ELON ALUMNI

REUNION VOLUNTEER GUIDE
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Dear Elon Reunion Volunteer,

I am looking forward to working with you in preparation for your milestone reunion! Reunions provide a great opportunity for alumni to stay engaged with the university, reconnect with friends, and walk along the brick pavers that make Elon feel like home.

Your role as an affinity reunion volunteer contributes largely to the success of Homecoming. It’s the passion you have for the success of your group that speaks volumes, and generates enthusiasm about the weekend. From event logistics to fundraising strategies, the shared connection with members of your organization is something I am unable to emulate through personal outreach.

Originally from Richmond, Virginia, I started working at Elon in the summer of 2016, and I currently serve as the Coordinator of Affinity and Student Engagement. In addition to working with reunion groups, I advise the Senior Class Giving Committee and the Student Alumni Ambassadors, as they work diligently to educate current students on the importance of being a partner, advocate and investor of Elon.

My role throughout this process is to serve as the liaison between the group and the university. I will oversee the planning and implementation of events, coordinate the promotion of your reunion through our website and email system, and hopefully provide you with all the tools necessary for a successful reunion experience.

As a member of your reunion committee, you have access to our alumni data, solicitation plans and goals, and training to ensure you are prepared for success in this role.

I hope this will be a fun and impactful experience for you and please feel free to reach out to me with any questions you may have.

All the Best,

Adrian Carpenter
AFFINITY REUNION VOLUNTEER

We are excited to have you on board as an affinity reunion volunteer. Planning your reunion weekend will be a great opportunity for you to reconnect with your organization’s members as you work together to create an unforgettable weekend on campus. Affinity reunion volunteers are key contributors to the success of homecoming weekend. We appreciate your leadership and look forward to working with you on this memorable milestone!

Through this mutually beneficial relationship, reunion volunteers fill critical roles...
   ...as a lifelong PARTNER with Elon, remaining connected and involved with the university as well as staying informed and knowledgeable on news and happenings about Elon.
   ...as a lifelong ADVOCATE, encouraging engagement with Elon among fellow graduates, facilitating internship and job opportunities for Elon students and alumni, and promoting Elon among prospective students and their families.
   ...as a lifelong INVESTOR, supporting Elon annually through charitable gifts in support of the university’s priorities, and investing in today’s students.

Essential Responsibilities and Commitment of the Role

Length of term: 12 month term
Time commitment: 2-4 hours/month
Additional Commitments: Attend homecoming
   Participate in monthly conference calls during the outreach period (late spring to early fall)

Responsibilities:

● Attend and encourage the attendance of fellow affinity members at all reunion events and homecoming activities.
● Support the fundraising effort with a thoughtful gift. While the financial circumstances of each volunteer may differ, the expectation is that all participate in the effort to whatever extent possible. Monthly or annual recurring gifts are encouraged.
● Actively participate in the committee training process led by staff and affinity reunion chair.
● Encourage affinity member involvement in all aspects of the reunion, including attendance and participation in the reunion gift.
● Track the success of outreach efforts of members and volunteers.
● Complete targeted communications as necessary, and help drive messaging through social media.
● Deliver the partner, advocate, and investor message to affinity members.
● Other tasks as determined by your affinity reunion chair and staff liaison.
ANNUAL FUND STATISTICS AND CHARTS

6,757 ELON ALUMNI MADE GIFTS IN 2016–17

PARTICIPATION COUNTS!
For example, gifts of $50 or less brought in more than $348,000 to the university during 2016–17, while gifts of $100 or less totaled more than $659,000.

Tuition and fees cover 80 percent of an Elon education; private support and other sources cover the other 20 percent.

COST OF ELON EDUCATION

- Tuition and Fees
- Private Support and other sources

GIFTS BY SOURCE 2016–17

- Alumni: 6,757
- Parents of Students: 1,941
- Parents of Alumni: 771
- Friends: 627
- Faculty/Staff: 787
- Students: 818
- Foundations, Churches, Corporations: 323
- Grandparents: 120
2017 REUNION CLASS PARTICIPATION
(Reunion counting year is from June 1, 2016 - Nov. 3, 2017)

PERCENTAGE OF DONORS FOR EACH REUNION YEAR
(Fiscal Year is June 1 - May 31)

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REUNION GIVING INFORMATION AND TIPS

Tips for successful reunion fundraising

Prepare!

- **Lead by example** and make your own gift first!
- **Read this Reunion Guide** to familiarize yourself with Elon’s fundraising outreach efforts.
- **Review the giving history of your contacts**, are they consistent donors?
- **Make a personal connection**—recognition is powerful and helps create a relationship. What information can you offer that will be compelling to them? What would make them consider giving to Elon?
- **Practice your pitch**. Use the scripts for helpful hints.

Make the contact!

- **Smile!** It really does come through over the phone.
- **Connect.** Introduce yourself as an Elon alum and that you are a reunion volunteer. Don’t forget to thank your fellow alum for any past support.
- **Personalize.** Share why giving is important to you or tell them something you find interesting about Elon and the current students. What did they cherish most about their Elon experience?
- **Inform.** Let them know that their gift, of any size, makes a difference. Don’t forget that giving back helps both students and alumni, providing opportunities for current and future students to have the Elon experience while also strengthening the degrees of Elon graduates. They can direct their gift to an area that is meaningful to them. Make them aware of the reunion goals.
- **Stay Positive!** There is no need to apologize when asking fellow alumni to make a gift.
- **Be comfortable.** Objections may arise so listen to what they are saying, but be ready to counter.
- **Seal the deal.** Confirm the gift—“Can we put you down for that?”
  - If **YES** accept the verbal pledge and officially process the gift with your reunion staff members or ask them to confirm their gift via email or have them mail their gift or complete their gift online: www.elon.edu/makeagift
  - If **MAYBE** → some people need time before committing to giving a gift, so discuss a time to follow-up within the next few weeks.
  - If **NO** → there’s always people who will decline the solicitation so just thank them for their time and consideration and explain that they can always make a gift via mail or online at another point in time.
- **Thank them!** And make sure their contact information is up to date.

Follow up!

- **Report your results.** Follow up with your reunion staff coordinator and write notes on Google Doc.
- **Send a thank you note or email**—no matter their response.
How to talk about the *importance* of donations

*Step 1: Talk about Elon*

- When is the last time they were on campus?
- What were they involved in on campus?
- Where did they live on campus?
- Share current Elon news and bragging points
- Elon’s fiscal year runs June 1 - May 31

*Step 2: Share Elon’s Greatest Needs and the impact*

- These unrestricted gifts give the university maximum flexibility to use the funds where they are needed most, including to support scholarships, faculty development, technology, academics, maintaining premier facilities and the Elon Experiences.
- Collectively, donors contributed more than $7.6 million in cash gifts to the annual funds during 2015-2016. All gifts make a difference to Elon students.
  - For example, gifts under $50 brought in nearly $313,000 to the university during 2015-2016, while gifts of $100 or less totaled more than $610,000.
- Strong alumni participation in annual giving is a valuable measure of Elon pride and satisfaction. It is also a factor in college rankings and the amount of financial support the university receives from foundations. Elon’s goal is for all alumni to support their alma mater with a gift each year.

How to ask for a donation

*Step 1: Make YOUR donation first*

- Online at www.elon.edu/makeagift
- Over the phone at Elon toll-free at 877.784.ELON (3566).
- Mail to:
  
  Office of University Advancement
  
  2600 Campus Box
  
  Elon, NC 27244

*Step 2: Share YOUR story*

- Reflect back on your Elon experience, what has made an impact on you? What do you want to support so future Elon students can have a similar or even better experience?

*Step 3: Ask THEM to join YOU*

- In your efforts to reach your participation goal. Goals are determined by the reunion coordinator and reunion volunteer committee early on in the planning process.
Overcoming objections

1. I can’t afford to give right now.
   a. Positive reason (e.g. new house, retirement, graduate school, etc.)
      i. Congratulations!
      ii. Remind them again that every gift is important because foundations look at the alumni participation rate when considering grant proposals.
      iii. Many alumni are in that situation as well and have adjusted their giving to a level that is comfortable for them.
      iv. Participation is an important indicator of alumni commitment to the University
      v. Is there a level that would work better for you?
   b. Negative reason (e.g. job loss, death in the family, etc.)
      i. Empathize with their situation.
      ii. If appropriate, let them know that Elon’s career development office offers support to alumni.
      iii. Remind them again about the importance of participation and that many small gifts add up to a much larger gift.
      iv. For some people in this situation, planned gifts are a great way to give back. Is this something you’d be interested in learning more about? (Report results to the staff coordinator for follow up.)

2. The amount I can give is so small it probably won’t help very much.
   a. Every contribution to the university is very important and collectively alumni support makes a significant impact.
   b. Your pride in Elon shows in your participation, and your giving keeps the university’s programs strong.
   c. Corporations and foundations consider alumni participation in their grant-making decisions.
   d. U.S. News and World Report uses alumni participation as an important factor when ranking universities, therefore a gift of any size will help strengthen our degrees.

3. I had a bad experience at Elon.
   a. Listen to their complaint.
   b. “I am sorry to hear that.”
   c. Always keep your own Elon experience positive during the conversation.
   d. Have you tried attending an alumni event in your region such as an Evening for Elon? You may be interested to see how much the university has changed in recent years.
   e. Relate any experience you have had with current students and mention Magazine of Elon, Elon’s website and social media to learn more about the university today.

4. I give my money to other charities.
   a. I’m glad to hear you support these other worthwhile causes. We certainly don’t want to take your support away from them. But can you also make Elon a philanthropic priority this year?
   b. Your support helps maintain the high quality education that the university provides to today’s students.
   c. Elon plays a crucial role in producing alumni who lead and work for charitable organizations that our alumni also support.
# Homecoming 2018 Reunion Timeline

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<th>February/March</th>
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<td>- Introductory conference call</td>
<td>- Host monthly conference call and post on social media</td>
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<td>- Volunteer training activities</td>
<td>- First email from committee sent out through Elon (late April)</td>
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<td>- March 13: Elon Day</td>
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<td>- Save-the-Date postcard mailed to all classes and affinity groups celebrating reunions</td>
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<tr>
<td>- Post on social media (look for your save the date postcard)</td>
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<td>- Reunion announcement sent to class and affinity group via e-mail</td>
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<tr>
<td>- Host monthly conference call and post on social media</td>
<td>- Host monthly conference call</td>
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<td>- Volunteer outreach to reunion alumni (informational message – Join Facebook group, volunteer opportunities, hotel reservations, see you at Homecoming)</td>
<td>- Post on social media</td>
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<tr>
<td>- Committees work to identify event(s)/program(s), gifts, ticket prices, food, event programs, and event logistics</td>
<td>- Submit program content to staff liaison (if needed)</td>
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<td>- Committees work to identify event(s)/program(s), gifts, ticket prices, food, event programs,</td>
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<td>July</td>
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| ✷ Host monthly conference call  
✷ Post on social media  
✷ Reunion giving solicitation draft  
✷ Homecoming brochure content due (all event details submitted to staff liaison)  
✷ Finalize event(s) logistics with staff liaison  
✷ Plan for Fall Day of Giving | ✷ Host monthly conference call  
✷ Post on social media  
✷ Register for Homecoming at [www.elon.edu/homecoming](https://www.elon.edu/homecoming)  
✷ Reunion giving follow up email  
✷ Outreach to reunion alumni (fundraising message – importance of making a gift, competition between reunion teams, see you at homecoming)  
✷ Finalize all event details  
✷ Plan for Fall Day of Giving |
| September | October/November |
| ✷ Reunion giving solicitation mailed  
✷ Host monthly conference call  
✷ Post on social media  
✷ Outreach to reunion alumni (homecoming registration now open and giving goals for reunions)  
✷ Establish volunteer roles and needs for events during homecoming weekend  
✷ Confirm representation for check presentations | ✷ Host monthly conference call (review final plans and needs)  
✷ Last outreach for homecoming registration and reunion gifts  
✷ Last chance email (week of homecoming)  
✷ Nov 2-4: Homecoming 2018!  
✷ Thank you email from committee chair to volunteers  
✷ Complete Homecoming survey  
✷ Submit feedback on volunteer experience |
PLANNING REUNION EVENTS

Do you want to help plan an event for your reunion?

Step 1: Brainstorm Event Logistics
- Think about the experience you want guests to have at this event.
- Will there be a formal program?
- Will there be any special recognition of committee members, founding brothers, sweethearts etc.?
- Is there a need for a printed program for this event?

Step 2: Determine Budget for Reunion
- Determine the budget for the full reunion experience (price per person) including the cost for each individual event

Step 3: Draft Materials
- Send the drafted text of your printed program (if necessary) to your staff liaison.

Step 4: Create Menu
- What type of food do you want at your event?
- Select final menu selections with your staff liaison.

Step 5: Plan the Décor
- What decorations do you want to have at your event?
- Select final décor requests with your staff liaison.

Step 6: Determine A/V Needs
- Will you need a microphone?
- Will there be music?
- Will you need a projector and/or screen?
● Determine A/V requests with your staff liaison.

**Step 7: Determine Photography Needs**
- Will you want a photographer at this event?
- What/whom do you want photos of?

**Step 8: Identify Special Gifts**
- Do you want to have a special token of appreciation for attendees?
- What would you like them to take away from the event?
- Examples: koozie, cups, mugs, shirts, pins

**Step 9: Transportation**
- Is there a need for special transportation to/from the event

**REUNION EVENT IDEAS**

*Here are some events that have been held in the past to consider for your reunion!*

Reunion HQ Social at Rock the Block Party
- Welcome Reception
- Happy Hour
- Dessert Reception
- Open House
- Band Party
- Board/Card Game Social
- Golf Tournament
- Alumni Brunch
- Pre-Tailgate Service Event
- Pre-Game Tailgate Party
- Anniversary Banquet/Dinner
- Anniversary Reception/Social
- Anniversary Party
- Post-Game Party
- Farewell Breakfast/Brunch
- Gospel Choir Service and Reception

*When planning your event, please be mindful of the Friday night Rock the Block gathering and Saturday football game*
HOW TO MANAGE YOUR FACEBOOK GROUP

Your Facebook group is a great way to stay connected with your class or organization alumni and keep them updated with any Homecoming news. It is another way to stay engaged with the university in the months leading up to your big reunion!

We encourage two to three posts a week to maintain a constant, yet not overpowering, presence in the Facebook group. Here are some suggested weekly posts:

Modern Monday: Post about a current happening on campus. This will be a way for alumni to stay connected with what new and exciting things are happening at Elon. This could be a post about athletic wins, academic programs or alumni programs. Mondays can also be a good day to plug whatever reunion initiative we are working on that week (giving and participation stats, recruitment etc.)

Way Back Wednesday: Pictures of the good ol’ days. Pictures from yearbooks are great. Ask your reunion staff liaison to retrieve photos from the archives or yearbooks. Feel free to reach out to other reunion volunteers for photos. Don’t limit yourself to photos; think about posting songs or news blurbs from the year you graduated.

Throwback Thursday: Similar to Way Back Wednesday, this is another opportunity to post a photo from your Elon experience and reminisce with your classmates.

Feature Friday: Great way to end the week by having alumni spotlights highlighting our volunteers and other class or affinity group alumni you may be in contact with throughout the year! Some of our most popular posts feature an Elon alum and what they have been up to since graduation. Include a photo! You could also use some yearbook photos and do a “Who am I?” or “Did you know...?” Friday is a good day to be creative and post whatever you come up with!
THANK YOU!

ELON ALUMNI | PARTNERS • ADVOCATES • INVESTORS