2023 Reunion Communication/Outreach Timeline

Gold = Volunteer Item | Black = CC Facilitated Communication

January

- Print: Reunion save-the-date postcard (mailed to all 2023 reunion year alumni)

February

- Feb. 22: Deadline to review classmate names and pre-select a minimum of 20 people to contact and submit via shared document

March

- March 3-4: Reunion Volunteer Weekend
- Week of March 6 Email: Reunion save-the-date (one version sent to all 2023 reunion year alumni)
- March 8: Deadline for one-paragraph introduction for reunion invitation (*if not completed during Reunion Volunteer Weekend*)
- March 11: Deadline for class appeal letter introducing your class gift project
- March 31: Committee members should test the giving forms/pages with an entry to be the first names on the donor roll

April

- Committee Zoom Meeting #1: Week of April 3 or April 10 (*committee should finalize call date during Reunion Volunteer committee meeting*)
- Week of April 10 Email: Class reunion invitation
- Week of April 24 Print: Class reunion invitation
- Week of April 25 Print: Class appeal letter introducing the class gift project (30th-55th reunion classes)
- Week of April 25 Email: Class appeal introducing the class gift project (all classes)

May

- Week of May 22: 50th Reunion Directory request for submissions (Class of 1973)
- May 31: Make initial contact with all selected classmates by this date – update contact information, invite to your reunion/confirm if classmate is attending the reunion, and share class gift project details

June

- Committee Zoom Meeting #2: Week of June 5 or June 12 (*committee should finalize call date during first committee call*)
- Consider pre-selecting additional classmates who may have not been selected during the first round.
- Week of June 5: 50th Reunion Directory request for submissions (Class of 1973)

July

- Week of July 10: 50th Reunion Directory submission reminder (Class of 1973)
- Week of July 11: Class Stewardship Email: Reunion Donor Thank You and Homecoming Sneak Peak
- Week of July 18 Print: Homecoming guide mailed and posted on the CC website

August

- August 8: Homecoming registration opens (*registration will open one week early for reunion volunteers*)
- August 8 Email: Homecoming registration announcement, invitation to register
- August 24 Email: 50-day Homecoming registration reminder to all 2023 reunion year alumni
- Week of August 21: Email: Last call for 50th Reunion Directory submissions (Class of 1973)
- Committee reminder calls/emails to assigned classmates to register for Homecoming and to make a gift towards class project

September

- Committee Zoom Meeting #3 - Pre-Homecoming (*committee should finalize call date during second committee call*)
- Continued committee outreach to assigned classmates to register for Homecoming and to make a gift towards class project
- Print: Donor roll mailed to reunion year alumni (limited classes - TBD)
- Email: Donor roll thank you with class gift project updates
- Email: Ongoing Homecoming registration reminders (as needed)
- Texting Campaign: Homecoming last chance registration reminder to 2023 classes

October

- Sunday, October 1: Last day to pre-register for Homecoming
- Oct. 11: Email: Final HFW details provided to registered attendees
- **Oct. 13-15: Homecoming and Family Weekend**
- Week of Oct. 16th Email: Post-Homecoming Weekend survey to attendees with links to online photos
- Week of Oct. 10th & Week of Oct. 24th Email: Series of post-homecoming class gift project appeals, updates, and donor roll thank you

November

- Week of Nov 1 Email: Survey reminder for Homecoming Weekend feedback

December

- Emails: Series of giving communication/appeals from Annual Giving office

January 2024

- Email: Final year-end fundraising recap to all reunion committee members and classmates, final list of donors will be published on Homecoming website
- Gift fund contacts established as necessary