
For the last four years, reunions/Homecoming has been held in September. We have decided to bring it back to the original designation of the early summer and hope that this move will increase attendance, and make the event a fuller experience again for our alumni.

INTRODUCTION
Reunions are designed to encourage all alumni to return to campus every five years to further involve them in the life of the college and offer an opportunity to reconnect with college friends, faculty and staff. The weekend is for all alumni, no matter what year you graduated, and is designed for the whole family to participate. It is critical that all committee members attend Reunion. It is a special opportunity for you and your classmates to renew friendships, visit campus and strengthen ties with the college.

I. CLASS COMMITTEE RESPONSIBILITIES
1. Attend Reunion.
2. Recruit classmates to join the class committee and attend.
3. Participate in reunion committee meetings as designated.
4. Allow the college to use your name in promoting the weekend.
5. Provide a gift to the Canisius Fund.

II. GOALS OF A CLASS REUNION COMMITTEE

A. INCREASE PARTICIPATION
As a committee member, your single most important goal is participation. First and foremost, please accept the challenge of motivating your classmates to participate in what will be a fantastic event. The more, the merrier definitely applies. To increase participation, you should:

1. **Build Your Committee**
   Consider the ripple effect: If you have 20 to 25 classmates on a committee and each member gets five or six classmates to come to reunion, you will break all attendance records.

2. **Spread the Word and Talk it Up**
   Contact your friends to tell them how much fun Reunion is going to be and to encourage their attendance. The Office of Alumni Engagement can provide you with contact information for classmates.

3. **Use Tools to Help Promote Your Reunion**
   - Save the Date Mailing/Magnet: mailed to all alumni who are celebrating a reunion. This mailing’s main objective is to get alumni to mark their calendars and to help build the planning to attend list.
   - Planning to Attend Web page: Getting people on the Planning to Attend list is very important. This list can be used to promote reunion and encourage attendance by publicizing other alumni already planning to attend. A link to the Planning to Attend list will appear on Reunion web pages.
   - Create buzz on social media including the creation of a class Facebook page.
B. UPDATE YOUR CLASS LIST
Review the current class list and note who has unknown addresses and/or incorrect information listed. If you know the correct address, phone numbers and/or e-mail address, make a list of your updates and periodically forward them to the college. In order to better reach alumni in a cost-effective way, the college collects e-mail addresses. Every e-mail address we collect makes it easier to stay in touch with Canisius alumni wherever they live.

1. **Review the class list yourself**
   Forward any updates to the Office of Alumni Engagement
2. **Ask for information updates**
   Make it a point to ask for this information when you contact your classmates and then forward any updates to the Office of Alumni Engagement.

C. ENCOURAGE PARTICIPATION IN THE CANISIUS FUND
Reunions provide an opportunity for those celebrating a reunion to make a special gift to the Canisius Fund to support current and future Griffs. Your reunion committee is asked to work with the Canisius Fund office to establish fundraising and donor participation goals for your reunion class. It may mean simply increasing the number of donors in your class. All donations made between June 1 through May 31, 2018, count toward your reunion class gift. Volunteers are the secret to success to this piece of the reunion celebration. You can volunteer to make phone calls to your former classmates encouraging their support, send emails and/or promote on your social media platforms. The more personal asks you are make the bigger the success of the program. Canisius will provide training and training materials.

You may also be asked to:
2. Share information on potential donors (which will remain confidential).
3. Call your classmates.

III. THE ALUMNI ENGAGEMENT STAFF
We are here to help you plan your reunion and to boost attendance so keep us posted and let us know how we can help!