Dear Alumni Representative,

Thank you for being a Class Connector! Your willingness and generosity to volunteer as a Class Connector will help SAS and your fellow alumni both now and in the future. SAS will count on you as to help us build a stronger network base and, in turn, you can count on SAS to support you in your efforts.

Class Connector Role Description
This role includes helping find alumni contact information, meeting with other alumni, and acting as liaison between alumni in your class and SAS.

• Provide information for the SAS eNewsletter and Journeys magazine by contacting alumni to gather news and/or suggest relevant topics and articles to the Journeys editor.
• Assist the Alumni Relations office in gathering up to date contact data about alumni in your class and sharing this information with SAS to include in the alumni database.
• Liaise regularly with SAS to provide important, constructive perspective and ideas to the Alumni Relations Office.
• Assisting with the SAS Alumni Annual Fund drives to raise class funds for SAS. This involves sending out information and reminders via social media and email.

In order to facilitate your role as a Class Connector, the SAS Alumni Relations office will:

1. Designate an individual with whom the Class Connector liaises and works.
2. Provide guidelines and clarify expectations for each situation.
3. Provide materials to support each Connector and enable the actions and events to take place in a more informed way.

This manual has been put together by Alumni Relations Office to help you carry out this important role.

Lauri Coulter
Director of Alumni Relations
Singapore American School
How You Can Support SAS

Class Connector Responsibilities:

Personal Information
Knowing who our alumni are, where they are located, and the types of careers they explore is critical to the livelihood of our community. For more information on how we use (or don’t use) the data you collect please see our Data Policy.

• Send out notices periodically via email or social media urging alumni to update their personal data.
• Attempt to connect the alumni community with classmates who have lost touch or have never been in touch.

Journeys & Class Notes
• Gather news and photos about alumni from your class and pass it on to the Alumni Relations office for Journeys, the alumni eNewsletter, and social media.
• Suggest relevant topics or articles to the Journeys editor.
• Get written permission from each alumnus allowing the alumni office to use the information and/or photo gathered.
• Assist the alumni office in gathering outdated address information if a Journeys magazine is returned.

Alumni Website & Directory
• Provide the alumni office with the method(s) you will use to contact your classmates (i.e. social media or an email). This information will be posted on the website so other alumni can find how to get in touch with the rest of their class.
• Promote the alumni directory powered by EverTrue to your classmates.
How We Support You

Alumni Relations Office Responsibilities:

• Design and management of the alumni web site and its services
• Manage alumni data (contact information etc) in web profiles
• Search for alumni for whom the Alumni Relations Office has no contact information.
• Manage the Alumni Directory app database via EverTrue.
• Develop, organize, and manage the structure of the Class Connector program.
• Produce a regular communication – eNewsletter and Journeys – for alumni.
• Organize and manage graduating Seniors program.
• Assist alumni enquiries for transcripts, diplomas, contact information for faculty, staff or locating former student friends.
• With the SAS Advancement Office, organize fundraising campaigns for the Annual Fund.
• Produce reports/studies/lists about SAS alumni including universities attended & employment information.
• Make SAS merchandise available to alumni.
• Meet with alumni when they are in Singapore.
• Organize yearly alumni office networking events in the United States and Singapore.
Hello, my name is…
Classmate talking points

When calling or emailing classmates, here are some helpful questions to get started in conversation:

• Do you keep in touch with anyone else from our class?
• What have you done since graduation?
• What are you doing now?
• What is your fondest memory of SAS?
• Have you returned to campus lately?

Make sure to mention the following:

• The SAS Alumni Directory app (powered by EverTrue)
• Dates for any upcoming reunions or alumni events
• Encourage participation in the Eagles Fund

Refer any specific questions from your calls to your Alumni Class Connector Liaison, Susan Studebaker-Rutledge.
Get Social

Start a class Facebook page:
Social media tools such as Facebook, Twitter, and Instagram are a great way to promote alumni reunion, events, networking, and fundraising efforts.

How to create a group on Facebook:
1. From your home page, go to the Groups section on the left side menu and click Create Group.
2. Click +Create New Group at the top of the page. A window will appear, where you’ll be able to add a group name, add members and select the privacy settings for your group.
3. Click Create when you’re done.
4. Email alumni@sas.edu.sg and let us know your group’s name so we can add it to the website!

Keep in touch on our official pages:
The Alumni Relations Office has established an official Singapore American School Alumni Facebook page for all alumni where we post news relevant to all alumni and we encourage you to share our news that pertains to your class on your class specific social media channels. We are also currently working to develop our presence on Twitter, Instagram, LinkedIn, and Pinterest.
Support the SAS Alumni Annual Fund

Fundraising
Since SAS’s founding in 1956, the spirit of philanthropy has been a part of our school. Each year SAS’s expenditure on financial aid for extracurricular activities, information technology, refurbishment of buildings, and day-to-day operations increases. SAS relies on tuition fees to provide the unique quality international education for our students that you received when you attended and each year the SAS Annual Fund helps provide important resources to maintain the high quality one expects of an education from SAS.

Donations to the SAS Alumni Annual Fund are essential for SAS to maintain its position as one of the leading international schools in the world.

How you can help:

• Assist the alumni office in promoting the fundraising effort for the SAS Alumni Annual Fund.

• Help other alumni understand the proud tradition of philanthropy SAS has enjoyed in the past and encourage them to continue giving to maintain the standard of excellence at SAS today and in the future.