

Reunion Committee Volunteer Toolkit

Homecoming: October 23–25, 2026

1. Purpose of This Toolkit

This toolkit is designed to support reunion committee volunteers by providing clear expectations, timelines, talking points, and tools needed to:

- Personally engage classmates
- Encourage reunion attendance
- Inspire participation in the reunion giving goal

Committee members serve as trusted ambassadors — your outreach makes the difference.

2. Why Serve on the Reunion Committee

Serving on the reunion committee is a meaningful way to stay connected to your alma mater while helping shape a memorable experience for your classmates.

Why Your Service Matters

- **You are a trusted voice.** Classmates are more likely to respond to someone they know and trust.
- **You strengthen lifelong connections.** Your outreach helps rekindle friendships and shared experiences.
- **You make an impact beyond the weekend.** Encouraging participation in reunion giving supports current students and the future of the institution.
- **You help define your class's legacy.** Strong attendance and giving reflect the pride and spirit of your class.

What Volunteers Gain

- A renewed connection to classmates and campus
- A sense of purpose and shared accomplishment
- Early insight into reunion plans and priorities
- The satisfaction of giving back in a personal, meaningful way

Serving on the reunion committee is both impactful and manageable—and you are supported every step of the way.

3. The Role of a Reunion Committee Member

Core Responsibilities

Committee members are asked to:

- Divide the class list among the committee for personal outreach
- Share excitement and updates about the reunion
- Encourage registration and attendance
- Promote participation in the reunion giving goal and make a gift of any size
- Serve as a liaison between classmates and the institution
- Provide a personal message from the committee to use in email communications when requested

What This Role Is *Not*

- Cold-call fundraising
 - Sales or pressure-based outreach
 - Event logistics or on-site management
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4. Key Messages for Outreach

Reunion Attendance

- Celebrate shared experiences and milestones
- Emphasize reconnection with classmates, faculty, and campus
- Highlight special programming planned during Homecoming and for reunion classes (if any)

Reunion Giving

- Reunion Giving has two goals: overall participation and a reunion gift total.
 - Gifts support current students and the future of the institution
 - Reunion giving is a meaningful way to honor your class experience
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5. Timeline & Milestones

Now – March 2026 | Recruitment & Preparation

- Recruit additional committee members
- Confirm volunteer commitments
- Participate in Introductory Zoom Committee Meeting – Alumni Relations will go over committee expectations, communication timeline, and other details.

April 2026 | Recruitment & Initial Message

- Continue recruiting additional committee members
- Your class agent will send a message regarding Giving Day
- Your Committee liaison will schedule a call with you
- Craft a personal message from the committee for the May email. **Need message by April 29, 2026.**

May 2026 | First Email Goes Out

- First Email will go out to the reunion class
- Begin posting on social media, sharing posts, and messages
- Your Committee liaison will schedule a call with you
- **Pro Tip:** Add the Homecoming graphic and link to the Homecoming page to your email signature

June 2026 | Momentum Building

- Your Committee liaison will schedule a call with you
- Craft a personal message from the committee for the July email. **Need message by June 30, 2026.**

July 2026 | Registration Opens

- Registration Opens This Month!
- The email will go out to the reunion class
- Now that registration is open, this is when your outreach matters
- Your Committee liaison will schedule a call with you
- Craft a personal message from the committee for the August email. **Need message by July 29, 2026.**

August 2026 | Your Outreach Matters!

- The email will go out to the reunion class
- Continue to reach out: Phone calls, Text messages, Personal Emails
- Your Committee liaison will schedule a call with you
- Share reunion specifics or highlights provided by your committee liaison.
- **Pro Tip:** Register yourself early and share “I’ve already registered! Skip the onsite registration line at Homecoming and register now.” in your messages.

September 2026 | Look Who’s Coming

- An email will go out to the reunion class from Alumni Relations (no personal message for the September email)
- Share the Look Who’s Coming link

- Build excitement for Homecoming and the reunion
- Your Committee liaison will schedule a call with you
- Craft a personal message from the committee for the final October email. **Need message by September 24, 2026.**

October 2026 | Final Push

- Your Committee liaison will schedule a final call with you
 - The final email will go out to the reunion class
 - Encourage last-minute registrations by reminding classmates of the registration deadline in all communications and on social media
 - Build excitement for reunion weekend
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6. Outreach Best Practices

How to Reach Out

- Personal email or text
- Phone calls are encouraged when comfortable
- Social media outreach can supplement, not replace, personal contact

Tips for Successful Conversations

- Lead with connection, not an ask
 - Share your own plans to attend
 - Listen and respond authentically
 - Thank classmates regardless of their decision
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7. Sample Outreach Language

Initial Outreach (Email or Message)

"Hi [Name], I hope you're doing well! I'm serving on our [Class Year] reunion committee and wanted to personally invite you back for our reunion on October 23–25, 2026. It would be wonderful to reconnect and celebrate together. I hope you'll consider joining us!"

Giving Conversation

"Many of us are also supporting the reunion giving goal as a way to give back and honor our class experience. Participation at any level truly matters. Our class goals are: ____."

8. Frequently Asked Questions

What if someone can't attend?

Encourage them to stay connected and consider supporting the reunion giving goal if they're able.

What if someone doesn't want to give?

Thank them for their time and keep the focus on connection and reunion spirit.

Do I need to track responses?

Yes—basic notes will help staff follow up appropriately.

What if there is incorrect information on the class list?

Please note what is incorrect and share that with your committee liaison. It is helpful for us to update our database.

9. Support & Resources

You are not doing this alone. Staff will provide:

- Updated class lists and contact information
 - Registration and giving links
 - Talking points and reminders
 - Ongoing guidance throughout the cycle
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Thank You!

Your willingness to serve makes a meaningful impact. Through your outreach, you help strengthen lifelong connections and support future generations of students.

We are grateful for your time, energy, and enthusiasm.