



## **Class Reunion Planning**

**Classes celebrating a significant reunion year** are encouraged to form a committee of ambassadors and plan a special event during Homecoming and Family Weekend to provide an opportunity for their classmates to reconnect, reminisce and enjoy each other's company. A minimum of four class reunion ambassadors are required to schedule a reunion.

## **Class Reunion Ambassador Responsibilities**

### **Build and communicate excitement about Homecoming and your Class Reunion event**

- Boost attendance! Assist in securing updated contact information from classmates and locating lost classmates so they can be included in all upcoming reunion communications.
  - Confirm the mailing and email address, preferred phone number and employment information of your classmates.
  - Send updated information to Alumni and Parent Programs staff.
- Build excitement! Follow up with classmates, keep the conversation going, and build a sense of excitement about the weekend.

### **Plan your class reunion and inform Alumni and Parent Programs staff of the details**

- Choose an event option that best meets the needs of your class.
  - A list of event options will be provided by the Alumni and Parent Programs staff. Past events have included a dinner or cocktail party hosted at the home of a class member, dinner at a local restaurant, a casual happy hour on campus, or any other gathering that the class prefers.

### **Serve as an Online Ambassador for the Love Blue Give Gold social media fundraising campaign (optional)**

- Share why you love St. Edward's and encourage philanthropic support from your classmates.
  - Gifts from alumni provide much-needed support for our students, while strengthening St. Edward's ranking and reputation. Supporting The St. Edward's Fund every year is an easy way to increase the value of your degree.
- Utilize your social media channels to connect with other alumni in your networks on Facebook, Instagram, Email, Twitter & LinkedIn to encourage their participation.
- Put the Love Blue Give Gold Media Kit, provided to you ahead of time, into action by sharing graphics and the Love Blue Give Gold messages.
- Love Blue Give Gold takes place February 8-10, 2016; perfect timing to encourage classmates to attend Homecoming and your reunion.

# Timeline for Class Reunion Ambassadors

## Fall

- Initial conference call or meeting to:
  - Discuss roles and responsibilities
  - Discuss class reunion event options
  - Delegate tasks to committee members
  - Distribute class lists
  - Determine next check-in call or email
- Reach out to classmates to ensure they know about Homecoming and Family Weekend and your class reunion event, as well as gauge interest of classmates
- Confirm mailing and email addresses, preferred phone numbers and employment information of your classmates
- Confirm the venue of your class reunion, the time and details, and submit to Alumni and Parent Programs staff for inclusion on the registration website and e-newsletter

- Continue outreach to classmates and encourage them to attend Homecoming and Family Weekend and your class reunion event

## Spring

- Continue outreach to classmates to encourage their attendance at Homecoming and Family Weekend and your class reunion event
- Love Blue, Give Gold Social Media Campaign-February 8-10

# Support for Class Reunion Ambassadors

## Staff Liaison

- A member of the Alumni and Parent Programs staff is assigned to each class reunion. Your staff liaison will be your main resource throughout the reunion outreach and planning process, as well as provide:
  - Current class rosters
    - Rosters with the most up-to-date contact information will be provided in November and January.
  - Class Reunion Event Options
    - Class ambassadors will determine which option best meets the needs of your class. Alumni and Parent Programs will collect registrations for your class event and collect payments (if it is held on campus).

## Communication and Promotion

- Alumni and Parent Programs will promote Homecoming and Family Weekend to all alumni.
  - Promotion
    - Homecoming invitation with a schedule of activities (mailed)
    - Routine email invitations and reminders about the weekend's events
    - Weekly social media promotions
    - Homecoming Website will include:
      - Schedule of Activities
      - List of lodging/accommodations
      - Campus map
      - Registration
  - A Class Reunion Newsletter will be mailed and/or emailed to your entire class, for whom we have contact information. This newsletter will include a welcome message from the committee, as well as, a list of activities and lodging information.
  - The St. Edward's Fund Phonathon (September 28 – November 13, 2015)
    - Student callers support outreach efforts by updating contact information, encouraging alumni to attend Homecoming and sharing details about reunions when they become available.