

REUNION@

BACKTOBABSON

REUNION VOLUNTEER GUIDE

EVERYTHING YOU NEED
TO KNOW ABOUT MAKING
YOUR REUNION GREAT.

DAY OF GIVING

WHAT IS THE DAY OF GIVING?

The Day of Giving is a virtual event that takes place on the class Facebook group page, where Reunion Committee members encourage all classmates to:

- » Make a gift to Babson on a designated day, in support of a specific program or initiative that is most meaningful to them
- » Post an update to their class Facebook group, sharing some news about their personal life or their professional career

Since Reunion Classes have adopted this strategy, Babson Reunion participation has increased from 22 percent in FY13 to 28 percent in FY16, helping to increase Babson's overall participation rate from 15 to 23 percent during that time.

PLANNING A DAY OF GIVING

SELECT A DATE

With your class liaison, the Reunion committee will select the date, usually in May, for your Day of Giving. The date should be no later than May 30, at least one month prior to the end of Babson's fiscal year on June 30. Many classes choose to have their day on the anniversary of their Babson Commencement. Reunion classes have found that holding their Day of Giving on milestone dates such as graduation, or on days of the week when social media activity is highest, such as Thursdays and Fridays, can be effective in maximizing participation.

IDENTIFY AT LEAST THREE OR MORE COMMITTEE MEMBERS TO LEAD COMMUNICATION EFFORTS

It is important to have several committee voices promoting this effort to project a class-wide effort. Committee members are welcome to insert their themes and messaging so long as the basic call to action and timeline is followed (see sample posts and suggested timeline provided below.)

REACH OUT TO 10 TO 15 FELLOW CLASSMATES, ENCOURAGING PARTICIPATION

This can be done through personal email, phone calls, texts, Facebook tagging, and other social media communication. Past class committees have successfully motivated each other by creating an internal competition among the committee to secure the most assigned contacts to participate.

ON THE DAY OF GIVING

A strategy that combines class-wide email messages, Facebook posts, and fundraising-progress-to-goal updates from committee members, with support from their class liaison, has a proven track record of boosting many Reunion classes to reach their Reunion fundraising participation goal in just 24 hours. The positive energy and sense of urgency created by Day of Giving communications are critical components, and help create an interactive virtual Reunion on the class Facebook group that generates significant interest and buzz for the actual Reunion in September.

TIPS FOR SUCCESS

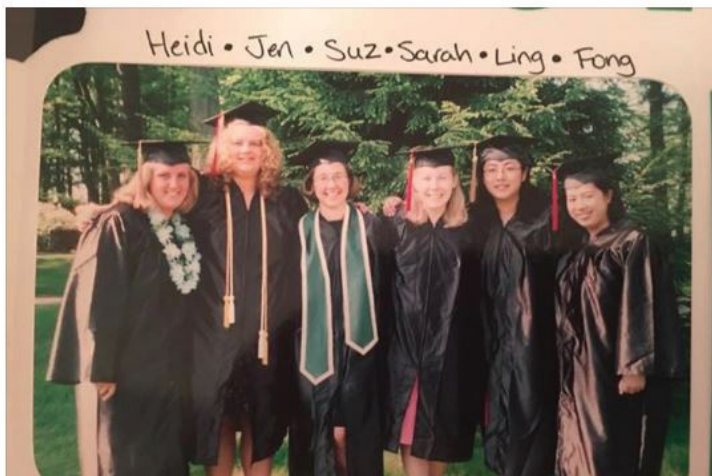
- » Announce and publicize your goal
- » Start the day strong and share the good news
- » Post photos (old and new!) and tag classmates in your posts!
- » Provide progress-to-goal updates
- » Create challenges and incentives to reach your goal (matches, faculty involvement)
- » Share results
- » Say Thank You!

SAMPLE POSTS FROM 2015 AND 2016 DAYS OF GIVING



with [redacted] and 13 others.
May 19, 2016 · Fairlee, VT

Just donated! 15 years later and I'm still the worst procrastinator!! I have the fondest memories from our Babson years! What wonderful times, what amazing friends! Looking forward to seeing lots of you this fall!!!



with [redacted] and 14 others.
May 19, 2016 · San Francisco, CA

Just donated! I can't believe it's been 15 years since we graduated. I live in San Francisco with my husband and 2 kids. I wish I got to see everyone from Babson more often. Here are a few photos. Hoping to make the trip in September.



with [redacted] and 5 others.
May 19, 2016 · Westborough

Just donated too! Like everyone else, I can't believe it was 15 years ago. Am I the only one who still thinks the 90s was 10 years ago?! Here's a pic from the past from our senior year. Still looking good ladies! 😊
www.babson.edu/givenow



with [redacted] and 14 others.
May 19, 2016 · Malvern, PA

Just donated. Had some wonderful memories and met some lifelong friends while at Babson. I hope to make it back to Boston for our reunion. It's so great to hear from all of you! Xo



May 19, 2016

Just donated! I can't believe it's been 15 years since we walked that stage! I've been living in the Bronx with my wife and 2 sons and have kept in touch with some of you. For those I have not heard from recently, it would be great to see what you all have been up to through some updates. I'll start the call outs and let's see how many updates and donations we can get by the end of the day!

[redacted] lets see what you got for us!!!

[redacted] keep the pics coming and please...the more embarrassing the better!

SUGGESTED TIMELINE OF COMMUNICATIONS

TIMING	ACTION	MEDIUM
7-10 Days Before	Reunion committee member #1 creates “The Babson XXXX Day of Giving” event on Facebook. All Reunion committee members invite their classmate Facebook friends to the event.	Facebook
7-10 Days Before	Each Reunion committee contacts 10 to 15 classmates that they’ve personally identified, sharing news about the Babson Class of XXXX Day and Reunion.	Email, phone, and social media
6-9 Days Before	Reunion Committee Member #1 sends email to entire class inviting them to attend Babson XXXX Day of Giving (class liaison to provide list). Email should be sent the day after the Facebook event is created.	Email (list provided by TFFB class liaison)
2 Days Before	Reunion committee member #2 posts reunion video or other relevant content to Class Facebook group and reminds classmates that Babson XXXX Day is only two days away.	Facebook
1 Day Before	Reunion committee member #3 posts to class Facebook group and reminds everyone Day is only one day away.	Facebook
Day of Giving	Before 9 A.M. Email blast is sent out to the entire class by Reunion committee member #1 notifying everyone that Babson Class of XXXX Day of Giving is underway!	Email (list provided by TFFB class liaison)
Day of Giving	Noon. Reunion liaison provides Reunion committee member #1/#2/#3 with a fundraising-progress-to-goal update. Reunion committee member #1/#2/#3 posts update to class Facebook page.	Facebook
Day of Giving	4 P.M. Reunion liaison provides Reunion committee member #1/#2/#3 with another fundraising-progress-to-goal update. Reunion committee member #1/#2/#3 posts update to class Facebook page.	Facebook
Day of Giving	9:30 P.M. Reunion committee member #2 sends all-class email blast with another fundraising-progress-to-goal update and a reminder that there is still time to give.	Email
1 Day After	Morning. Reunion committee member #1 posts follow-up message to class Facebook group with a final fundraising-progress-to-goal update. If necessary, message includes “only X gifts needed to reach our goal.”	Facebook
2 Days After	Reunion committee member #2 posts to the class Facebook group with final results and a Thank You to everyone for participating.	Facebook