St. Edward’s Homecoming and Family Weekend will take place February 19th-21st, 2016. A variety of great activities are planned for the weekend. Join the fun!

CLASS REUNION EVENTS
Classes celebrating a significant reunion year are encouraged to form a committee and plan a special event during Homecoming and Family Weekend to provide an opportunity for their classmates to reconnect, reminisce and enjoy each other’s company. We can only move forward with Class Reunion events if at least four class members volunteer!

CLASS REUNION AMBASSADOR RESPONSIBILITIES
Build and communicate excitement about Homecoming and your Class Reunion event
– Boost attendance! Assist in securing updated contact information from classmates and locating lost classmates so they can be included in all upcoming reunion communications.
– Reach out! When conducting outreach, confirm the mailing and email address, preferred phone number and employment information of your classmates.
– Gather contact information! Send updated information to Alumni and Parent Programs staff.
– Build excitement! Follow up with classmates, keep the conversation going, and build a sense of excitement about the weekend!

Plan your class event and inform Alumni and Parent Programs staff of the details
– Alumni and Parent Programs staff will provide you with a list of Class Reunion event options. The committee will determine which option best meets the needs of your Class.
– Class reunion events have taken many forms, including a dinner or cocktail party hosted at the home of a class member, dinner at a local restaurant, a casual happy hour on campus, or any other gathering that the class prefers.

Become an Online Ambassador for the #LoveBlueGiveGold social media fundraising campaign (OPTIONAL)
– Online Ambassadors are people who are active on their social media channels [Facebook, Instagram, Email, Twitter, and LinkedIn] and have many SEU alumni in their networks.
– Online Ambassadors use their social media channels to share the message of this PARTICIPATION campaign: contributions from alumni provide much-needed support for our students, while strengthening the university’s ranking and thus its reputation. Supporting The St. Edward’s Fund every year is an easy way to increase the value of your degree. The goal of the campaign is to increase the number of alumni supporting SEU; there is no dollar goal.
– The Annual and Individual Giving staff will provide you with a “media kit” containing sample language and graphics that you may use in your posts.
– #LoveBlueGiveGold lasts for just three days: February 8-10, 2016. The timing of the campaign also provides a final opportunity to encourage classmates to return to the Hilltop for your Reunion.
TIMELINE FOR CLASS REUNION AMBASSADORS

Fall
– Initial call/meeting
  o Roles & responsibilities
  o Discuss class reunion event options
  o Delegate tasks to committee members
  o Distribute class lists
  o Determine next check in call or email
– Reach out to classmates to ensure they know about Homecoming and Family Weekend and your class reunion event, and gauge interest of classmates
– Confirm the mailing and email address, preferred phone number and employment information of your classmates
– Confirm class reunion venue, time and details and submit to Alumni and Parent Programs staff for inclusion on the registration website and e-newsletter
– Continue outreach to classmate to encourage their attendance at Homecoming and Family Weekend and your Class Reunion event

Spring
– Continue outreach to classmate to encourage their attendance at Homecoming and Family Weekend and your Class Reunion event
– Love Blue, Give Gold Social Media Campaign-February 8-10

ALUMNI AND PARENT PROGRAMS STAFF SUPPORT FOR CLASS REUNION COMMITTEE

Current class roster
– We will provide you with the most up-to-date contact information we have on file for members of your class. We will provide these lists in September, November and January.

Class Reunion Event Options
– We will provide you with a list of class reunion event options. The committee will determine which option best meets the needs of your class. We can collect registrations for your class event and collect payments if it is onsite.

Class Communication
– Alumni and Parent Programs will promote Homecoming and Family Weekend to all alumni. These promotion materials will include:
  – Invitation with Schedule of Activities mailed
  – Routine email invitations and reminders about the weekend’s events
  – Weekly social media promotions
  – Homecoming Website
    o Schedule of Activities
    o List of lodging/accommodations
    o Campus map
    o Registration
  – A Class Reunion Newsletter will be mailed and/or emailed to entire class, for whom we have contact information. This newsletter will include a welcome message from the committee, as well as, a list of activities and lodging.
  – The St. Edward’s Fund Fall Phonathon will be conducted from September 28 through November 13, 2015. Student callers support your outreach efforts by updating constituent contact information as necessary and by encouraging all alumni to return to the Hilltop for Homecoming and Family Weekend. When details of the Class Reunion gathering become available they will be added to the Phonathon script for calls to your classmates.