

# Serving on Your William & Mary Law School Reunion Committee



Alumni Weekend 2022 will be an exciting and unique time at William & Mary Law School. **So save the date: April 8–10, 2022!**

We will be celebrating reunion classes of 2's & 7's. This year's reunion is being planned in person! The Advancement Office will be leaning on the Reunion Committees to determine what Alumni Weekend will look like and how to best celebrate together!

Your input will be incredibly valuable, and the philanthropic support of you and your classmates will make a critical difference in ensuring Dean Spencer's ability to navigate today's challenges while best supporting the Law School community.

## TIMELINE

### September – December 2021

Dean's Update Kick-Off Call, first Reunion Committee calls, Class goals set, Class Letters drafted, outreach lists requested and assigned, peer outreach begins

### November 2021

Class Letters sent to all members of reunion classes

### December 2021

Peer outreach for year-end gifts

### January – March 2022

Monthly Reunion Committee calls, promote attendance and giving to peers

### Alumni Weekend: April 8–10, 2022

Goals are met, and it's time to celebrate! Class Gift totals and participation success will be announced Saturday evening

### May – June 2022

Follow-up calls and emails to reunion attendees to encourage giving by June 30th

W&M Law School Advancement staff will support you:

- With materials needed for successful outreach, including contact and giving information, scripts, and talking points for phone calls and emails.
- With regular Zoom conference calls and giving reports to track progress on Class goals.
- With invitations to Zoom calls to meet with speakers from the W&M Law School community.
- With modules and trainings from fellow alumni volunteers on how they find success in peer-to-peer outreach.

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If you have questions about Alumni Weekend or volunteering on your Reunion Committee, please contact a member of the Reunion Team:

#### Amy Ryan

Assistant Dean for Development  
arryan@wm.edu

#### Katey Howerton

Associate Dean for Advancement  
kmhowe@wm.edu

#### Ruth Birkelbach

Development Associate  
ralayman@wm.edu



WILLIAM & MARY  
LAW SCHOOL



### Reunion Committee Chair/Co-Chair

- Make best faith plans to attend (or tune in to!) Reunion Weekend April 8–10, 2022
- Make a multi-year leadership commitment (*consider Dean’s Council x5 year commitment*)
- Help recruit a large committee, asking members to:
  - make best-faith plans to attend Reunion Weekend
  - consider joining the Dean’s Council with a multi-year leadership commitment
  - contact up to 10 classmates asking them to attend Reunion Weekend and make a gift
- Spearhead class communications planning to include Fall letter and Spring letter and email
- Communicate with committee members to follow-up on their efforts with classmates regarding reunion gifts, commitments/intents and attendance and be a cheerleader for the cause!
- Make your personal commitment to the Reunion by the Committee deadline of November 30, 2021.

### Reunion Committee Members

- Make best faith plans to attend (or tune in to!) Reunion Weekend April 8–10, 2022
- Make a multi-year leadership commitment (*consider Dean’s Council x5 year commitment*)
- Contact up to 10 classmates to ask them to do the same:
  - make best-faith plans to attend Reunion Weekend
  - consider joining the Dean’s Council with a multi-year leadership commitment
- Report results of calls to Amy Ryan at arryan@wm.edu or 757-221-7367
- Make your personal commitment to the Reunion by the Committee deadline of November 30, 2021.

### Law School Leadership Giving Levels

The Chancellor’s Circle	Recognizes annual gifts of \$25,000 or more
The George Wythe Society	Recognizes annual gifts of \$10,000 or more
The President’s Council	Recognizes annual gifts of \$5,000 or more
The Dean’s Council	Recognizes annual gifts of \$2,500 or more
John Marshall Associates	Recognizes annual gifts of \$1,000 or more
St. George Tucker Associates	Recognizes annual gifts of \$500