



# YOUR GUIDE TO **A SUCCESSFUL REUNION**





## WHY IS YOUR REUNION IMPORTANT?

Your reunion is a shared celebration that enriches your relationship with your classmates and Earlham. It provides opportunities for generations of Earhamites to learn about their fellow alumni, build a network and pass on beloved memories. Through reunions, we celebrate something greater than ourselves and enjoy an opportunity to support the Earlham community, relive experiences and create new ones.





## WHAT IS A REUNION VOLUNTEER?

Reunion volunteers are vital to the success of Homecoming and Reunion Weekend. Serving on a reunion committee is meant to be a fun, time-manageable volunteer opportunity for Earlham College alumni. You'll be tasked with building attendance, generating enthusiasm through social media, email and print marketing, and creating a meaningful class reunion.

### **BUILDING ATTENDANCE:**

Outreach is key to your reunion! Reunion success is based on the dedication and enthusiasm of your committee. How well attended your reunion is will be reflected by your ability to attract, encourage and lead classmates back to Earlham.

### **GENERATE ENTHUSIASM:**

It is important that we leverage social media and mass communications in order to not only get the word out but to create a "buzz" about this experience. This is all about promotion and a chance to let creativity fly! Using a class Facebook Group to keep people up to date, sharing posts from the College on your pages, and making personal outreach to our classmates are just some of the ways we can reach out to your class and get them excited about your reunion.

### **CREATE YOUR REUNION:**

A meaningful reunion is well thought out and planned by a dedicated committee. What activities will you do before, during and after your reunion? Will there be volunteerism, a slideshow or interaction with current students? What is important to your class? What is your legacy at Earlham? By fleshing these ideas out, committees can create an experience that will be treasured for years to come!

The Institutional Advancement team will be there every step of the way to ensure you have the necessary tools for a successful reunion. Our goal is to provide you with the resources and techniques to enhance your efforts. While we are here to assist, it's important to keep in mind that peer-to-peer outreach and thoughtful committee reunion planning efforts are integral to creating a meaningful reunion celebration. No one knows your class better than you!

## MEET THE TEAM



“Reunions are at the heart of alumni engagement! Our team is here to ensure that your class creates an experience that will be special and memorable. Your efforts as a committee will go a long way in making this a great reunion!”

### **NICK JOHNSON**

Associate Director of Alumni Engagement

Nick Johnson is a former student-athlete and head coach for two athletic programs at Earlham. He is currently serving the College in his role supporting Earlham’s Office of Institutional Advancement.

The Fort Wayne, Indiana native helps to guide and develop reunions for Earlham’s annual Homecoming and Reunion Weekend. His role will be focused on serving our alumni and working directly with reunion planning, affinity groups and the college’s African-American Advisory Board.

A long-time member of the Earlham and Richmond communities, Johnson and his family have deep roots and connections to Richmond. Earlham leverages those connections to provide the best service and experience possible when utilizing area facilities and locations for its reunions.

A 2001 graduate of Earlham College, Johnson earned a Bachelor of Arts degree with a major in human development and social relations. His educational experience was focused on working with conduct and behavioral disorders in at-risk youth. He also has experience working with CASA of Allen County, Indiana, Lifespring Church of Richmond and with Earlham’s Athletic Department.

Nick and his wife Melissa reside in Richmond with their daughter, Jayden, and son, Jacob.

# GETTING STARTED

The first step to any successful reunion is recruiting a committee of dedicated and enthusiastic alumni volunteers.

## ROLES & FUNCTIONS

To help complete tasks, we ask that each committee member take the lead on one of the roles outlined below (can be combined):

Role	Functions:
<b>Reunion Committee Convener(s) (usually Class Chairs)</b>	<ol style="list-style-type: none"><li>1. Assist with the recruitment of committee members.</li><li>2. Work with respective chairs on strategies.</li><li>3. Develop outreach strategy and goal.</li><li>4. Initiate and create agenda for committee conference calls, as needed.</li><li>5. Touch base with committee members regularly.</li><li>6. Work with the Office of Institutional Advancement (IA) on content for postcards, letters and emails that will be sent from the committee.</li><li>7. Organize any additional social time or events during reunion weekend, not sponsored by the College.</li><li>8. Keep in regular contact with IA staff.</li></ol>
<b>Philanthropy Convener(s)</b>	<ol style="list-style-type: none"><li>1. Guide classmates through the fundraising process.</li><li>2. Develop a "group ask" plan for the reunion.</li><li>3. Work with other conveners and members to integrate fundraising into other areas and events.</li><li>4. Hold all committee members accountable for peer-to-peer contacts.</li><li>5. Create agenda and timeline for reunion giving after homecoming.</li><li>6. Work with IA staff members regarding fundraising practices for the class.</li></ol>
<b>Communications Convener(s)</b>	<ol style="list-style-type: none"><li>1. Work with Reunion Convener on communication and social media strategy.</li><li>2. Provide class email content to Alumni Engagement staff liaison per communication deadlines.</li><li>3. Work with Reunion Chair and Alumni Engagement staff to create social media buzz about upcoming reunion activities.</li><li>4. Make use of the class Facebook group, Instagram, Twitter, etc.<ul style="list-style-type: none"><li>• Write Throwback Thursday messages for social media</li><li>• Share relevant posts from the College</li></ul></li></ol>

# GETTING STARTED (CONT.)

## ROLES & FUNCTIONS

Role	Functions:
<b>Saturday Night Dinner and Program Convener(s)</b>	<ol style="list-style-type: none"><li>1. Work with Reunion convener, Communications convener and Staff Liaison to plan reunion event.</li><li>2. Set attendance goal and work with the rest of the reunion committee to promote attendance.</li><li>3. Select an emcee and any additional speakers (i.e., EC faculty/staff).</li><li>4. Select program elements, if any (video, slideshow, games, discussions, affinity groups, etc.), and plan agenda.</li><li>5. Help to coordinate the facility (access and closing).</li><li>6. Day-of liaison for venue and IA staff.</li></ol>
<b>General members</b>	<ol style="list-style-type: none"><li>1. Invite classmates to join you for your reunion and join in supporting your class gift.</li><li>2. Ensure that updated contact information is submitted to the Office of Institutional Advancement.</li><li>3. Share the message of "Come back, give back".</li></ol>



"Reunion chairs should choose conveners that work well together and compliment one another's skills. Select your committee thoughtfully with people who will want to be actively engaged in planning and implementation."

— Randall Shrock '68



## ROLES & EXPECTATIONS

### COMMITTEE EXPECTATIONS:

In addition to the functions of each convener role, we expect committee members to:

- **Be responsive**—Open communication among committee members and the Office of Institutional Advancement is imperative to successful reunion planning.
- **Be a general advocate** for Earlham.
- **Give back**—Making a gift in honor of your reunion sets the example of your classmates and empowers them to do their part. Regardless of amount!
- **Provide a digital signature**—Leading up to your reunion, the committee will be sending out several communications to classmates, and digital signatures will be included.

### COMMITTEE MEETINGS:

Committee meetings are a great opportunity to connect and check-in with members while getting important volunteer work accomplished. We understand and appreciate that Earlham alumni live and work across the globe, so these meetings will take place virtually. There is no expectation to come to campus.

### ROLE OF ALUMNI ENGAGEMENT STAFF:

- Help recruit key volunteers for the committee.
- Provide reunion committee with timeline for volunteer activities.
- Provide resources to the committee, including class lists, talking points, etc.
- Create a Google Drive to keep track of lists and serves as a place to keep all reunion related documents.
- Manage RSVPs.
- Reserve hotel blocks.
- Administer committee calls, if needed.
- Develop gift strategy and work with volunteer solicitors.
- Set weekend costs, determine catering, event room locations, décor, etc.
- Coordinate reunion weekend mailings and emails.
- Provide engagement and fundraising expertise.



# TIMELINE

Reunion communications are the backbone of planning your event. Therefore, it is essential for communications to be timely and effective. In order to comply with this need, we have developed a timeline that will help guide committees and the Office of Institutional Advancement. The timeline below is a tentative outlook of how a year might look. The timeline is subject to change.

## Reunion communications and fundraising tentative timeline:

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January	Begin identifying and contacting reunion volunteers. The Alumni Engagement team will begin reaching out to Class Chairs to start the committee recruitment process.
February	Save the Date mailed to all reunion classes.
March	<ul style="list-style-type: none"><li>• Finalize committee and have all chair roles assigned.</li><li>• Schedule first committee conference call. This will be a time to get reunion planning underway! We'll go over and answer any questions you have.</li><li>• Discuss outreach and social media strategies.</li></ul>
April	<ul style="list-style-type: none"><li>• Select reunion party venue. The Alumni Engagement team reserves venues throughout the Richmond community far in advance of homecoming weekend, and we'll provide you with a few options based on your class.</li><li>• Brainstorm itinerary for reunion. What reunion activities would you like to take place throughout the weekend?</li><li>• Solidify outreach and social media strategies</li><li>• Set fundraising and participation goal. We'll look at your class' past giving history and set a dollar and participation goal.</li><li>• <b>Earlham Day!</b> Reach out to your classmates to celebrate Earlham Day and invite them to join you for Homecoming and Reunion Weekend!</li></ul>
May	Begin writing content for the Homecoming invitation. Share memories of your time on campus!



# TIMELINE

## Reunion communications and fundraising tentative timeline:

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### June

Solidify content for the Homecoming invitation

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### July

- Homecoming invitation mailed.
  - Reunion fundraising begins! On July 1, you'll begin your one year counting period for giving in honor of your class reunion.
  - Schedule second committee conference call. We'll solidify the agenda for your Saturday reunion celebration. Would you like any speakers, a slideshow or just time to mingle? We'll spend time discussing all of those details.
- 

### August

- Divide up contact lists among committee members to begin personal outreach.
  - Invite faculty/staff to your reunion dinner.
  - Countdown time! Reunion Countdown emails:
    - » 50 Days Before 50th
- 

### September

- Reunion Countdown emails:
    - » 45 Days Before 45th
    - » 40 Days before 40th
    - » 35 Days before 35th
    - » 30 Days before 30th
    - » 25 Days before 25th
    - » 20 Days before 20th
  - Continue outreach blitz.
  - Annual Giving Solicitation 1 sent. This will be the first fundraising piece sent out to your classmates.
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### October

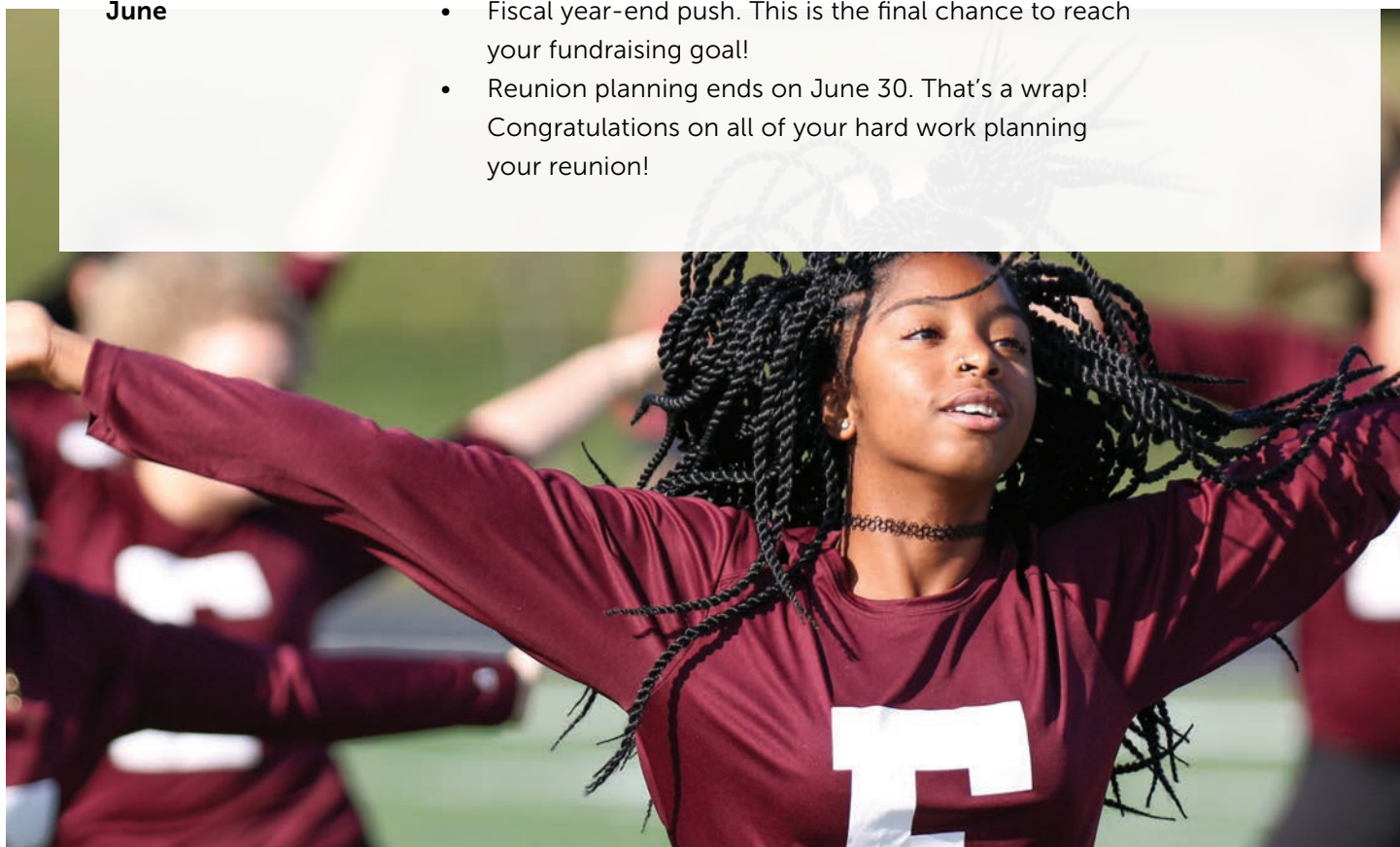
- Continue outreach blitz.
- Reunion Countdown emails
  - » 15 Days before 15th
  - » 10 Days before 10th
  - » 5 Days before 5th
- Thank peers post reunion. You did it! You planned an awesome weekend, and now it's time to thank your classmates for attending.

# TIMELINE

## Reunion communications and fundraising tentative timeline:

<b>November</b>	Annual Giving Solicitation 2 sent. Homecoming might be over, but the fundraising continues!
<b>December</b>	Annual Giving Calendar Year-End Push. This is a great opportunity to remind your class to give in honor of your reunion by the end of the calendar year.
<b>January-April</b>	You will receive updates from the Alumni Engagement staff on the progress of your reunion giving.
<b>April</b>	<b>Earlham Day!</b> This a great time for you to reach out to your classmates to give.

- |             |   |
|-------------|---|
| <b>June</b> | <ul style="list-style-type: none"><li>• Fiscal year-end push. This is the final chance to reach your fundraising goal!</li><li>• Reunion planning ends on June 30. That's a wrap! Congratulations on all of your hard work planning your reunion!</li></ul> |
|-------------|---|



# SOCIAL MEDIA

Social media is an essential tool to share information and keep in contact with your classmates. Facebook and Instagram are two of the most successful platforms for reunion outreach. If one doesn't already exist, we encourage you to create a Facebook account for your class. We encourage you to use your channels to invite your classmates to your reunion, share posts from the College and make personal outreach.

## Best practices for setting up a group on Facebook:

- Profile Picture Size: 180 x 180 pixels
- Cover Photo Size: 828 x 315 pixels
- Aim for no more than 400 characters per post
- Use a photo and a link in a post, not just text
- Use "Pinned Posts" to call out upcoming events
- Be sure to share content from official Earlham pages:
  - » [Earlham College Alumni Facebook](#)
  - » [Earlham College Facebook](#)
  - » [Earlham College Instagram](#)
  - » [Earlham College Alumni Twitter](#)

## EXAMPLE SOCIAL MEDIA POSTS

 **Earlham College Alumni**  
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Like Page

It's Thursday, so let's throw it back to 1978! Does anyone recognize these groovy guys? Remember to register for Earlham's Homecoming & Reunion Weekend--we're just 3 weeks away!

<https://echomecomingandreunionweekend2018.eventbrite.com>



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562 Comments 311 Shares

Like

Comment

Share

 **Earlham College Alumni**  
Sponsored

Like Page

Kickin' it Old School! It's Throwback Thursday! Only 28 days left until your 35th Reunion! Show these guys some love and register at: <https://echcrw19.eventbrite.com>

We hope to see these outstanding gentlemen there! Will you make it? #TBT #Earlham1847 #Classof84



Fred McClure — Political Science, Chris Cousins — Soc/An., Robert Faulkens — Economics

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Comment

Share





## REUNION FUNDRAISING

### Why is fundraising for your class important?

Remember your favorite professors? The dorm you lived in your first year? That off-campus experience that changed your life? None of it would have been possible without the generosity of the alumni.

Now that you are in your reunion year, it's your turn to give back to ensure that current and future students can enjoy the same exceptional Earlham experience.

Your reunion year is a unique opportunity to inspire your classmates to give back as well. The data shows that alumni are more likely to give and are more likely to give increased gifts during reunion years. To capitalize on this, reunion committees are the central component of reunion fundraising. Why? Because alumni enjoy talking and reminiscing with their classmates a lot more than Alumni and Development staff members.

### SETTING GOALS:

Reunion committees, in coordination with Alumni Engagement Development staff members, set the donor and dollar goals for the class. Staff will provide your committee with fundraising data for the five years prior to your reunion year. Based on this information, the staffers' knowledge of fundraising best practices and your knowledge of your class, two goals will be set: a dollar goal and a participation goal.

### What gifts are counted toward the class goal?

Every single gift made by a classmate to the College (regardless of the designation) during the fiscal year (July-June) of the reunion will be counted toward your goals. If a classmate makes a multi-year pledge during the fiscal year of the reunion, the full value of the pledge will be counted toward your goals. For members of the 50th reunion class, classmates who document their estate intentions with the dollar amount indicated will have that amount counted toward the class's goals.



## FUNDRAISING (CONT.)

### **How do we go about fundraising?**

Studies show that peer-to-peer solicitation is one of the most effective forms of fundraising. This means classmates contacting classmates. We know that you are busy and that serving on this team isn't the main focus of your life. Therefore, we try to make it easier for you. Rather than asking you to contact your classmates constantly for a full year, we have select periods during which the team will have a concentrated, coordinated effort to reach out to as many of your classmates as possible. Suggested outreach periods can be found in the Timeline on pages 9-11.

### **How do classmates make a gift?**

In addition to all of the ways listed at [earlham.edu/giving](http://earlham.edu/giving), alumni in a reunion year can give on a new online platform called GiveCampus. Learn more about GiveCampus on page 15.



# GIVECAMPUS

Earlham uses an online platform called GiveCampus to accept reunion gifts and promote reunion giving. The platform allows your classmates to give back to Earlham, track your class' overall giving, compare to other classes and share the importance of giving back. It also allows your classmates to turn their gift of any size into a match or challenge gift.

## HOW DOES IT WORK?

**Sign up:** While it is not necessary to make an account with GiveCampus, you can easily do so with your email or through your Facebook account (they never post to Facebook without your permission). Creating an account will allow you to save your information for future giving, follow your classmates and track the impact you have on your classmates' giving.

### **Make a gift:**

You can visit Earlham's Reunion Giving GiveCampus page from any computer or mobile device by going to [earlham.edu/reuniongiving](http://earlham.edu/reuniongiving).

1. To make a one-time, outright gift, click the "Give Now" button.
2. Choose the dollar amount and the designation of your gift.
3. If you are not signed in, fill out your personal information.
4. Be sure to check the box next to "Alumnus/a" and select your class year.
5. Check the box to agree to the terms of service and click "Go to Checkout."
6. Enter your credit card information on the next page and click "Donate Now."

### **Become an advocate:**

- Once you've made a gift, it is time to encourage others to do the same by becoming an "Advocate."
- If you have logged in previously, you can click on one of the four buttons under the video on the main page. These will generate a unique link that you can share via Facebook, Twitter, text message or email.
- You can then return to the Reunion Giving Page, and click the "Advocates" tab to see how many clicks, gifts and total dollars you helped raise by asking your classmates to join you in giving back. More information about becoming an advocate can be found on pages 15-16.

**Keep up with your class giving:** You can return to the Reunion Giving Page of GiveCampus at any time to see the progress toward your goals. The donor and dollar number at the top of the page are for all of the reunion classes. To see your class dollar and donor amounts, scroll down and click the "Donors" tab and check out the Class Leaderboard.

**See which of your friends have given:** While donors are allowed to contribute to GiveCampus anonymously, you can see who has agreed to let their name be listed by clicking on the "Donors" tab and scrolling down to the Donor List.

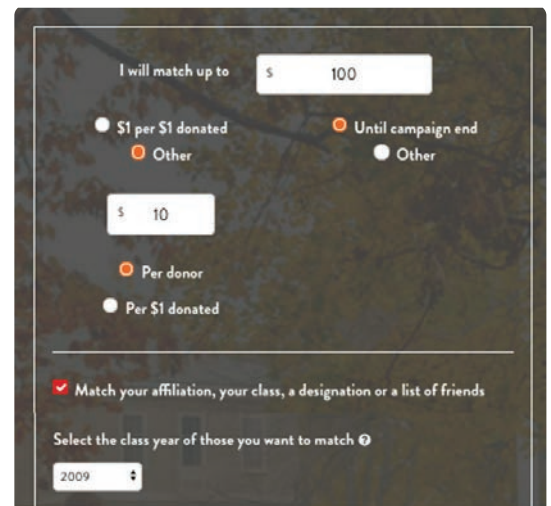
## BECOME AN ADVOCATE FOR GIVECAMPUS

Make **your** impact at Earlham by encouraging your classmates, family and friends to support the College. GiveCampus helps connect donors to their peers in order to make giving to and getting involved with a campaign more meaningful. Thanks to the “Advocate” features on GiveCampus, spreading the word about Earlham fundraising is easy, fun and rewarding. You can help other donors’ gifts go further, add your own story to the campaign and even track how many clicks, gifts and dollars your outreach is driving in real time.

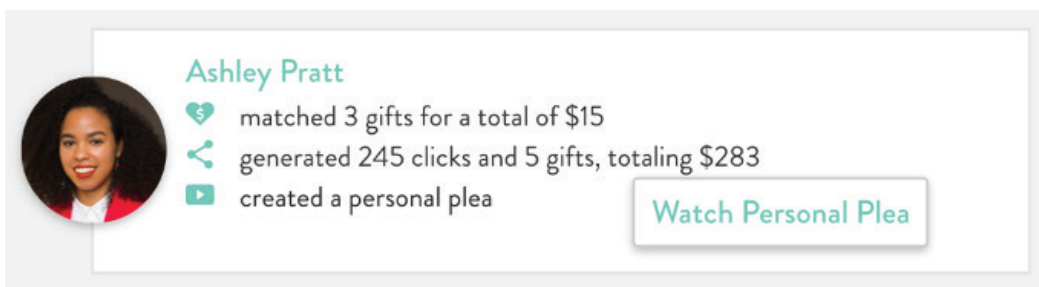
### The first step to becoming an Advocate is to sign up for a GiveCampus user account.

Visit [givecampus.com](http://givecampus.com) and click ‘Sign Up’ in the top right of the page. It’s important to know that *simply signing up for a user account won’t make you an Advocate*—to become an Advocate, you must take active steps to inspire others to make gifts. Once you’re signed up for and logged into your GiveCampus user account, you can become an Advocate for Earlham College by taking one—or better yet, all—of the following steps:

1. **Consider making your own gift!** Great advocates lead by example and you can leverage your gift to encourage others to give! Offering a “Match” means that you’ll pledge to give a designated number of dollars for each dollar or donor that the campaign receives up to your specified maximum gift amount. You can restrict Matches to only apply to donors from an affiliation group, class year or even a specific group of friends. Offering a Challenge means that you’ll give a gift only if the campaign receives a certain number of donors or dollars after you set up the Challenge. Challenges cannot be restricted to specific donor groups.

A screenshot of the GiveCampus matching interface. It shows a form with the following options: "I will match up to" with a dropdown set to "\$ 100"; radio buttons for "\$1 per \$1 donated" (selected) and "Other"; radio buttons for "Until campaign end" (selected) and "Other"; a dropdown for "\$ 10"; radio buttons for "Per donor" (selected) and "Per \$1 donated"; a checked checkbox for "Match your affiliation, your class, a designation or a list of friends"; and a dropdown for "Select the class year of those you want to match" set to "2009".

2. **Create a personal plea.** A personal plea is a quick video in which you tell the Earlham community why you’re excited about the campaign and why others should get involved. Shooting a short “selfie” video on your cell phone is all you need to do to add your story to the campaign. After recording your video, head to the Advocates tab on the campaign page to upload your Personal Plea.

A screenshot of a "Personal Plea" card for Ashley Pratt. On the left is a circular profile picture of a woman with dark hair. To the right of the picture, the name "Ashley Pratt" is displayed in teal. Below the name are three rows of text, each preceded by a teal icon: a heart icon for "matched 3 gifts for a total of \$15", a share icon for "generated 245 clicks and 5 gifts, totaling \$283", and a video icon for "created a personal plea". At the bottom right of the card is a teal button that says "Watch Personal Plea".



## BECOME AN ADVOCATE FOR GIVECAMPUS (CONT.)

- 3. Share the campaign link.** The built-in sharing buttons (located underneath the campaign video and on the Advocates tab) generate a campaign link that is unique to you. When you use these buttons to share the campaign link (while logged into your GiveCampus user account) the number of clicks, gifts and dollars generated by your outreach will be tracked next to your name on the Advocates tab. Share on Facebook and Twitter to blast your friends' feeds with news about the campaign, and share over text and email to make direct, can't-ignore, peer-to-peer asks. Share early and share often!

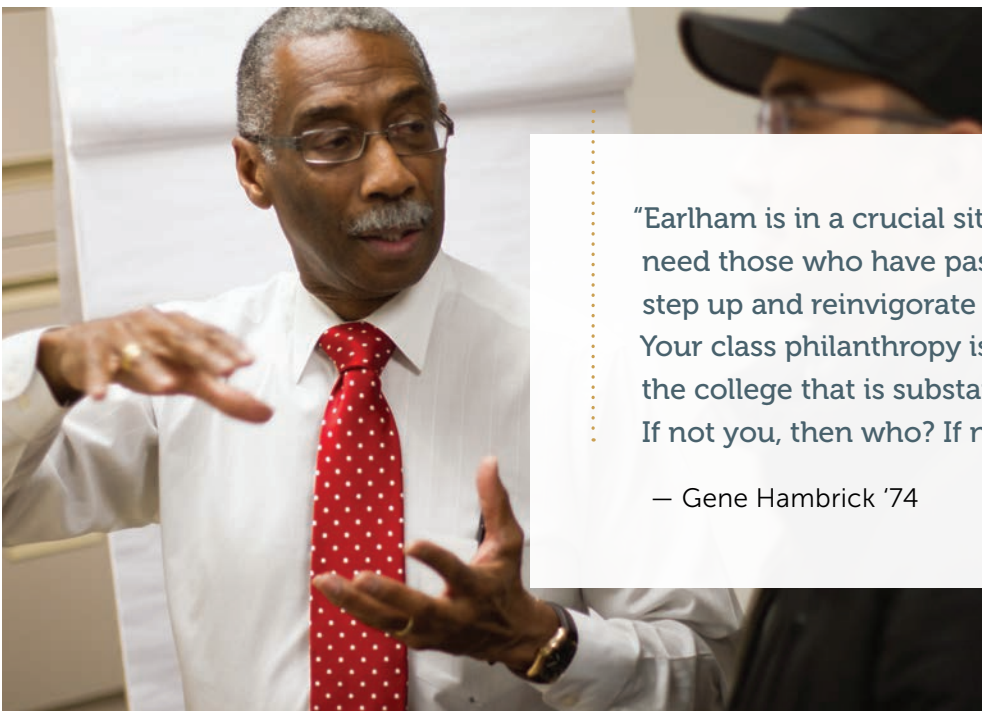
## GIVE CAMPUS FAQs

### **If I give, will it be listed?**

If you give on GiveCampus and do not mark that your gift should be anonymous, your name will be listed on the donor roll, but it will not include that amount that you gave.

### **If I don't donate on GiveCampus, will my gift still be counted toward my class's goals?**

Yes, all gifts made to the College during the fiscal year (July-June) of your reunion will be counted toward your class goal. Institutional Advancement staff will upload any gifts made outside of GiveCampus onto the platform so that giving totals are always up to date.



"Earlham is in a crucial situation as we speak. We need those who have passion and energy to step up and reinvigorate our great institution. Your class philanthropy is a way to give back to the college that is substantive and measurable. If not you, then who? If not now, then when?"

— Gene Hambrick '74




# SOCIAL MEDIA FUNDRAISING


Effective social media posting can be a tricky thing. But the number one rule is to be authentically you. Your social media accounts are your online presence, and your friends and followers know what to expect from you. Make sure to put everything in your own words, and just be yourself.

## Key components to a successful fundraising social media post:

- **Make it personal:** telling a story or sharing a memory of how Earlham or the generosity of others has affected your life is a sure-fire way to get people interested in what you have to say.
- **Make it relevant:** take your personal aspect and connect it to what you want to talk about: reunion giving.
- **Call to action:** no good fundraising post is complete without an explicit ask to give. And remember, the most powerful words in fundraising are "join me!"
- **Resources:** You want to make it as easy as possible for your friends and followers to respond to your call-to-action. Including a link to the fundraising page means that their gift is just a click away.
- **Make it eye-catching:** including a picture that is relevant to the post helps to ensure that people will take notice as they scroll through their news feeds. Yearbook or college-days photos are always fun to share!


## EXAMPLE SOCIAL MEDIA POSTS

**Earlham College Alumni**  
Sponsored






When I was at Earlham, my psychology professor Nelson Bingham changed my life. He supported me during tough times and fostered a true love for psychology. I'm so excited to be able to see him when I'm back on campus! It's because of the outstanding profs like Nelson that I made a donation to Earlham in honor of my 30th reunion. I couldn't have done it without them. If you have a favorite professor, join me in making a gift to EC!

You can do here at [earlham.edu/reuniongiving](http://earlham.edu/reuniongiving).

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 Like  Comment  Share

# COMMUNICATIONS

The purpose of outreach is to contact one's classmates regularly about their reunion. You may contact classmates through any available means. Each contact is extremely important and your committee is expected to reach out to all available classmates. This is useful in closing information loops and keeping everyone up to date as well as helping to develop class giving. A sample call script is located below. The outreach process happens in several phases, as follows:

1. At the beginning of the outreach phase, your staff liaison will give you a list of your classmates with select information, including their phone number, email address and date of their last gift. Due to privacy concerns, the gift amounts will not be shared with the committee.
2. The committee will decide in advance how best to divvy up the list so that they aren't being contacted by more than one person "at the same time."
3. Throughout the course of the outreach phase, you will contact your selected classmates by any means you choose (telephone, email, social media, etc.) to ask them to register for Homecoming and consider giving back to Earlham in honor of your reunion.
4. As you make contacts, you will update the list via Google Sheets to inform the staff member you have contacted a person. If their information has changed or was incorrect, you may update the sheet and note any response classmates have given.
5. Your staff member will regularly update the list so that you can see if a classmate already has given a gift or made a documented pledge. If you notice that a classmate who you contacted has made a gift, feel free to send them a quick note of thanks—it goes a long way!

## EXAMPLE PHONE CALL SCRIPT

This is {{Your name}}. Hey how are you!?...or... I don't know if you remember me, but I was a part of the Class of 'XX at Earlham.

{{Insert shared memory}}

I am calling you about our XXth Class Reunion. Earlham's Homecoming and Reunion Weekend is {{Insert this year's date}}. We would love for you to come back and enjoy this special time with us.

We've planned many special activities and the College has created some great events for us including our class dinner and gathering.

There are a variety of things taking place over the weekend, ranging from special interest reunions and awards ceremonies to athletic contests.

Would you mind going online and registering for this and any other Homecoming weekend event scheduled? There are many opportunities to be engaged with not only your class, but with professors, current students and the entire Earlham community!

What do you think? How can I help you get registered?

If you have any other questions you may also contact Nick Johnson, the associate director of alumni engagement: 765-983-1439 or johnsni@earlham.edu.

It was great speaking to you and thank you for your time. We're looking forward to seeing you on October XXth!



## ARE YOU READY?

Your committee is the most crucial aspect of your reunion. Recruiting a broad, diverse group of individuals willing to work will be the key. Classmates must be willing to leverage their time, commitment and personal networks to achieve attendance and fundraising goals for your reunion.

It is equally important for your committee to help classmates feel included. Your reunion should be accessible and fun. This is an opportunity for us to come together as Earhamites and promote our unity.

Lastly, it is crucial to communicate. Reiterate logistics and agendas often. Make sure you are familiar with ticketing, cost of events, parking and hotel options. In addition, the committee should be knowledgeable of campus information and locations. Keeping your classmates up to date on this information will build out attendance.

Thank you for choosing to serve on your class reunion committee. With your help and a little bit of effort, together we can build something fun, festive, memorable and integral to your class and its legacy.

**“Earlham Friends, although Homecoming is a time to reconnect it should not begin or end there. No matter how near or far we are technology has made it possible for us to stay connected. Reaching out to classmates and reminiscing about the Earlham experience makes seeing them again much more special. Reunions are priceless so spread the word, and let’s start reconnecting!”**

— Anita Polk (Tevis-Long) '04

*questions?*

Any questions you have about being a reunion volunteer can be directed to:

**NICK JOHNSON**

**Associate Director of Alumni Engagement**

[johnsni@earlham.edu](mailto:johnsni@earlham.edu)

**Earlham College**

**ALUMNI ASSOCIATION**

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**[earlham.edu](http://earlham.edu)**

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