

REUNION@

BACKTOBABSON

REUNION VOLUNTEER GUIDE

EVERYTHING YOU NEED TO
KNOW ABOUT MAKING YOUR RE-
UNION GREAT.

BOOSTING ATTENDANCE

YOUR CLASSMATES WANT TO HEAR FROM YOU!

When was the last time you talked to your friends from Babson?

Last month? Last year? Last decade? It doesn't matter, because Reunion is the perfect opportunity to reach out and reconnect with your Babson classmates. Your reminder could be just what they need to convince them to join the rest of your class on Reunion Weekend at Babson. To ensure strong attendance, it is best to start early in the year. With the date added to everyone's calendar, your communications can create a buzz of excitement that will get results in June when registration opens.

SAMPLE MESSAGES

If you know the classmate well, reaching out can be a wonderful chance to catch up with a friend, but for those classmates who were only acquaintances, your communication can be simple, brief, and to the point. You can adjust this language to match your personality, but these scripts can help you get started:

SAVE THE DATE



Hi [NAME], it's [YOUR NAME] from Babson! How have you been? I'm calling today because I'm on our [##]th Reunion Committee and I would love to see you back on campus for our Reunion. Did you receive the Save-the-Date postcard? Reunion Weekend is September 21–23, 2018. [CLASSMATE], [CLASSMATE], and I are all planning on being there. Can you join us?



Can you believe that it has been [##] years since we graduated from Babson? We are planning our [##]th Reunion for the weekend of September 21–23, 2018. [CLASSMATE], [CLASSMATE], and I are all planning on coming back and I hope you will join us, too!

Now is a great time to mark your calendar and make your travel arrangements. We're planning to get a group of rooms together at the BECC on campus, so it'll be like we're college students again for the weekend!

Let me know if you have any questions and hope to see you soon!



(a.) The date is set for our [##]th Reunion: September 21–23, 2018! Hope to see you all there! www.babson.edu/celebrations

(b.) Just a reminder to save the date for our [##]th Reunion: September 21-23. Looking forward to being back at Babo with all of you!

You also may post a throwback photo! Tag classmates in your post, and let them know you want to see them back at Babson. Make sure to use **#Babson** when you post.

REGISTER NOW

PHONE

Hi [NAME], it's [YOUR NAME] from Babson! I'm calling today because you haven't registered for Reunion yet. So far, there are more than [###] of our classmates signed up! Will you join us? Many of us are staying at [HOTEL NAME], so I would encourage you to book a room and make a weekend of it! Also, when you register, please share that you are attending! Avoid clicking the box that keeps your name off the attendance list. See you soon!

EMAIL

Hi [NAME],

Just wanted to let you know that, so far, [###] of us from the Class of [####] will be back at Babo for our [##]th Reunion on September 21-23, 2018, and we want to see you, too! Register today at www.babson.edu/celebrations

Here are just a few of the people you can expect to see:

[LIST OF CLASSMATES ATTENDING]

It's going to be a great weekend. Hope to see you there!

SOCIAL MEDIA

- (a.) Here's a Class of [####] update: there are more than [XXX] of our classmates signed up for the Reunion and nearly [XXXX] total alumni registered to come back to Babson this weekend! The weather looks [FORECAST/ but regardless of the forecast] it should be a great weekend. If anybody is still on the fence, you can still register at www.babson.edu/celebrations. Come one, come all!
- (b.) Looking forward to catching up with everyone at the end of the month at Reunion! Register today!
www.babson.edu/celebrations
- (c.) Hi everyone, it's almost time for our Reunion. In case you were searching your email inbox for how to register, here's the link!
www.babson.edu/celebrations

Make sure to use **#Babson** when you post.