Classmate Contact Program
Reunion—Memories in the Making

Steps

Select Classmates to Contact
Your staff liaisons can provide you a full list of classmates and/or a student organization list (i.e. engineering degree, student council, etc.).

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

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 (April 15-17, 2016) and encourage them to participate in one (or all) of the below ways:
  1. Attend Reunion
  2. Become a Volunteer! You’re encouraged to attend Reunion, contact classmates to help recruit additional Volunteers, promote 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:
  o Friday, April 15th
    ▪ Taste of Wash U Welcome Reception: A welcome reception for all Reunion participants; 1st-45th classes.
  o Saturday, April 16th
    ▪ Alumni BBQ & Beer Garden: Alumni families will enjoy an afternoon of food, drinks, and children’s entertainment.
    ▪ Class Party: Each class will enjoy a private party to celebrate their Reunion.

• 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 liaison.
• See sample email/letter below.

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. “Like” our Reunion at Thurtene Facebook page at www.Facebook.com/wureunion and use #washureunion to spread the word about Reunion.

- 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 Facebook wall or LinkedIn profile, encouraging classmates to attend Reunion.

Contact by Letter

The letter can communicate all of the necessary information and provide the personal touch.

- If you need assistance with printing or mailing your letters, please contact your staff liaisons.
- 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 encourage Reunion Participation

Dear __________,

I hope this [email/letter] finds you well. As a member of the [enter which Reunion year you’re celebrating] Reunion committee, I am happy to share some exciting details about our Reunion this year! Reunion will take place April 15-17, 2016. This will be the first Reunion our class has held in conjunction with Thurtene Carnival, and we anticipate a great turnout!

Reunion will be full of great events. To highlight a few:
- **Friday evening**: A welcome reception will kick off the weekend with nostalgic St. Louis food.
- **Saturday afternoon**: A family BBQ in the quad with great food, drinks and children’s entertainment.
- **Saturday evening**: Our Class Party will be a great chance to gather as a group and catch up over dinner.
- **All weekend**: We will be busy attending faculty presentations, trips around St. Louis, campus tours, and more.

There are many ways to participate in Reunion; attend, join myself and other classmates on the Reunion Committee as a Volunteer, and/or participate in the Class Gift at any level. 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 conference call meetings throughout the year.

I hope you are able to participate in our Reunion this year! Please let me know if you are interested or have any questions. The schedule of events, registration and other helpful information can be found online at reunions.wustl.edu. I hope to see you in April!

Sincerely,

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

Dear _____,

I hope this [email/letter] finds you well. I am getting excited about our [enter which Reunion year you’re celebrating] Reunion coming up on April 15-17, 2016. This will be the first Reunion our class has held in conjunction with Thurtene Carnival, and we anticipate a great turnout!

Much of the logistics and planning of our Reunion events will be managed by University staff; however, I hope you will join [enter Committee members names] and me on the Reunion 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 conference call meetings throughout the year.

The more classmates that attend, the better our Reunion will be. I hope you can join the [enter which Reunion year you’re celebrating] 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 hopefully seeing you again in April!

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 alumnireunions@wustl.edu.

3. **Will I receive a confirmation?**
   In early April, 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 Welcome Center upon arrival.

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 April 1st.
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