NORTHWESTERN UNIVERSITY REUNION MISSION STATEMENT
The Reunion program supports Northwestern University by asking alumni to come back and give back. This program’s success is achieved by engaging and reconnecting alumni with their classmates and the University, encouraging them to return to campus for Homecoming and Reunion Weekend, educating them on the importance of making a gift every year toward We Will. The Campaign for Northwestern, and strengthening their philanthropic commitment through a class gift.

REUNION CHAIR JOB DESCRIPTION
As Reunion chair, you and your fellow co-chairs will lead your class efforts in inviting everyone to come back and give back in honor of your Reunion. The University asks that you serve a 14-month term in this role, beginning September 1, 2015 and ending October 31, 2016. Co-chairs will be asked to help raise money for the class gift and/or advise Reunion staff on class-specific programming.

Reunion chairs will be asked to:
• Attend Reunion Weekend, October 20-23, 2016.
• 50th Reunion class is also encouraged to attend Commencement, June 17, 2016.
• Work in partnership with Reunion staff in setting and achieving goals for class gift participation.
• Invite classmates to come back for Reunion.
• Participate in your class gift.
• Lend your name to Reunion committee communications, including quarterly Reunion solicitation letters, written by staff.
  o Co-chairs are encouraged to help personalize the monthly solicitation emails, class web pages, and social media posts to the class throughout the year.
• Lead co-chair and committee conference calls.
• Motivate and advise committee members on outreach and class gift participation assignments.
• Serve as an ambassador for Northwestern and educate fellow alumni about the importance of supporting We Will. The Campaign for Northwestern.

Fundraising:
• Make a significant gift in honor of their Reunion class.
  o We ask that co-chairs make their commitment on or by December 31, 2015, to set an example for the rest of the committee and the class. Commitments made early by Reunion leadership affirm the importance of philanthropic support to committee members and classmates.
• Represent one or more of four giving initiatives:
  o Increasing annual participation (defined as gifts of any amount) to the University:
    ▪ Solicit 25 or more classmates for a Reunion gift, of any size to any designation by August 31, 2016, the end of Northwestern’s fiscal year.
    ▪ Share your story (i.e., why make an annual gift) with your classmates.
    ▪ Make or renew your own recurring, annual pledge of at least five years, establishing membership in the NU Loyal program.
  o Raising Northwestern University Leadership Circle (NULC) gifts of $1,000 or more:
    ▪ Identify and solicit 10-15 classmates who are capable of making a leadership gift during their Reunion.
    ▪ Partner with University staff on soliciting leadership gifts.
- Share your story (i.e., why you made a leadership gift) with your classmates.
- NULC Regional Board members in a Reunion year will have prospect assignments modified accordingly to count for both NULC and Reunion.
  o Raising major gifts of $100,000 or more:
    - Identify and solicit three to five classmates who are capable of making a gift of this size during their Reunion.
    - Partner with University staff on soliciting major gifts via joint visits.
  o Securing planned gift commitments (for 40th Reunion classes and higher)
    - Identify classmates who are interested in documenting a commitment with the University.
    - Partner with University staff on soliciting planned gifts.
    - If you haven’t already, join the Rogers Society and make your own commitment.

- Solicit committee members upon recruitment and ensure 100% committee participation no later than August 31, 2016.

**Programming:**
- Recruit a diverse group of classmates, representing a broad set of campus affinity and activity groups, for the Reunion programming, whose goals will include:
  o Advising Reunion staff in class-specific Reunion programming.
  o Managing various communications channels on social media platforms.
  o 50th Reunion class is asked to work with staff in identifying classmates for 50th Reunion panel event, Life Is a Journey.
- Create a memorable experience for classmates.
  o Welcome back your classmates during Reunion Weekend events, specifically at your class party.
  o Identify supplemental class programming options, such as class panels, after parties, and affinity gatherings.
  o Research class archives for use in communications and at Reunion events.
- Co-chairs are encouraged to personalize the monthly emails, class web pages, and social media posts to the class throughout the year.
- Invite 25 classmates to come back for Reunion by phone, visit, or personal correspondence, including email and social media.
- Alert staff of incorrect phone, mail, and email addresses; find “lost” alumni and alert staff of deceased alumni.
- Generate renewed activity on Facebook, via your class group page, and other social media outlets.
- Motivate and advise committee members on outreach assignments.

**REUNION STAFF LIAISON WILL:**
- Interview you about your class’s experience in order to capture the tone and personality for the Reunion communications to classmates.
- Offer analysis for goal-setting and progress, training for outreach/solicitation, and marketing resources to ensure success.
- Supply a toolkit of resources, including class contact information, to assist you with outreach.
- Identify venue options and an event planning timeline for your class party.
- Keep the committee informed of programming and fundraising progress.