

Special instructions to the Reunion Committee members who are the key Affinity contact leaders:

Title: IMPORTANT--Suggestions for Your Telephone Calls to Classmates

1) Emphasize the reunion web site www.yale63.org now contains all information needed about any aspect of the reunion. Please be sure to emphasize the Userid: **yale63** and Password: **50th** in bold, I still get calls from guys trying to use their old class id#. It will be kept current with latest developments. Classmates should visit often. Visit the web site first, click through ALL of the sections quickly. It will give you a full picture including the section from Classmates why they are coming to this reunion.

2) Scholarship funds available if needed. see the web site for details. fully confidential

3) I really like the positive futurist theme "Re-connect to your future." This reunion is not a summation of our lives at the end, it is really reviewing and understanding the past but mostly embarking on a shared future, more adventures. "Life begins at '70". This reunion is not a wake, it is a christening ceremony marking our rebirth to a new wonderful future, enhanced by our opportunity to reconnect to 860 great men. Start over with a new base of understanding. This is a very positive reason to come, especially for those who have not connected with us since they left in 1963. This is a great time to start over, create a new beginning. We will all be starting a new cycle together, and tap into a great source of kindred energy going forward in your life. Play on Eliot's philosophy *T.S. Eliot - Four Quartets* "We shall not cease from exploration. And the end of all our exploring will be to arrive where we started, and know the place for the first time." Come back full circle to your own starting point. We will be there to greet you and join you moving forward from here. Continued contacts, shared emails, future reunions, special connections. A celebration of our future, not our past. The Bright College Years are still ahead of us. I love this theme.

4) Entering intent on the Pre-registration list is not a hard commitment now to attend, just an indication of a positive I hope to be there and am doing all I can at the moment to try to be there and most likely will be there. No cost or commitment. Helps with our pre-planning the events.

As we begin making telephone calls to classmates about attending the Reunion, it seems an opportune time to pass along some suggestions which have been working well.

I. Research Before You Call

Before you call a classmate, please bring yourself up to date on the information we already have about that classmate.

A. Read the Classmate's Personal Essay

More than two-thirds of our classmates have written personal essays for the 50th Reunion Class Book. They are available on www.yale63.org under the heading "Class Book Preview". (To access them, use the User Name yale63 and the Password 50th.) Reading the essays before you call will bring you up to date on what each classmate has been doing, and will give you a natural point to start the discussion.

B. Review the Information We Have on the Classmate

The spreadsheets we are circulating contain a lot of information which will be useful to you in your calls, including who the classmate's roommates were (in many cases), what the classmate's affiliations were, whether or not the classmate attended each of the past three reunions, whether or not the classmate provided a personal essay or at least some personal information for the 50th Reunion Class Book, and whether or not the classmate has made a hotel reservation or signed up to take part in any Reunion activities. Please review this information before you call.

II. We Have a Lot of Products to Sell

The Reunion is not a single, unitary product. It is a bundle of products, each of which will be fascinating to the right classmate. One of your jobs is to highlight for each classmate the things that will appeal to that classmate. To help make them vivid, it will often help to urge the classmate to go on www.yale63.org, and click on the corresponding heading. In fact, it's a good idea to have www.yale63.org open on your computer when you make your calls.

A. Reunite With Friends

One of the best reasons to go to the Reunion is to get together with old friends. More than 325 classmates have already pre-registered for the Reunion. They are listed under "Attendees List" on www.yale63.org. Any classmate who reads this list is bound to see old friends he would like to see again. Urge them to read the list and decide to come. That's what the list is for. Also, urge classmates to read other classmates' personal essays on www.yale63.org, and tell them that the Reunion itself will be even better than the essays. (If they tell you that they're waiting for the Class Book to come out in hard copy form, see if you can't persuade them to look on the website in the meantime. It now appears that the bound Class Book will not be mailed out until at least March.)

B. Class Film

The premiere of the Class Film will be an extraordinary event. The Class of 1961 did such a film for their 50th reunion, and it was highly successful. Classmates found it heartfelt and moving. It was the topic of conversations for the entire reunion weekend.

C. Discussion Groups

Discussion groups are a perennially popular feature. Urge classmates to read the current list of discussion groups on www.yale63.org, and let us know if they would like to serve as discussion leaders. Remember that, for those classmates who have not attended our last three reunions, you will need to describe for them how stimulating the discussion groups are.

D. Memorial Service

Since the first Memorial Service at our 40th Reunion, they have become a highlight of our reunions. Urge classmates to look at the draft program for the Memorial Service on www.yale63.org. Here again, remember that, for those classmates who have not attended the last two reunions, you will have to describe for them how meaningful they will find this tribute to our deceased classmates.

E. Class of 1963 Teaching Awards

The Class of 1963 Teaching Awards are a first, not just for our reunions, but for any Yale reunion. This is a chance for classmates to meet and talk with teachers who are still remembered half a century later. Yale's President-Elect Peter Salovey will introduce the program. The current list of recipients can be found on www.yale63.org.

F. Informal Discussion With President-Elect Peter Salovey

This is an unprecedented opportunity for an informal discussion with Yale's President-Elect Peter Salovey. Whatever a classmate's feelings may be about the current President of Yale, it is hard to find anyone who will say a bad word about Peter Salovey.

G. University Lectures

We sometimes tend to overlook them in talking to classmates because they are not something peculiar to our own Reunion, but the University Lectures on Friday and Saturday mornings are widely popular with the classmates who have attended them.

III. Find Out and Address Each Classmate's Reasons for Not Coming

The calls you will be making are an occasion to listen as well as talk. If a classmate says he's not planning to come, try to find out why not. If the problem is that the classmate is physically or mentally unable to make the effort, or has an unbreakable conflicting commitment, there's not much to say, except to emphasize that they can always change their mind, even at the last minute, and we will be very happy to see them. Other reasons for not coming are things we can address. Some of the most common are discussed below.

A. "I Won't Know Anyone"

Many classmates feel that they made few friends at Yale, and that there will be no one they know at the Reunion. Such classmates should be urged to read the list of Reunion attendees on www.yale63.org. Almost certainly they will see people on the list whom they know. Alternatively, you can ask them who are the classmates they do remember, and then see if they're on the attendee list. (It will help for this purpose, among others, if you have www.yale63.org open on your computer when you call.) It may also help to describe how often you meet people at reunions whom you did not know (or did not know well), but with whom you become friends many years later.

B. "I Haven't Accomplished Much, and I Don't Want to Listen to People Boasting"

A surprising number of our classmates' essays in the 50th Reunion Class Book quote President Griswold as telling us in 1959 that Yale men were expected to accomplish great things, and then go on to say that they didn't do that. Classmates who feel this way are likely to worry that they will be assaulted at the Reunion by classmates boasting about what they have accomplished, not to mention their wives, their children, their enterprises, etc., etc. The best response to this is to assure them that this is not what our reunions are like now, whatever may have been the case 30 or 40 years ago. As we have grown older and wiser, our classmates have too, and now our reunions are occasions for friendship and talking about things that matter.

C. "All They Do Is Get Drunk in the Courtyard"

Please assure classmates that, although socializing in the courtyard is certainly an important and enjoyable part of the Reunion, it is only a part, and many very worthwhile things go on as well. Urge them to look at the Reunion timeline on www.yale63.org. The Class Film, the Memorial Service, the discussion groups, and the Teaching Awards are also good things to mention to classmates worried that the Reunion will be a frivolous event.

D. "I'm Fed Up With Yale"

A lot of our classmates are less than thrilled with the official Yale of today. The best response to this is to say that our reunions are not about the official Yale, they are about reconnecting with their friends in the Class. Assure them that some of the most tireless workers for the Reunion share their skepticism about the official Yale, but they get great pleasure from reconnecting with their classmates. Also tell them that

everything can change, even Yale, and that our meetings with President-Elect Peter Salovey will be a rare chance to get a preview of the future.

IV. What Do We Want Classmates to Do at This Point?

A. Pre-Register and Get Themselves on the Attendee List

AYA will not send out the formal registration materials for the Reunion until late March, but in advance of that, we would really like classmates to pre-register and thereby get themselves on our list of attendees. It's very easy for a classmate to do this -- they just need to click on the first tab of www.yale63.org, and fill in the minimal information requested. (They should be sure to click the boxes at the bottom saying that they're coming and that their name can be added to the attendee list.) Please remember, however, that while we would like to get as many classmates as possible on the attendee list, if for any reason they have a hang-up with this, the really important thing is that they come to the Reunion, not whether they pre-register.

B. Call Their Roommates and Other Friends

Once a classmate has decided to come, we should ask the classmate to become himself an ambassador for the Reunion, by calling his roommates and friends and urging them to come. We cannot have too many people calling each classmate who is still undecided. The knowledge that your friends really want you to come is a powerful motivation to come to the Reunion.

C. Volunteer for Reunion Activities

If there are discussion groups or other activities that a classmate would like to be part of, please encourage them to volunteer. If they don't know whom to contact, please encourage them to contact me. A classmate with an active role in the Reunion is that much more likely to come.

D. Register for the Reunion in Late March

As soon as the registration materials are sent out, we will follow up to make sure that everyone has registered.

E. Come to the Reunion!

Be sure that the classmate understands that, even if they just come to one event at the Reunion, so long as they sign in they are counted toward our total. This is important, not just because we would like to set a record (I'm still sophomoric enough to care about that), but also because, if a reluctant classmate can be persuaded to attend even one event at the Reunion, he will see how good it is, and attend more next time. If a classmate tells you that he is planning to attend a get-together of his fraternity or society, but not the Reunion itself, see if you can learn when the get-together will be, and then suggest a Reunion event which is close in time to it.

V. Thank You!!

Thank you so much for making these calls. Nothing else we can do is so vital to the success of the Reunion. **Guy Miller Struve**