OVERVIEW

Reunions are a vital part of your strategy for strengthening and maintaining alumni connections to your institution; yet, many institutions are seeing declining or stagnant reunion attendance. With a few small adjustments and a bit of customization, your reunion can become a highly anticipated event where more alumni return to campus, volunteer their time, and donate to their alma mater.

Join us online to learn how Marquette University increased reunion giving by 35% and attendance and involvement by 20% with just 1.5 full-time staff members. In the first session the speakers will provide an overview of Marquette’s current reunion weekend and logistical planning. In the second session the speakers will talk about how to fully staff your effort with a robust volunteer structure, and how to translate increased reunion attendance into more gifts to the institution.

LEARNING OUTCOME

After participating in this webcast series, you will be able to customize your reunions to increase reunion attendance and engagement.

WHO SHOULD ATTEND

Annual giving and alumni relations professionals charged with overseeing reunions and reunion fundraising will learn about an innovative reunion organizing approach to increase attendance and engagement.

CLICK HERE TO REGISTER
AGENDA

MONDAY, MARCH 24, 2014
SESSION 1: PLANNING YOUR ALUMNI-CENTERED REUNION

1:00 - 2:30 p.m. EDT

- Institutional context
- Overview of weekend
  - Class-year reunions
  - Affinity reunions
- Customizing your reunion
  - Friday night parties
  - Major reunions structures
  - Local off-campus relationships
- Planning: one-year timeline
- Dollars and sense: budget
- Marketing and communications
  - Targeted marketing by decade
  - Including current students in reunion communications
  - Social media marketing and videos
  - Use of Marquette's archive in reunion communications
- Scalability
  - Larger/Smaller institutions
  - Institutions with different AR/AG/reunion structures
AGENDA

MONDAY, MARCH 31, 2014
SESSION 2: REUNION VOLUNTEER MANAGEMENT AND GIVING STRUCTURE

1:00 - 2:30 p.m. EDT

◆ Volunteer recruitment and management
  → Volunteer structure
    » Recruitment
    » Organization of volunteer responsibilities
    » Training
  → Affinity-based volunteers
    » Increasing affinity involvement
    » Sustaining motivation in reunion off-years
  → Impact of improved volunteer management

◆ Driving attendance and giving
  → Drivers of attendance
  → Developing class goals/class gifts
  → Solicitation strategies

◆ Collaboration with alumni relations
  → Building and maintaining partnership
  → Identifying unengaged constituencies and rebuilding their relationship with the institution
  → Enhancing opportunities to give during/around reunions

◆ Follow-up and assessment
INSTRUCTOR

ANDREA PETRIE / Director of Development, College of Nursing
Marquette University

Andrea has more than eleven years of event planning and fundraising experience. Andrea recently changed roles at Marquette, where she was previously the director of the affinity-based giving team. In that role, she led a team of three that was responsible for Marquette’s alumni reunion giving program, affinity giving, parent programming and fundraising, faculty and staff giving campaign, and student philanthropy programming. She also met with approximately 120 donors and volunteers throughout the year and managed an annual portfolio of 100 constituents. In her current role, she primarily focuses on the fundraising priorities of the College of Nursing at Marquette.

TAYLOR SCHULT / Senior Engagement Officer
Marquette University

Taylor has 5 years of experience in volunteer management, event planning and fundraising. Her primary focus is on reunion efforts, affinity programming and Marquette’s annual faculty and staff campaign. She also collaborates on alumni programming throughout the country. In Taylor’s previous role, she helped launch Marquette’s comprehensive student philanthropy program. She also served as the engagement team’s primary liaison to Marquette’s Chicago office and coordinates volunteer club activities as well as broad-based programming for the Chicago region.
IMPORTANT INFORMATION

LOGGING IN TO THE WEBCAST
After registration, each registrant will receive a confirmation of payment or an invoice, depending on method of payment. Each registrant will also receive an email with appropriate login information and more information regarding the event a few days prior to the start of the event. The day of the conference, you will receive another email with the same information. To participate, you will need a computer with a high-speed Internet connection. You will have the option to receive audio via your computer speakers or telephone.

WHAT IS A SINGLE SITE CONNECTION?
A site connection allows a single connection to the Web conferencing software and teleconference. We encourage you to set the event up in a conference room or classroom from a single computer in order to allow multiple stakeholders from your campus to participate. Remember, as long as only a single computer connects, you can bring as many people as you want to the event. If an interested party cannot participate at the designated time, or if someone would like to view the presentation again, an archived copy of the event will be available for 60 days. If you have any technical or purchasing questions, please contact us at 720.488.6800.

LIVE WEBCAST CONNECTION
With a single site connection you can invite as many people as you like to watch and listen to the webcast from the same computer. You’ll also receive an electronic link to the presentation materials and handouts as well as additional resources referenced during the live event. Following the webcast you’ll receive an email that contains a link to the recorded webcast (link active for 60 days). Additional site connections are also available for $195.

CD RECORDING OF LIVE WEBCAST
We record the audio and visual portion of all live webcast events and make them available in two forms; as a CD or as an electronic download. CD recordings are mailed with a bound copy of the presentation materials and handouts approximately 10 business days following the live webcast date.

ON-DEMAND DOWNLOAD OF LIVE WEBCAST (180 DAY LICENSE)
We record the audio and visual portion of all live webcast events and make them available in two forms; as a CD or as an electronic download. On-demand downloads are available through an internet link sent via email approximately 10 business days following the live webcast date (links are active for 180 days).
REGISTRATION FEES

Make the most of the presentation: purchase a live connection and invite your whole team to participate from a single location at no additional cost. Questions about the event? Call us at 720.488.6800 to help determine if this event is right for you. **Register online at www.academicimpressions.com**

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**TOTAL PRICE:**_________________

**EARLY BIRD PRICING**
Postmarked on or before March 17, 2014. After March 17, 2014, an additional $75.00 fee for the first connection and $50.00 fee for each additional connection applies.

**REFUND/CANCELLATION POLICY**
Refunds will be issued only if cancellations are received in writing by January 17, 2014. A $75 processing fee will be assessed. After January 17, 2014 a credit (less $75 processing fee) will be issued. The credit will be valid for 12 months and can be used toward any future conferences, Web conferences, audio proceedings, or Web conference archives. In case this event is cancelled, Academic Impressions’ liability is limited to a refund of this registration fee only. Purchasing questions, please contact us at 720.488.6800.

*By submitting this registration form, you agree to the terms and conditions of the above cancellation policy.*

Visit our website to register online:

[https://www.academicimpressions.com/webcast/better-reunions-energize-alumni-build-affinity-and-increase-giving](https://www.academicimpressions.com/webcast/better-reunions-energize-alumni-build-affinity-and-increase-giving)
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We want you to be satisfied with your Academic Impressions learning experience. If the program you purchased fails to meet your expectations, please contact us within 30 days and let us know. We’ll credit the full amount you paid toward another AI program that may better fit your needs.

WEBCASTS AND ONLINE COURSES
For webcasts and online courses, substitute registrants are welcome and may be named free of charge at any time prior to the day of the webcast. When available, you may also switch your webcast or online course order from a live connection to an on-demand download or CD recording (and vice versa) at no additional cost (shipping charges will apply to CD Recording orders outside the U.S. or Canada).

If you cancel 8 weeks or more prior to the webcast or online course date, you will receive a full refund, less a $75.00 service charge. If you cancel within 8 weeks of the webcast or online course date, you are not entitled to a refund. However, as a courtesy, we will allow you to apply your payment, less the service charge, toward a future purchase within one year from the date you cancel. Your payment is transferable to another person from your institution if you wish.

Please note that if you do not login to view the webcast or online course and you do not contact us in advance to cancel as described above, you are responsible for the entire payment. In case this event is cancelled, Academic Impressions’ liability is limited to a refund of the registration fee only.

CONFERENCES
For in-person conferences, substitute registrants are welcome and may be named free of charge at any time. If you cancel 8 weeks or more prior to the first date of the conference, you will receive a full refund, less a $100.00 service charge per attendee.

If you cancel within 8 weeks of the first date of the conference, you are not entitled to a refund. However, as a courtesy, we will allow you to apply your payment, less the service charge, toward a future purchase within one year from the date you cancel. Your payment is transferable to another person from your institution if you wish.

Please note that if you do not attend and you do not contact us in advance to cancel as described above, you are responsible for the entire payment. In case this event is cancelled, Academic Impressions’ liability is limited to a refund of the registration fee only.

RECORDINGS, ON-DEMAND DOWNLOADS, MONOGRAPHS AND OTHER PUBLICATIONS
All sales are final. No cancellations or refunds provided.
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How did you hear about this event? (email from AI, ACPA, colleague forwarded email, The Chronicle, etc.)

If you would like us to send a copy of your registration confirmation or receipt to someone else, please complete this section

## ADDITIONAL CONTACT INFORMATION

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PAYMENT METHODS

We accept Visa, MasterCard, and American Express credit cards. To pay by check, include the check with this form or select the “invoice me” option. Fax form to 303.221.2259 or mail form along with payment to: Academic Impressions, 4601 DTC Blvd., Ste. 800, Denver, CO 80237

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Each conference registration includes a subscription to Higher Ed Impact, a free industry scan of news, trends, and research on higher education, delivered in an easy-to-scan email. Higher Ed Impact (HEI) includes:

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List the names of the registrants you’d like to sign up:

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