

# bates reunion



## Welcome!

Dear Reunion Committee Members,

Thank you for volunteering as a Reunion Committee member in honor of your class's upcoming Reunion! The efforts of dedicated alumni like you are vital to the success of Bates' Reunion program.

Reunion is a milestone occasion which allows the class to reflect on the community you built together while at Bates and nurtured over the years.

There are multiple ways to be involved in shaping your Reunion! Every classmate has something to offer, and all voices are welcome at the table in order to create something special. In this role, you will help deepen shared alumni connections, while also supporting future generations of Bates students.

Enclosed, please find a few resources that may prove helpful this year. Your Bates liaison will be in touch with you and the entire Reunion Committee frequently. We look forward to supporting you!

The Bates Reunion Team  
reunion@bates.edu

# 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 Bates' 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. Be committed to equity and inclusion tactics throughout the process.
- **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

- Committee building	<b>July–August</b>	- Committee building
- Committee building continues - Reunion solicitation letter sent from Gift Chair(s) - Coordinate virtual or in-person kick-off meeting	<b>September</b>	- Committee building continues - Save the date email sent from Social Chair(s) - Coordinate virtual or in-person kick-off meeting
- Select 10-20 assignments by Oct. 31 - Participate in Gift Committee kick-off meeting	<b>October</b>	- Participate in Social Committee kick-off meeting
- Outreach period #1: Reach out to assignments with a Mount David Society-level ask amount or who typically give before calendar year-end	<b>November</b>	- Brainstorm Reunion parade attire
- Make your Reunion gift by Dec. 31	<b>December</b>	- Confirm parade attire by Dec. 15 - Make your Reunion gift by Dec. 31
- Thank assignments who made pre-Dec. 31 gifts - Participate in Gift Committee meeting, as applicable	<b>January</b>	- Participate in Social Committee meeting, as applicable
- Catch up on Bates news!	<b>February</b>	- Committee brainstorming and planning conversations continue
- Outreach period #2: Reach out to all assignments to encourage participation - Great Day to be a Bobcat: Mar. 16 - Reunion registration opens!	<b>March</b>	- Great Day to be a Bobcat: Mar. 16 - Reunion registration opens! - Contact classmates to encourage attendance
- Thank assignments who made a Great Day to be a Bobcat gift	<b>April</b>	- Confirm programming and A/V needs: Apr. 1 - Email newsletter sent from Social Chair(s) - Early bird discount registration deadline
- Reunion solicitation letter sent from Gift Chair(s) - Outreach period #3: Reach out to all assignments who haven't yet made a gift - Reunion registration closes	<b>May</b>	- Attendance building continues - Reunion registration closes
- <b>Reunion Weekend: June 9-11</b> - Final Gift Committee outreach continues Fiscal year ends: June 30	<b>June</b>	- <b>Reunion Weekend: June 9-11</b>
- Thank assignments who contributed at fiscal year-end	<b>July</b>	- Post-Reunion communications sent from Social Committee, as desired

# Helpful Resources

These resources will provide you with the tools you need to be successful as a class agent. 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' online volunteer tool allows you to select your own assignments, utilize pre-built email templates or create your own, send one-click personalized messages to classmates, and receive real-time updates on your fundraising progress.

**[bates.edu/reunion](https://bates.edu/reunion)**



**Reunion Volunteer Website**

Refer to the Reunion volunteer website for links to Reunion records, case for the Bates Fund, Reunion Weekend and fundraising FAQs, tips and templates, and more.

**[bates.edu/volunteer/class-agents](https://bates.edu/volunteer/class-agents)**



**GiveCampus Volunteer Platform**

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

**[givecampus.com](https://givecampus.com)**



**Bates News**

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

**[bates.edu/news](https://bates.edu/news)**