

Planning a Successful Reunion

Your Role: Gift Committee

Lead by example: Make your stretch gift to Bates by December 31.

Attend your class's virtual or in-person Reunion planning meeting (if applicable).

Contact 10–20 classmates about joining you in making a stretch gift in honor of your Reunion. Select and contact your assignments in our volunteer platform.

Share Reunion news and speak with classmates about the importance of giving to Bates.

Encourage classmates to return to campus for Reunion Weekend!

Thank those who make a gift with a personal thank-you.

Your Role: Social Committee

Lead by example: Make your stretch gift to Bates by December 31 and register for Reunion early!

Attend your class's virtual or in-person Reunion planning meeting (if applicable).

Contact 10–20 classmates about attending Reunion.

Assist with one of more of the following initiatives:

- **Attendance Building**
Reunion is for everyone! The more, the merrier — spread the Reunion enthusiasm via phone calls and emails.
- **Social Media**
Build excitement by sharing Reunion news, favorite photos, and registration information with your friends on your social channels throughout the year.
#BatesReunion
- **Parade Attire**
Show your class spirit! Social Committee members determine a theme and attire for the annual Alumni Parade.
- **Class Lounge**
Create a welcoming atmosphere for your classmates at your class headquarters. Decorate your class lounge, bring along your favorite snacks and beverages, and greet classmates as they arrive!

Gift Timeline		Social Timeline
July–August	- Committee building	- Committee building
September	<ul style="list-style-type: none"> - Committee building continues - Reunion solicitation letter from Gift Chair(s) - Coordinate virtual or in-person Reunion planning meeting (if applicable) 	<ul style="list-style-type: none"> - Committee building continues - Save the date email from Social Chair(s) - Coordinate virtual or in-person Reunion planning meeting (if applicable)
October	<ul style="list-style-type: none"> - Gift Committee members select assignments - Participate in virtual or in-person Reunion planning/fundraising meeting (if applicable) 	- Participate in virtual or in-person Reunion planning/fundraising meeting (if applicable)
November		- Newsletter from Social Chair(s)
December	<ul style="list-style-type: none"> - Committee outreach to year-end donors (1st contact period) - End of tax year: make your Reunion gift! - Reunion solicitation letter from the college 	<ul style="list-style-type: none"> - Confirm parade attire: December 15 - End of tax year: make your Reunion gift!
January	- Volunteer conference call (as applicable)	- Volunteer conference call (as applicable)
February	- Reunion registration opens	- Reunion registration opens
March	<ul style="list-style-type: none"> - Gift Committee outreach to classmates (2nd contact period) - Committee members register by March 1 	<ul style="list-style-type: none"> - Attendance building - Committee members register by March 1
April		<ul style="list-style-type: none"> - Confirm dinner audio-visual needs: April 1 - Email newsletter from Social Chair(s) - Attendance building
May	<ul style="list-style-type: none"> - Reunion solicitation letter from Gift Chair(s) - Final Gift Committee outreach to classmates (3rd contact period) 	<ul style="list-style-type: none"> - Attendance building - Reunion registration closes
June	<ul style="list-style-type: none"> - Reunion Weekend: June 11-13 - Final Gift Committee outreach continues - Reunion solicitations from the college - Fiscal year ends: June 30 	- Reunion Weekend: June 11-13
July	- Thank classmate donors	

Helpful Resources

The below resources will provide you with the tools you need to be successful as a Reunion Committee volunteer. Can't find what you're looking for? Contact your staff liaison with any questions or for additional resources. We're here to help!



Reunion Website: bates.edu/reunion

Visit the Reunion website for information on registering for Reunion, a detailed schedule of Reunion Weekend events, and Reunion FAQs.



Reunion Volunteer Website: bates.edu/volunteer/reunion

Refer to the Reunion volunteer website for links to the class leaderboard and donor roll, Reunion attendance and giving records, calling tips and templates, fundraising FAQs, and more.



GiveCampus Volunteer Platform: givecampus.com

Bates' new volunteer tool allows you to select your own assignments, utilize existing email templates or create your own, send one-click personalized messages to classmates, and receive real-time updates on your fundraising progress.



Bates News: bates.edu/news

Browse the Bates News website for news from campus as well as stories about Bates faculty, students, and alumni.

The collage features three main website screenshots. On the left is the 'Reunion' page with a 'Reunion Essentials' section, a 'Save the date for Reunion 2019: June 7-9!' announcement, and a photo of volunteers. In the center is the 'Bates News' page with a 'Welcome to the fourth annual Bates Photography Favorites' article. On the right is the 'Reunion Volunteers' page, which includes the heading 'Reunion 2019 is June 7-9.', a description of the volunteer role, a call to action 'See who's volunteering for your class!', and links to 'Reunion Volunteer Resources' and 'Reunion Staff Liaisons'.