

2011 Reunion Planning Timeline

September	<ul style="list-style-type: none"> ❖ First Reunion Mailing and Email with 'Save the Date' Information ❖ First Class Reunion Committee Meetings held (introductions, set goals, begin event planning, determine yearly schedule and committee needs) ❖ Recruitment Activities Continue (Facebook, phone calls, emails)
October	<ul style="list-style-type: none"> ❖ Leadership Training: Oct. 20th Courtyard Marriott from 6:00-8:00 pm ❖ Recruitment Activities Continue (Facebook, phone calls, emails) ❖ Review Class Lists – Select Classmates to Contact (via GoogleDocs) ❖ Find Missing Classmates ❖ Student Calling Program (past or future donors) ❖ Mailing with 'Save the Date' Information for Reunion Weekend (including postcard packs)
November	<ul style="list-style-type: none"> ❖ Finalize Reunion Celebration Details (location, time, budget, registration cost) ❖ Committee Activities begin: notes/letters, emails, Facebook, phone calls ❖ Committee members to provide testimonials of why they support UD to be used in future correspondence (web, UDaily articles, Messenger, etc.) ❖ Homecoming Weekend: November 5-7, 2010 ❖ Letter from President Harker to the classes
December	<ul style="list-style-type: none"> ❖ 100% of Committee Gifts Received ❖ Committee Input for Reunion Postcard Design ❖ Holiday Card and Email to the Classes
January	<ul style="list-style-type: none"> ❖ BREAK
February	<ul style="list-style-type: none"> ❖ Determine Needs for Class Reunion Celebration (T-Shirts, prizes) ❖ On-Line Registration Live – Committee Members Register ❖ Reserve dorm room accommodations or create hotel block for reunion classes ❖ Direct Mail and Facebook Appeals: Register, Class Gift Update ❖ Requests for Memorabilia ❖ Finalize Reunion Invitation Postcard
March	<ul style="list-style-type: none"> ❖ Finalize Class Reunion Celebration Logistics (food, entertainment, photographer needs, UD Spirit) ❖ Student Calling Program ❖ Postcard Invitation Mailed (Reunion Weekend, Classes and Gold Guard) ❖ Committee members begin contacting registered classmates to encourage additional outreach

April	<ul style="list-style-type: none"> ❖ Facebook and Email Appeals: Come Back, Give Back ❖ Messenger Insert ❖ Create Nostalgia Boards: Old Photos, Stories and Memorabilia
May	<ul style="list-style-type: none"> ❖ Direct Mail Appeal: Senior Class Challenge ❖ Email Appeal: Senior Challenge ❖ 100% of Fundraising Goal Achieved
June	<ul style="list-style-type: none"> ❖ June 3 – 5, 2011: Class Reunion Celebrations! ❖ Direct Mail Appeal: Statement Mailing
July	<ul style="list-style-type: none"> ❖ Acknowledgements, Recognition ❖ Follow-Up to Attendees – Celebrate Success

ADDITIONAL MONTHLY ACTIVITIES:

In addition to the activities above, committee members can expect the following activities to occur on a monthly basis:

- ❖ Committee meetings will be held on a monthly basis as specified by the group in September.
- ❖ Monthly updates will be sent via email by the class chairs to provide an update on registration and class giving efforts. Minutes and agendas will also be sent prior to each committee meeting.
- ❖ If sub-committees are established for the classes, for example a sub-committee to create a memories booklet, updates will be shared and action items discussed at the meetings.
- ❖ Each month, committee members should attempt to contact a minimum of 5 classmates via phone, email, Facebook or other vehicle to share information about the class reunion celebration and encourage support of UD.
 - Potential Impact: 20 committee members x 5 contacts per month x 8 months = 800 classmates personally touched!
- ❖ Thank you letters will be sent on a bi-weekly basis from the Class Gift Chair to alumni who make a gift in honor of your class reunion celebration. Updates will also be sent to individual committee members as gifts are received from classmates with whom you have contacted. Personalized thank you notes are also encouraged.