



## **Reunion Committee Handbook**

### **Why Reunions?**

Why is so much time and energy expended on reunions? For alumni, it is a time to get reacquainted with old friends and to rekindle the spirit that carried you through your college years. It is also a time to share memories and reflect on the role the Stony Brook University played in your lives. For the University, the Reunion provides an opportunity to inform alumni of its progress and to recognize, honor and thank its distinguished graduates for their achievements and accomplishments.

Your involvement as a reunion committee member is key to the success of the event. You will need to motivate and energize your classmates to join you at this year's reunion weekend celebration. The more classmates you involve, the better attendance will be and the more fun for all.

You will find a sample call script a suggested committee structure and a reunion timeline in the attached materials. In addition, the Alumni Office is always ready to assist you in your efforts.

As you work on building enthusiasm for the Reunion, encourage classmates to share their favorite memories from their days at the University. We will put together a Reunion Memory booklet highlighting your special days and memories at the University to be handed out at the event. Even if a classmate is unable to attend the reunion, encourage him/her to submit their favorite memories. *Those who have already submitted their favorite memories will be indicated on the calling lists.*

Your specific responsibilities are to:

- Serve as a liaison with the University's Alumni Office.
- Contact your fellow classmates (list to be provided by the alumni office) and anyone else you wish to and encourage participation in this year's reunion celebration.
- Serve as signatories on special reunion committee and class gift letters.
- Report any updates back to the alumni office regularly.

### **Reunion Timeline:**

- Reunion date selected: Committee formed: nine to twelve months prior
- Save-The-Date: Emailed six to nine months prior to event
- Reunion committee letter: Mailed out four months prior
- Reunion Committee Calls: Begin four months out
- Reunion – Register today – Email: Out two to three months prior
- Reunion Class Gift Letters: Mailed out early one month prior
- Last Call to Register for Reunion: Two weeks prior

## **Suggested Committee Talking Points:**

### *Sample Call Script:*

*“This is (name) from Stony Brook University, class of (year). Final plans for our Reunion celebration are in place. Reunion weekend will be held on (date). We hope you will be able to join us.” We have a weekend of festivities planned, including tours of Campus.*

### *Tickets are (\$)*

- If an alum is interested in attending the reunion weekend, they may visit Stony Brook’s Reunion website at [www.stonybrook.edu/reunion](http://www.stonybrook.edu/reunion) or mail their reservation to the Alumni Office. If they did not receive the invitation, please ask for their current mailing address and notify Kristin as soon as possible so that we can mail them information.
- Reunion Share Your Memory: Please encourage your fellow classmates to share their favorite memories from their college years. The survey is available on our reunion website [www.stonybrook.edu/reunion](http://www.stonybrook.edu/reunion). We are putting together a Reunion booklet for this year’s reunion celebration.
- Hotel information is available on the Reunion website.
- Leave a voicemail message at home/business if you are unable to speak with the person directly. If you don’t hear back within a few days, try a second phone call/message.
- If you have any address/phone/e-mail changes, please send them in as soon as possible.
- Updates will be sent out periodically to committee members as responses are received.
- Sell your classmates on the Reunion – alumni who participate in the reunion celebration have more fun.
- Secure/update e-mail addresses – Committee Call lists contact home phone and email addresses. Some may have business phone numbers as well. Any effort in assisting us in obtaining the most up-to-date information is great appreciated.
- All Reunion Committee members will have the full support of the Alumni Office.

*Reunion Contact lists are intended solely for the purpose of reaching out to encourage participation in Reunion Weekend and to re-engage with Stony Brook and each other.*

### Reunion Links:

- Reunion website – [www.stonybrook.edu/reunion](http://www.stonybrook.edu/reunion)
- Stony Brook University Alumni Association Facebook Page: [www.facebook.com/stonybrookalumni](http://www.facebook.com/stonybrookalumni)
- Stony Brook Alumni Twitter Page: [twitter.com/stonybrookalum](https://twitter.com/stonybrookalum)
- Stony Brook University Alumni Association linked in page: [www.linkedin.com](http://www.linkedin.com)