



**BETHUNE-COOKMAN UNIVERSITY
NATIONAL ALUMNI ASSOCIATION
REUNION PLANNING GUIDE**



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THANK YOU

Dear Class Agent,

Thank you for agreeing to help coordinate your upcoming Bethune-Cookman University class reunion! Reunions are a time to catch up with old friends and alumni, as well as connect Alumni with their Alma Mater. Your role as class agent is an important one and vital to the success of our reunions.

Bethune-Cookman University utilizes Homecoming weekend to host all classes celebrating five year anniversaries. This guide will provide a plan to help you achieve a memorable and successful class reunion.

The Desired Outcome of Reunions:

To provide exciting and engaging organized activities for class reunions that will help strengthen relationships between alumni and the University.

The B-CU National Alumni Association is dedicated to the success of reunions and should be used as a resource. The B-CU NAA has a dedicated Reunion Coordinator who is working with the B-CU Alumni Affairs Office to assist you with planning your class reunion. Please contact the Coordinator, Sherry Paramore at sherry.paramore@uncf.org or Marah Beltz, the Alumni Affairs Manager at beltzm@cookman.edu to start planning your reunion.

Again, thank you for your service and we look forward to seeing you Homecoming Weekend!

HOMECOMING REUNIONS

Homecoming is a time to engage alumni from all classes, family and friends of Bethune-Cookman University. Events during Homecoming connect all of us and provide the opportunity for all members of our Bethune-Cookman family to engage with each other while demonstrating pride in the University.

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CLASS GIFTS

Reunion Committees are encouraged to identify a goal for their xClass Gift for the university, which is a great way to celebrate and honor the role the university played in your lives. Previous Class Gifts have included:

- an endowed scholarship, minimum of \$10,000 to establish
- a class challenge gift where a group of 5-10 alums offers to donate a certain amount of money if the rest of the class collectively matches it
- a donation for budget relief and financial aid
- increase alumni participation from 10% to 30% through class giving to the Annual Fund

If your committee wants to explore doing a Class Gift, a member of the Office of Alumni Relations and/or Development staff will meet with your committee to determine the best course of action based on your class's giving history and your committee's interests. Class gifts of \$10,000 or more will have an opportunity to make an "on field" check presentation to the President during the Homecoming football game. If you plan to provide a class gift, the class should set a target amount to reach and have each participant send their gifts to the Office of Institutional Advancement. Please contact Marah Beltz in Alumni Relations to begin this process.

50TH REUNIONS

If you are celebrating a 50th reunion you may choose to host a "Golden Reunion" in which you may theme the reunion and ask for a minimum class gift and provide a commemorative "golden diploma" or other piece to encourage classmates to give. Please contact your Reunion Coordinator and the Alumni Affairs Manager to discuss the Golden Reunions further.

COMMITTEE OVERVIEW

REUNION COMMITTEE

Each class or group will have a Reunion Committee consisting of:

Class Agent (Volunteer chair or co-chairs)

Volunteer members

Alumni Board representative

Alumni office liaison

REUNION COMMITTEE CHAIR

Each Reunion Committee recruits a Reunion Chair or class agent; the Chair in turn oversees the committee's networking efforts. Specific Reunion Chair responsibilities include:

Recruit additional Reunion Committee members (if needed)

Set Reunion Committee meeting times and prepare agendas

Lead Reunion Committee conference calls

Record minutes of Reunion Committee conference calls (or select a Committee secretary)

Connect with classmates to encourage their attendance at the Reunion

Follow up with Reunion Committee members to ensure tasks are accomplished in a timely fashion

Edit/write class letters

Attend Homecoming Weekend and welcome fellow Wildcats to your reunion event(s).

REUNION COMMITTEE MEMBERS

Specific Reunion Committee Member responsibilities include:

Participate in Committee conference calls

Connect with classmates in a personal manner to encourage their attendance at the Reunion

One-on-one contact with classmates, to include phone calls, handwritten postcards, electronic postcards, e-mails, and e-mail blasts to classmates.

Helping to schedule/arrange specific class activities

Update contact information for classmates who have outdated information and forward updates to Office of Alumni Relations promptly

Attend Homecoming Weekend and welcome fellow Wildcats to your reunion event(s) during the weekend

KEY DECISIONS FOR THE REUNION COMMITTEE:

Plan strategy for contacting classmates with assistance from Alumni Affairs Manager.

Determine the cost each attendee will pay

Determine the amount of your class gift. Class gifts of \$10,000 or more will have an opportunity to make an “on field” check presentation to the President during the Homecoming football game.

WHAT TO EXPECT FROM THE ALUMNI ASSOCIATION AND ALUMNI RELATIONS

THE OFFICE OF ALUMNI RELATIONS:

Provide alumni office liaison for all committee meetings

Provide each committee with a communication packet that includes collateral materials with a consistent look and feel

Save-the-date e-mail and postcard

Maintain the Homecoming website with individual reunion pages listing events

Assist each committee in writing letters or emails to classmates or provide samples of similar letters as needed

Provide each committee with a list of locations both on- and off-campus, if the committee decides it wants a Saturday evening event.

Handle the logistics of class mailings (limit one mailing per class)

The Office of Alumni Relations along with the NAA will touch base with reunion committee members the first week of each month via email or conference call to discuss new ideas, review deadlines and approve correspondence sent to reunion classmates.

THE NAA:

Provide an Alumni Board member for guidance

Assist with securing a reunion hotel for your class

The NAA will touch base with reunion committee members the first week of each month via email or conference call to discuss new ideas, review deadlines and approve correspondence sent to reunion classmates.

Provide each Committee with a list of locations both on- and off-campus, if the Committee decides it wants a Saturday evening event.

Assist with all electronic communication from the University

CONFERENCE CALL INFO

Reunion Committees are welcome to use the University's conference call system. Calls must be scheduled with your alumni office liaison so that conflicting calls can be avoided.

REUNION PLANNING TIMELINE (Dec-May)

DECEMBER

Identify and contact Class Agent for all classes
General and class-specific e-mail broadcasts asking for reunion planning committee volunteers (*Alumni/Liaison*)
Begin Facebook posts (*Alumni Relations/NAA*)
Committees in place by December (*Alumni/Liaison*)

JANUARY

Initial Save-the-Date email for Homecoming Reunion Classes and introducing Reunion Committees and Facebook/Community site posts (*Alumni & Committee Chairs*)
Reunion Chairs determine the best times/methods/frequency for meetings (*Committee*)
Begin to breakdown class list among committee members (*Chair/Committee*)
Email campaign begins (*Alumni & Committee*)

FEBRUARY

Finalize class list breakdown among committee members and begin contacting classmates (*Committee*)
Host conference call to discuss outreach strategy (*Chair/Committee*)
Continue emailing new/updated information about Homecoming (*Alumni & Committee*)

MARCH

Committees continue contacting classmates
Host conference call to discuss outreach strategies and results and Class Gift (*Chair/Committee*)
Continue emailing new/updated information about Homecoming (*Alumni & Committee*)

APRIL-MAY

- Class-specific email or letter (*Alumni & Committee*)
- Committees continue contacting classmates
- Host conference calls as needed to discuss outreach strategies and results, Saturday evening Class Gathering and Class Gift (*Chair /Committee*)
- Class Gathering details finalized for inclusion in the brochure (*Chair/Committee*)
- Committees continue contacting classmates Continue emailing new/updated information about Homecoming (*Alumni & Committee*)

REUNION PLANNING TIMELINE (July-Nov)

JUNE-JULY

Class-specific email sent and Homecoming Brochure to mail late-June to early-July (*Alumni & Committee*)

Committees continue contacting classmates
Host conference calls as needed to discuss outreach strategies and results, Saturday evening Class Gathering and Class Gift (*Chair/Committee*)
Pre-register for Homecoming Weekend (*Chair/Committee*)
Continue emailing new/updated information about Homecoming (*Alumni & Committee*)

AUGUST-SEPTEMBER

Email campaign continues (*Alumni & Committee*)
Committees continue contacting classmates and encourage registration
Host conference calls as needed to discuss outreach strategies and results, Class Gathering, and Class Gift (*Chair/Committee*)
Continue emailing new/updated information about Homecoming (*Alumni & Committee*)

OCTOBER

Weekly e-mail broadcast (*Alumni & Committee*)
Committee continues to contact classmates to confirm attendance and encourage registration
Homecoming 2014: TBA
Committee thanks classmates for attending Homecoming via email and Facebook posts.

NOVEMBER

Send Reunion Giving letter to classmates (*Alumni & Committee*)
Follow up email thanking everyone for attending Homecoming – encourage survey feedback (*Alumni*)

HOMECOMING OVERVIEW

B-CU Homecoming Class Reunion Schedule of Events

Friday:

Morning

Registration Open: 10:00 a.m. — 2:00 p.m. – Center for Civic Engagement

Afternoon

Wildcat Family Reunion on the Quad
Campus Tours

Evening

Pep Rally
Meet and Greets for Individual Classes
(Various Locations)

Saturday:

Morning

Registration Open: 7:30 a.m. — 12:00 p.m.
Breakfast
Homecoming Parade

Afternoon

Tailgate for Class Reunions
Pregame on-field Class Reunion presentations (class gifts)
Homecoming Football game

Evening

Class Parties at designated locations

Safe travels home!

All homecoming events will be posted on the B-CU Homecoming Web site at www.cookman.edu starting in the Fall.



INDIVIDUAL CLASS GATHERINGS - OPTIONAL

Some Reunion Committees choose to plan additional class events, although this is not required because the Homecoming Dinner for all reunion classes is scheduled for Friday night. An ideal time is Saturday evening. Below are examples of what some classes have planned in the past:

- A cocktail party on campus
- A reception at a host hotel
- Attend a homecoming dance as a class
- Reception at a favorite local establishment

Spaces on campus are limited, so it is strongly recommended that each committee plan their optional class gatherings as soon as possible. An additional benefit of early planning is that you can promote this event while promoting the entire weekend.

BETHUNE-COOKMAN UNIVERSITY CAMPUS VENUES:

- Athletic Training Center
- Center for Civic Engagement
- School of Business
- Library
- Performing Arts Center



Keep in mind that many other Homecoming events are happening throughout the weekend; a complete schedule will be posted on the Homecoming Web site at www.cookman.edu in the fall. Committees are strongly encouraged to keep other scheduled events in mind when planning class gatherings.

CLASS LISTS & RESOURCES

The Alumni Office will provide the class agent with a Class List containing all alumni who were classified as a member of your class for at least a semester. For alumni who graduated early or late, if they wish to be reclassified with your class, they must personally make this request to the Alumni Office.

Class Lists contain confidential information and are meant to be used exclusively for planning your Class Reunion. Please do not share the list with anyone. If a classmate requests information on another classmate, offer to send that person's information to the other alum instead. Please refrain from using the Class List for marketing purposes of your own business.

When sending emails, it is always best to send individual personal emails, even if you send the same email 20 times to different people. In the rare instance where you may need to send a group email, please use email etiquette and use B-CU to respect the privacy of your classmates and their email addresses.

BETHUNE-COOKMAN ALUMNI COMMUNITY SITE

The Alumni Community site is the official Bethune-Cookman University website for alumni. It is maintained by the University and updated with information about Homecoming and other events and news regularly. Alumni can build profiles and submit updates to the University and create Class Notes. Each Reunion Committee will be able to have its own customized page on <http://alumni.Bethune-Cookman.edu>. Contact your alumni office liaison for more information.

FACEBOOK

The Office of Alumni Relations will work with the reunion committees in coordinating Facebook pages for each class and featuring them on our Alumni Facebook under —favorites. This can be a great way for committee volunteers to build enthusiasm for your reunion and allows you to post pictures and share information easily, but remember this should not replace personal one-on-one connections (i.e., phone calls).

THANK YOU

Finally, thank you for your willingness to make this Homecoming experience memorable for your classmates. The events are wonderful, but it is the people who return that make this weekend so special. Your help in getting classmates to return to campus is an integral part of this success!

Remember to contact your NAA's Reunion Coordinator if you have any questions or need further assistance.

Reunion Coordinator: Sherry Paramore - sherry.paramore@uncf.org

Alumni Affairs Manager: Marah Beltz – beltzm@cookman.edu, 386.481.2928

Let's Go Wildcats!

