

2022 REUNION WEEKEND COMMITTEE TIMELINE

August

- Volunteer Training
- Committee Recruitment
- **Save the Date postcard mailed to reunion classes from the Alumni Office**

September

- **Draft of Letter #1 due September 30.** Letter invites classmates to reunion, introduction of the Co-Chair and Committee members; letter written by reunion chairs.

October

- All In for Whitman – Oct. 5-6
- Schedule first Committee Conference Call
- Alumni Office sends email follow up to first letter directing alumni to reunion web page (RSVP form, schedule, list of those planning to attend, accommodation information, etc.)
- Reunion committee members contact assigned classmates to encourage RSVPs

November through January

- Continue individual outreach

February

- **Reunion Letter/Email #2 by reunion chairs; draft due February 1**
- Continue to encourage reunion attendance

March

- Phone-a-thon contact via student callers for annual giving

April/May

- Finalize class-specific reunion event plans
- Continue to encourage RSVPs

June

- Postcard drafted by Development Office encouraging gifts by end of fiscal year (June 30, 2019)
- **Letter/Email #3 draft due by June 10**

July

- **Email** from Reunion Co-Chairs (created by Alumni Office staff under co-chair signatures) noting one month until Registration goes live. Explain difference between an RSVP and being Registered

August

- Reunion registration is LIVE online
Alumni Office announces via email, reunion mailer to all reunion classes and Whittie News (e-mail newsletter)
- Alumni Office sends out “Oops? Did you forget?” post card to those who indicated they were ‘likely to attend’ but have not registered

September

- **Sept. 29-Oct.1 REUNION WEEKEND!** Recognition of Reunion Co-Chairs and committee members at Reunion Convocation

Note: The Alumni Office intersperses email reminders and social media messages via Facebook and Twitter throughout the year.