Classmate Contact Program
Reunion—Memories in the Making

Steps

1. **Select Classmates to Contact**
   Email the classmates you are interested in contacting to your staff liaisons. They can provide you a full list of classmates and/or a student organization list (i.e. engineering degree, student council, etc.).

2. **Contact Your Classmates by email, phone, social media, or letter**
   Talking points, tips, and sample email and letters are provided below.

3. **Update and Submit Your Classmate Contact Updates**
   Email results of your conversations to your staff liaisons (i.e. updated contact information, volunteer interest, Reunion attendance information, etc.).

Talking Points
When contacting classmates remember to:

- Provide Reunion dates (May 19-21, 2016) and encourage them to participate in one (or all) of the below ways:
  1. Attend Reunion
  2. Become a Volunteer; encouraged to attend Reunion, contact classmates to help recruit additional Volunteers and Reunion attendance, and participate in the Class Gift at any level.
  3. Make a contribution to the University in honor of Reunion; visit gifts.wustl.edu. The Reunion Class Gift includes any and all gifts to WU (regardless of designation) in the University’s fiscal year 7/1/2015 through 6/30/2016.
- Discuss key Reunion events:
  - Friday, May 20th
    - 65th, 70th, and 75th Class Party: Alumni will celebrate a joint class luncheon
    - 55th and 60th Welcome Luncheon: Alumni will gather for a luncheon to kick off the celebration
    - Reunion Soirée: 50th-75th alumni will enjoy an evening of music and food with friends
  - Saturday, May 21st
    - Chancellor’s Luncheon – Chancellor Wrighton will toast all Reunion celebrants and provide an update on the university.
    - 55th and 60th Class Party – 55th-60th alumni will enjoy an evening of music and food with friends
- Verify that their mailing address, email address, and phone number are correct.
- Tell them to visit the Reunion website to find event, registration, and travel details: reunions.wustl.edu.

Contact by Email
Most alumni have email addresses and this can be a great way to reach out to them.

- If you choose to email a large group, please blind carbon copy (bcc) all contacts to maintain privacy.
- Submit questions and response updates to your staff liaisons.
- See sample email/letter below.

A call to return means **SO MUCH MORE** when it comes from a friend.
Contact by Phone
A phone call is often the preferred, as it is personal and allows the classmate to inquire about details.

Contact by Social Media
Reaching out through social media, such as Facebook or LinkedIn, is a convenient way to make connections.
- Post a note on their Facebook wall. Be sure to include a link directing them to reunions.wustl.edu for more information.
- Post messages on your wall, encouraging classmates to attend Reunion.

Contact by Letter
The letter can communicate all of the necessary information as well as the care the committee member has taken to reach out to the classmate.
- If you need assistance with printing or mailing your letters, please contact Annie Deutsch or Mayo Amos.
- Reunion stationary is available to write personal letters.
- See sample email/letter below.

Sample Text for Contacting Classmates
Below is sample wording to be used in emails and/or letters to classmates. You are welcome to personalize your message; however, be sure to include the bolded details included in the sample.

Sample Email or Letter to recruit Reunion Volunteers

Dear __________,

I hope this (email/letter) finds you well. On May 19-21, 2016, we will reunite on the Washington University campus during Commencement Weekend to celebrate our (enter which Reunion year you’re celebrating; 55th, 60th, etc.) Reunion—what a milestone! In anticipation of this grand gathering of our class, we are writing to personally invite you to be part of our Reunion celebration.

Much of the logistics and planning of our Reunion events will be managed by University staff; however, we are hoping you will join (enter Committee members names) and me on the committee as a Volunteer to help get as many classmates back to Reunion as possible! As a Volunteer, you are encouraged to attend Reunion, contact classmates to help recruit additional Volunteers and Reunion attendance, and participate in the Class Gift at any level. You are also invited to attend a few lunch meetings throughout the year either in person or via conference call. If you are willing to become a Volunteer, we will send you a list of classmates whom you can contact via phone, email, or letter. Sample emails and letters will be provided for your convenience.

The more classmates that attend, the better our Reunion will be. I hope you can join the (enter which Reunion year you’re celebrating; 55th, 60th, etc.) Reunion Committee and help us make this Reunion an experience we’ll never forget!

If you have any questions, please don’t hesitate to reach out to me. I look forward to hearing from you soon and hope to see you in May!

Sincerely,

Signature
Print your name, phone number, email address
Sample Email or Letter to recruit Reunion attendance

Dear __________,

Greetings! I hope this [email/letter] finds you well. As a member of the (enter which Reunion year you’re celebrating; 55th, 60th, etc.) Reunion committee, I am happy to share some exciting details about our Reunion this year! Reunion will take place May 19-21, 2016. There are many fun events scheduled to take place such as the Reunion Soirée on Friday and the Chancellor’s Luncheon and our Class Party on Saturday. If you haven’t already, you can register on reunions.wustl.edu or calling 800.867.2586. Please join us at Reunion this year!

Reunion is a great opportunity to reconnect, share memories, see how the University has changed and how it has stayed the same. Calling a friend or two and asking them to attend Reunion with you would make the experience even better.

Reunion promises to be an event you’ll always remember. If you have any questions, don’t hesitate to reach out to me. We hope to see you in May!

Sincerely,

Signature
Print your name, phone number, email address

Frequently Asked Questions

1. Do I need to register in advance?
   You are strongly encouraged to register in advance, as many events sell out before Reunion.

2. What if I have special needs?
   Need assistance getting around campus? Have special dietary needs? Please contact the Alumni Association at 800.867.2586 or alumni@wustl.edu.

3. Will I receive a confirmation?
   In early May, we’ll send you a confirmation email or letter detailing the events for which you have registered.

4. Where do I pick up my nametag on campus?
   Pick up your nametag at the first Reunion event you attend.

5. How do I make changes to my reservation?
   Please call 800.867.2586 if you need to change your reservation or are no longer able to attend. We ask that all cancellations are made by May 1.

6. What transportation options are available?
   Golf carts will be available from all parking lots to University buildings, valet parking will be available for the Chancellor’s Luncheon, and there will be Special Event Shuttles for some tours. More than anything, your presence will make our Reunion a success – if you need assistance regarding transportation, contact us at alumni@wustl.edu or 800.867.2586.
Alumni Relations Staff
1. Susan Cohen, Executive Director | 314-935-4639 | susan_cohen@wustl.edu
2. Open, Senior Associate Director
3. Jake Mydlo, Associate Director | 314-935-7379 | jake.mydlo@wustl.edu
4. Annie Deutsch, Associate Director | 314-935-7383 | annie.deutsch@wustl.edu
5. Rachel Hippensteel, Assistant Director | 314-935-7942 | rhippensteel@wustl.edu
6. Casey Robertson, Department Secretary | 314-935-6503 | caseyrobertson@wustl.edu
7. Kathy Lewis, Administrative Assistant | 314-935-7378 | kathy_lewis@wustl.edu

Reunion Class Gift Program Staff
1. Mayo Amos, Director | 314-935-5291 | mayo_amos@wustl.edu
2. Theresa Klein, Associate Director | 314-935-3791 | theresa.klein@wustl.edu
3. Cathy Mueller, Department Secretary | 314-935-5122 | cathy_mueller@wustl.edu

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