  
Some may have normalized, or gotten really weird.

Some may have lost things, like jobs or their hair-  
Or gained things like beer guts or a stylish new flair.  
Some might have moved, or changed their last name,  
And some might be EXACTLY the same.

Whatever the case, it's worth a shot-  
Come see what the last ten years have brought.  
It WILL be fun, I really do think-  
And, hey, if not - there'll be plenty to drink.

### IMPORTANT INFO THAT I COULDN'T MANAGE TO RHYME:

- Reunion date: June 8-10, 2007.
- Link to our reunion website:  
<http://www.aya.yale.edu/reunions/classPage.asp?classID=132>.
- Registration: You should have received a registration packet already; you can also register using the website above. Another mailing will be going out shortly.
- Financial aid: Financial aid for attending the reunion is available through the AYA. If you are interested, contact Karen Jahn at the AYA on a confidential basis at 203-432-1954.

SPREAD THE WORD!

Though most of the class has an email address listed with the AYA, there are a handful of "Morsels" (I use the quotes because I was never entirely comfortable with that term) for whom no email address is available. If you are in touch with any of the following people, please forward them the reunion information:

Adam Chalom  
Lorna Creveling  
Monique Griswold  
Aviad Hack  
Luke Hansen  
Annie Kim  
Jason Lee  
Josh Rabjohns  
Chris Sakellis  
Ambeshie Yesus

If you have any questions at all, feel free to email me and I will try to get them answered for you. I hope to see all of you in June!

## Class of 1983

*Email sent by the Attendance Building Chair to her attendance captains*

**From:** Messing, Bonnie [mailto:bmessing@gellerco.com]  
**Sent:** Monday, May 12, 2008 5:15 PM  
**Subject:** Coming Down to the Wire - Hale Attendance Captains!

Dear Attendance Captains --

I am delighted to inform you that we have 338 classmates (number does not include classmate/guests) signed on and ready to come to New Haven -- representing more than 1/4 of our class! And -- if we convert the 70 classmates who have indicated that they would like to come, but have not yet clicked through a reservation, we will be seeing 1/3 of our class!

This is terrific progress -- but AYA has asked us to try to beat the class of '86, who brought 500 to campus -- so please make your final sets of calls and emails, and exhort your former roommates to make calls, too. Just check our website to get to the list of attendees and maybes -- <http://yale83.org> -- this will also pull right through to registration. (And yes, there is a financial aid budget, Alisa Masterson at AYA can help make those connections -- and yes, Camp Bulldog had certainly been a highlight of my son's prior reunions, kids have a great time too)

Right now, Berkeley and Calhoun are neck and neck in setting the standard for our class, with 36% of their classmates committed to come. Davenport is a hair behind, at 34%, and JE is about 32%. Saybrook, Trumbull, Branford, and Pierson are all above 25%, with Stiles and TD within a few classmates of that level. Silliman and Morse are within a few classmates of 20%. So -- firstly, it is likely that everyone will know someone from when we were bright, young things; secondly, there are lots of folks to meet (again); and lastly -- if you know folks at other residential colleges who haven't yet registered, call them too.

Thanks again for your help.

Boola, Boola,

Bonnie

**Class of 1964**

*Email sent by the reunion chair to committee*

**From:** Waldo Johnston [mailto:waldjohnston@hotmail.com]  
**Sent:** Sunday, September 07, 2008 12:08 PM  
**Subject:** Reunion workshop

Hello 45th Reunion Steering Committee:

I wanted to let you know that I will be attending a Reunion Workshop for all Reunion Chairs in New Haven this Friday, September 12.

AYA calls this the “first official step in the planning process” and has instructed me to consider such tasks as recruiting volunteers and forming committees for attendance and program during the summer. Happily, we appear to be well ahead of the curve in almost every respect thanks to you all!

The workshop will focus on the calendar for the next ten months, how faculty, campus departments, and outside vendors all coordinate with us, and how to encourage attendance. The specific topics are:

- The Reunion Planning process
- Reunion fundraising
- Tasting menu selections
- The planning calendar
- Financing reunions
- Promotions (written and electronic)
- Attendance building methods
- Organizing a reunion committee
- Class programs (including meals, panels, speakers, entertainment, etc.)
- Memorabilia/souvenirs
- The chair’s role during the reunion
- Reunion catering

Please let me know if you have specific questions to ask, or comments. One item of note is that AYA is busy preparing for a mailing in October, so that seems to be a given. I know Tony and Bill are very interested in electronic communication, but I think we can and should do both at this time.

Hope you are all well and gearing up for the fall-and the reunion planning in earnest as the event nears!

Waldie