Class of 1974 40th Reunion

The class of 1974 will be celebrating our 40th reunion this coming May. We hope you are planning to join us in renewing old friendships or just hanging out with your friends of over 40 years. Enclosed you will find some more detailed information about our reunion so you can start making your travel plans.

As a class, we would like to increase our giving to the University this year so that we can make a significant statement as to how much we valued our time at Redlands. We have two goals: to raise a lot of money for current student scholarships by donating to the Redlands Fund and to increase the percentage of our class participation. In the past, the class of 1974 has had a participation rate in the range of 14-18%. The average participation rate for classes holding reunions is closer to 25%. Let’s aim at that target as a goal for our class.

Here are a couple of ideas how we can achieve these goals.

Raising the most money

- Make a multi-year pledge: Consider making a pledge to give a set amount for the next five years. Any pledges for multi-year giving will be totaled and that amount counted toward the class gift.

- Leverage up your gift: Check to see if your employer matches contributions, increasing the value of your gift.

Increasing Participation

- If you haven’t given to the University recently, consider making a gift of at least $40 this year to commemorate our 40th reunion. For some of you, this may be the equivalent of skipping Starbucks for a week.

If you would like to take advantage of the tax deduction this year and next, split your gift by making a donation to the University before December 31 and then again in 2014. Both gifts will count toward our class gift. In order to donate, go to the University of Redlands website www.redlands.edu/giving and make your gift. Be sure to add your graduation year in the appropriate field so that our class will get credit for the gift.

We look forward to seeing you at Alumni Founders Weekend, May 16-18, 2014!

Your Reunion Planning Committee,