OVERVIEW

Reunions are a vital part of your strategy for energizing alumni and keeping them connected to your institution, yet many colleges and universities follow the same reunion outline year after year. With a few small adjustments and a focus on customization, your reunion can become the social event of the year, with more alumni returning to campus, volunteering, and giving to their alma mater. Join us online to learn how Marquette increased reunion giving by 35 percent and attendance and involvement by 20 percent with just 1.5 full-time staff members.

LEARNING OUTCOME

After participating in this webcast, you will be able to increase reunion attendance and engagement through more efficient customization of the reunion planning process.

WHO SHOULD ATTEND

Assistant and associate directors of annual giving and alumni relations charged with overseeing reunions and reunion fundraising will benefit from this innovative approach to reunion organizing.

Learn how a few small changes can have a big impact on converting reunion attendees into donors.
AGENDA

- Background and introduction
  - Marquette’s history and current office structure
  - Marquette’s reunions
    » Class-year-based reunions
    » Affinity reunions

- Reunion volunteer management
  - Volunteer management
    » Recruitment
    » Organization of volunteer responsibilities
    » Volunteer training
    » Keeping up with volunteers
  - Affinity-based volunteers
    » Increasing affinity involvement
    » Sustaining motivation in reunion off-years
  - Impact of improved volunteer management

- Collaboration between alumni relations and development
  - Building and maintaining the partnership
  - Identifying unengaged constituencies and rebuilding their relationship with Marquette
  - Enhancing opportunities to give at/around reunion

- Reunion communications
  - Targeted marketing by decade
  - Including current students in reunion communications
  - Social media marketing and videos
  - Use of Marquette’s archive in reunion communications

- Customizing your reunion
  - Friday night parties
  - Incorporating retired alumni into major reunions
  - Improving local off-campus relationships

- Portability
  - Larger/smaller institutions
  - Institutions with different AR/AG/reunion structures
INSTRUCTORS

ANDREA GUNN / Director, Affinity-Based Giving
Marquette University

Andrea has more than 10 years of event planning and fundraising experience. She leads a team of three who are responsible for Marquette’s alumni reunion giving program; affinity giving; parent programming and fundraising; Marquette’s faculty and staff giving campaign; and student philanthropy programming. She meets with approximately 120 donors and volunteers throughout the year and manages an annual portfolio of 100 constituents. Andrea worked for the LPGA and Leukemia Research Foundation prior to joining Marquette University in 2006. Andrea earned a bachelor’s degree in business administration from University of Minnesota and an MBA from Marquette.

TAYLOR SCHULT / Advancement Associate
Marquette University

Taylor’s primary focus is on reunion efforts, student philanthropy, and affinity programming, specifically around Marquette’s ROTC program. She also works with the Marquette’s faculty and staff giving campaign and parent programing. Taylor works as Engagement’s primary liaison to Marquette’s Chicago office and coordinates volunteer club activities as well as broad-based programming for the Chicago region. Taylor has been with Marquette since 2009 and has a Bachelor of Arts degree in public relations from the University of Wisconsin–Eau Claire.