

Northwestern | REUNION

COMMITTEE ROLE DESCRIPTION

OUR GOAL

The Northwestern Reunion program's mission is to encourage alumni to come back and give back. Success of this program is achieved by enthusiastic alumni volunteers engaging and reconnecting with their classmates and the University; encouraging their friends and classmates to return to campus for **Homecoming and Reunion Weekend, October 1-4, 2020**; and strengthening their philanthropic commitment through a class gift.

REUNION COMMITTEE EXPECTATIONS

1. Commit to attending Reunion Weekend.
2. Make a meaningful gift or pledge to any area(s) of Northwestern to be included in the class gift and to honor your reunion. Consider including the new class scholarship fund as part of your philanthropic support.
3. Contact friends and classmates to emphasize Reunion's message of *Come Back, Give Back*.

WHAT DO YOU DO?

- Communicate to classmates through peer-to-peer outreach, encouraging them to *Come Back* for Reunion Weekend and *Give Back* to Northwestern.
- Use personal networks and social media to generate camaraderie and excitement about Reunion Weekend.
- Actively participate in three committee conference calls and two program update conference calls.
- Provide input on class-specific reunion details to create an exciting and memorable experience.
- Dedicate at least two hours each month in pursuit of these efforts.

WHY IS THIS ROLE IMPORTANT?

- The top two reasons alumni come back for reunion are to reconnect with each other and see campus.
- Personal outreach to friends and classmates is the most effective way to generate interest.
- Your (and your fellow committee members') endorsement of the events and class gift sends a powerful message.
- The sooner classmates commit to participate, the more likely we are to succeed in hitting our goals.
- Having thoughtful leaders and an engaged, cohesive committee takes reunion from good to great.

THE REUNION TEAM'S RESPONSIBILITIES

- Provide goals, tools, and support to ensure the committee's success, including timelines and talking points for committee calls and outreach.
- Share information by website, social media, mail, and email to keep committees and classmates informed about Reunion Weekend programming and initiatives.
- Secure an on-campus venue for the class party and schedule a committee walk-through and menu tasting. Provide a modest discretionary budget, which may be used toward class party enhancements.
- Create a comprehensive Reunion Weekend for the Northwestern community.
- Recommend additional opportunities to engage as a volunteer and donor beyond Reunion Weekend.