

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	July–August	- Committee building
- Committee building continues - Reunion solicitation letter sent from Gift Chair(s) - Coordinate virtual or in-person kick-off meeting	September	- 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	October	- 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	November	- Brainstorm Reunion parade attire
- Make your Reunion gift by Dec. 31	December	- 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	January	- Participate in Social Committee meeting, as applicable
- Reunion registration opens! - Catch up on Bates news!	February	- Reunion registration opens! - Committee brainstorming and planning conversations continue
- Outreach period #2: Reach out to all assignments to encourage participation - Great Day to be a Bobcat	March	- Confirm programming and A/V needs: Mar. 1 - Great Day to be a Bobcat - Contact classmates to encourage attendance
- Thank assignments who made a Great Day to be a Bobcat gift	April	- 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	May	- Attendance building continues - Reunion registration closes
- Reunion Weekend: June 7-9 - Final Gift Committee outreach continues Fiscal year ends: June 30	June	- Reunion Weekend: June 7-9
- Thank assignments who contributed at fiscal year-end	July	- 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

View the Reunion schedule and FAQs, and access Reunion volunteer resources. Registration for Reunion Weekend will be hosted here in February 2024!

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



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)