LEARNING OUTCOME

After participating...

...you will be able to customize your reunions to increase reunion attendance and engagement.
Planning Your Alumni-Centered Reunion

(Session 1 of 2)

AGENDA FOR SESSION ONE

- Institutional context
- Overview of weekend
- Customizing your reunion
- Planning: one-year timeline
- Dollars and sense: budget
- Marketing and communications
- Scalability

INSTITUTIONAL CONTEXT:
MARQUETTE UNIVERSITY
WHO IS MARQUETTE UNIVERSITY?

- Catholic, Jesuit university founded in 1881
- Urban campus located in Milwaukee, WI
- Member of BIG EAST Conference
- Employs nearly 2,500 faculty and staff
- Average class size: 2,000
- Over 110,000 alumni worldwide
  - Key alumni markets: Milwaukee, Chicago, Minnesota, Northeast, Pacific Northwest

ACADEMICS

- Undergraduate - 7 Colleges
- Graduate Programs - Law, Dental, Professional Studies, Graduate School of Management, Graduate School

CURRENT ENROLLMENT

- Undergraduate enrollment - 8,400
- Graduate and Professional - 3,600
  - Nearly all states and 68 countries represented
UNIVERSITY ADVANCEMENT STRUCTURE

- Centralized
- Approximately 130 staff
- Four departments
  1) Development
  2) Office of the Vice President
  3) Advancement Services
  4) Engagement and External Relations

KEY PARTNERSHIPS WITHIN UA STRUCTURE
OVERVIEW OF ALUMNI REUNION WEEKEND

CLASS YEAR-BASED REUNIONS

- Last weekend in July (Thursday - Sunday)
- Celebrates 10 classes (5-50; 5-year intervals)
- Draws 2,500 people to campus
- Features on-campus and off-campus activities
  - Brewery tours
  - Museum tours
  - Academic lectures
  - Block party
  - Class-specific parties
ALUMNI REUNION WEEKEND EVENTS: THURSDAY

Exclusively for 50th Reunion
- Hospitality room
- Campus tours
- Archives exhibit
- Afternoon Mass
- Presidential dinner
- Friday luncheon with class photos

ALUMNI REUNION WEEKEND EVENTS: FRIDAY

ALL CLASSES
- On- and off-campus tours
- Afternoon of reflection
- Archives exhibit
- Class kick-off parties throughout Milwaukee
- Affinity gatherings
PLANNING YOUR ALUMNI-CENTERED REUNION

SESSION 1 OF 2

ALUMNI REUNION WEEKEND EVENTS: SATURDAY

ALL CLASSES
- Marquette Mile Fun Run
- Class is in Session lectures
- On- and off-campus tours
- Block party with kids camp
- Marquette Fest
  - All alumni offering

ALUMNI REUNION WEEKEND EVENTS: SUNDAY

ALL CLASSES
- Mass
- Bloody Mary Tour
- Marquette Outing at the Milwaukee County Zoo
  - All alumni offering
AFFINITY-SPECIFIC REUNIONS

- Majority celebrated in conjunction with Alumni Reunion Weekend
- Collaboration between affinity-based giving, development, and academic programs

MARQUETTE REUNIONS: AFFINITY REUNIONS

AFFINITY PROGRAMMING OVER ALUMNI REUNION WEEKEND

- Gatherings tailored to specific affinity groups
- Often held on Friday night or Saturday afternoon
CUSTOMIZING YOUR REUNION

FRIDAY NIGHT PARTIES

- Cornerstone of Alumni Reunion Weekend
- Class-specific party (5th-45th reunions)
  - Off-campus venue that fits class personality
  - Different feel based upon age
- Customization of each party
  - Volunteer-driven
  - Music
  - Slideshow
- Sponsorship opportunities
INCORPORATING RETIRED FACULTY

- Volunteer invitations to former faculty members
  - Class-specific and affinity reunions
- Class is in Session lectures during Alumni Reunion Weekend
- Volunteer-driven fundraising for memorial scholarships

CHAT

What do alumni want to experience or see when they’re back on campus?
IMPROVING LOCAL OFF-CAMPUS RELATIONSHIPS

- Friday night party venues
- Local tours
  - Breweries
  - Museums
  - Neighborhoods
  - Food tours
- Room blocks at local hotels
- Recommendations for restaurants, area attractions
- Dine-arounds

PLANNING: ONE-YEAR TIMELINE
PLANNING:
ONE-YEAR TIMELINE

AUGUST - DECEMBER

- Definition of goals
- Exploration of venues
- Marketing timelines developed
- Preliminary marketing sent (printed save the date, email, social media)
- Web site development

JANUARY-APRIL

- Contracts finalized
- Marketing continues (invitation, email, social media, direct mail solicitation)
- Budgeting for following year completed in February
PLANNING:
ONE-YEAR TIMELINE

August - December

January - April

May - July

MAY-JULY

• Invitations sent
• Registration opens
• Pre-reunion events
• Event details finalized
• Final marketing pushes
• Alumni Reunion Weekend

DOLLARS AND SENSE: BUDGET
**CHAT**

How have you been able to successfully handle lower budgets for your reunions?

**DOLLARS AND SENSE: BUDGET**

<table>
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<tr>
<th>LINE ITEM</th>
<th>PROJECTED EXPENSE</th>
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<tr>
<td>Collateral Materials</td>
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DOLLARS AND SENSE: BUDGET

OPPORTUNITIES FOR SAVINGS

• Scale back on invites
  – Postcard vs. booklet
  – Electronic vs. direct mail
• Postage
  – 3rd class vs. 1st class
• Promotion
• Event Costs
  – Consider sponsorship
  – Registration fees
  – Appetizers vs. full meals
  – Open bar vs. cash bar
• Tailored collateral for 25th and 50th reunions
  – Save-the-date announcements
  – Volunteer postcards
  – Invitations
  – Nametags
• Regional decade reunions

• Segmented e-mails by decade with videos
• Personalized buck slip with photos
• Class goal language in direct mail pieces throughout year
• Reaching each segment through appropriate channels
Planning Your Alumni-Centered Reunion
(Session 1 of 2)

20-year reunion
Weekend highlights:
• Class of 1993 Friday night kick-off party
• Gym and off-campus tours
• Saturday afternoon Block Party

Make a gift in honor of your 20-year reunion
Let’s do something special in honor of our reunion and present Marquette with a gift that truly reflects our pride and love of this university by helping current and future students. Visit the reunion giving page for more information on how to make your gift.

CLASS GIFT GOALS
Annual Fund goal: $120,000
Participating goal: 100 donors

Alumni volunteers
J.J. Harky, Amy
Ray L. Beile, Carolyn
Kristy M. Blackman, Amy
Sara C. Kies (Emer.), Carolyn
Kathy K. Meth, East
Kathy M. Miller, Nick
Katie T. Martin, Amy
Kathleen M. Meehan, Amy
Sara R. Nordsiek, Erin
Sara R. Schult (Emer.), Erin
Kim A. Schwellnus (Emer.), Amy
Kathy L. Shaw, Erin

Facebook

What should people post in this group?
Add a Description

Sponsored by

Your Business is unique.

A great way to target consumers is to sponsor
personalized banners that link directly to your business.

1840307.png

Marquette University Class of 1993

Write post
Add photo/video
Ask question
Add file

Recent posts

Jan Lyons

If there is anyone on here who now lives in the Detroit area, we are having our 1993 event at Rosie O’Grady’s in Ferndale, Saturday, March 2nd at 2pm EST.

Like Comment Follow Post

Kelly Lee Strehlehaus

Thx! Thanks!

February 28 at 6:32pm

Write a comment...

Jeff Kamil

Bavskiers... I made a masquiske abilist at Aeros that raised me of Fall 90
INCLUDING CURRENT STUDENTS

STUDENT INVOLVEMENT

- Attendance at events
- Sending postcards to alumni
- Student stories featured in promotional materials
- Voicemail messages
- Phonathon calls
- Featured in videos

SOCIAL MEDIA MARKETING & VIDEOS

- Class-specific Facebook pages administered by volunteers
- Class pages on MU Connect
- Facebook advertisements throughout year
- Videos
  - Student/alumni interaction
    - [http://youtu.be/3rR8oC4zHxl](http://youtu.be/3rR8oC4zHxl)
  - “Get Back to Where You Once Belonged” Series
    - [http://youtu.be/mlA49rSmQqY](http://youtu.be/mlA49rSmQqY)
It's your year! Find your way back home to Marquette.

Alumni Reunion Weekend 2014

July 24-27, 2014

Save the date and plan to join thousands of fellow alumni, families and friends at Alumni Reunion Weekend 2014 on Marquette University’s campus.

In addition to the celebrations for undergraduate classes, the Educational Opportunity Program will commemorate its 40th anniversary during Alumni Reunion Weekend. Whether or not 2014 is your reunion year, come home to celebrate.

Help make your Marquette reunion special! Take our survey and share your ideas.

Marquette University Alumni Association

USE OF ARCHIVES

- Archival photos on all printed collateral
  - Pledge card
  - Solicitation
  - Save-the-date cards
  - Volunteer postcards
  - Invitations
- Class-specific slideshows
  - E-mail
  - Friday night party
- Archival displays during Alumni Reunion Weekend
LARGER INSTITUTIONS

- Divide reunion classes and affinities between staff
  - Ex. each staffer gets 3 classes and 2 affinities
- Increase customization
LARGER INSTITUTIONS

- Rely on development and academic colleagues for guidance and assistance, especially with affinities
- Partner with university colleagues
  - Residence Life
  - University Archives
  - Special Events
  - Etc.

SMALLER INSTITUTIONS

- Focus on key reunions (i.e., 25th and 50th)
- Consider hosting affinity groups at different times during the year
- Tap into regional volunteer managers for recruitment
SMALLER INSTITUTIONS

- Rely on development academic colleagues for assistance, especially for affinities.
- Partner with university colleagues
  - Residence Life
  - University Archives
  - Special Events
  - Etc.

INSTITUTIONS WITH DIFFERENT STRUCTURES

- Collaborate and communicate with development colleagues - this is key!
  - Hold monthly meetings with all involved
- Extend timeline for affinity reunions to assist with planning, budgets and communication
- Set clear expectations of assistance needed
- Clarify how reunion programming is beneficial to all
TRANSPORTATION TO ALL PARTS OF VOLUNTEER MANAGEMENT

UTILIZE REUNION MODEL WITH MULTIPLE PROGRAMS

– Community Campaign
– Parents
– Regional and college-based volunteers

TAKEAWAYS

• Customization is key.
  – Class identities/age groups
  – Affinities
  – Consider campus traditions
• Be creative when it comes to budget.
  – Leverage relationships (alumni, sponsorship, etc.)
• Create a yearlong communication plan and personalize it.
  – Peer-to-peer promotion is most impactful.
Thank you!
Please remember to complete the event evaluation. Your comments will help us continually improve the quality of our programs.