



LAWRENCE UNIVERSITY
APPLETON, WISCONSIN

Reunion Calling Tips

Our #1 goal is to connect with peers, so we can invite them to Reunion & encourage them to save the date, **June 19-22, 2025!**

Suggested Points to Cover During Conversations:

- **Find common ground.** Reunion marks a special occasion—a milestone—prompting memories and denoting accomplishments.
- **Listen.** It is important to pick up cues from your classmates. Try to understand their current passions, interests, dreams, values, and concerns.
- **Encourage them to come to Reunion June 19-22, 2025.** Registration will begin in April 2025.
- **Discuss who else you know** is attending ...or who is on the planning committee ...might they be willing to reach out to others in the class and encourage them to come?
- Ask **what activities** they would like to see at Reunion.
- **Encourage them to update their biographical info** - on your class's Facebook page & to the Class Notes section for the magazine, even if they can't attend Reunion.
- **Verify phone and email information** - that will help your reunion planning committee as they communicate with the members of the class; please share those updates with your staff liaison so we can update our database.

Turn the conversation to the class gift, emphasizing the educational and social experiences Lawrence made possible—the lasting friendships, marriages, and successful careers that began at the college. Discuss the need for support to make similar experiences available for present and future generations. No student ever pays the full cost of their education. We have all been helped by our college education to achieve success, and we owe it to ourselves and to future Lawrentians to support our alma mater.

Reference your own commitment to supporting the class gift your planning committee is promoting: the planning committee wants to encourage (X+) members of the class of (Y) to contribute (\$ZZZ) or more to a class gift that will be directed (to student scholarships...or whatever your committee's goal is).

Information you may find helpful:

- **Lawrence Fund:**

The majority of Lawrence Fund dollars support student scholarships.

- Each student (regardless of how much tuition they pay) receives a \$11,000 discount because of gifts to the Lawrence Fund and endowment earnings.
- Only 2% of our students cover their full tuition and room & board costs; all other students receive financial or merit based aid.
- Just over 20% of our students have Pell grants.

Lawrence Fund also supports:

- Salaries and academic needs of our top-notch professors
- The Office of Diversity and Inclusion, Library, Conservatory, Björklunden, athletics, facilities, and academic programs.

- **Legacy Circle:**

- Membership in the Legacy Circle is extended to anyone who has made a commitment to support Lawrence through a planned gift and informed the college of these plans. Planned gifts provide a way for alumni to participate in the future of the college.
- Please consider making an impact on Lawrence students of the future through a planned gift, including life income gifts and bequests. These types of charitable arrangements let you support Lawrence far into the future while also leveraging the amount you are able to contribute because of tax benefits. For more info visit: <http://www.lawrence.edu/s/giving/legacy> or contact Laurie Yingling at 920-832-6843.

Talk about your own commitment. Why are you involved? Why are you investing your time and money? What did the education you received from Lawrence mean to you? How has it helped you achieve your goals, and how has it contributed to your success?

Invite them to give an annual amount for the Lawrence Fund and consider pledging that for three to five years. This is most important, as your chances of success are greatly improved if you mention a specific amount to give for each of the three to five years. Remember, the entire pledge amount of up to 5 years can count towards the donor's Class Gift contribution, so be sure to emphasize the importance of the opportunity for your classmate to make a milestone commitment. They will need to determine how they want to designate/split their gift between the Lawrence Fund and the class scholarship.

What to do when you get a pledge

You have secured a pledge when the classmate has agreed to contribute a specific amount to the class gifts with payment(s) to be made either during the Reunion year or in installments. Please send an email to your classmate introducing your staff liaison. The staff liaison will then take care of confirming the terms of the pledge and submitting the proper paperwork.

If they would like to make a gift directly online they may visit: <http://go.lawrence.edu/give-online>

Remember to thank your classmate **for their time, consideration, and participation.**