

REUNION@

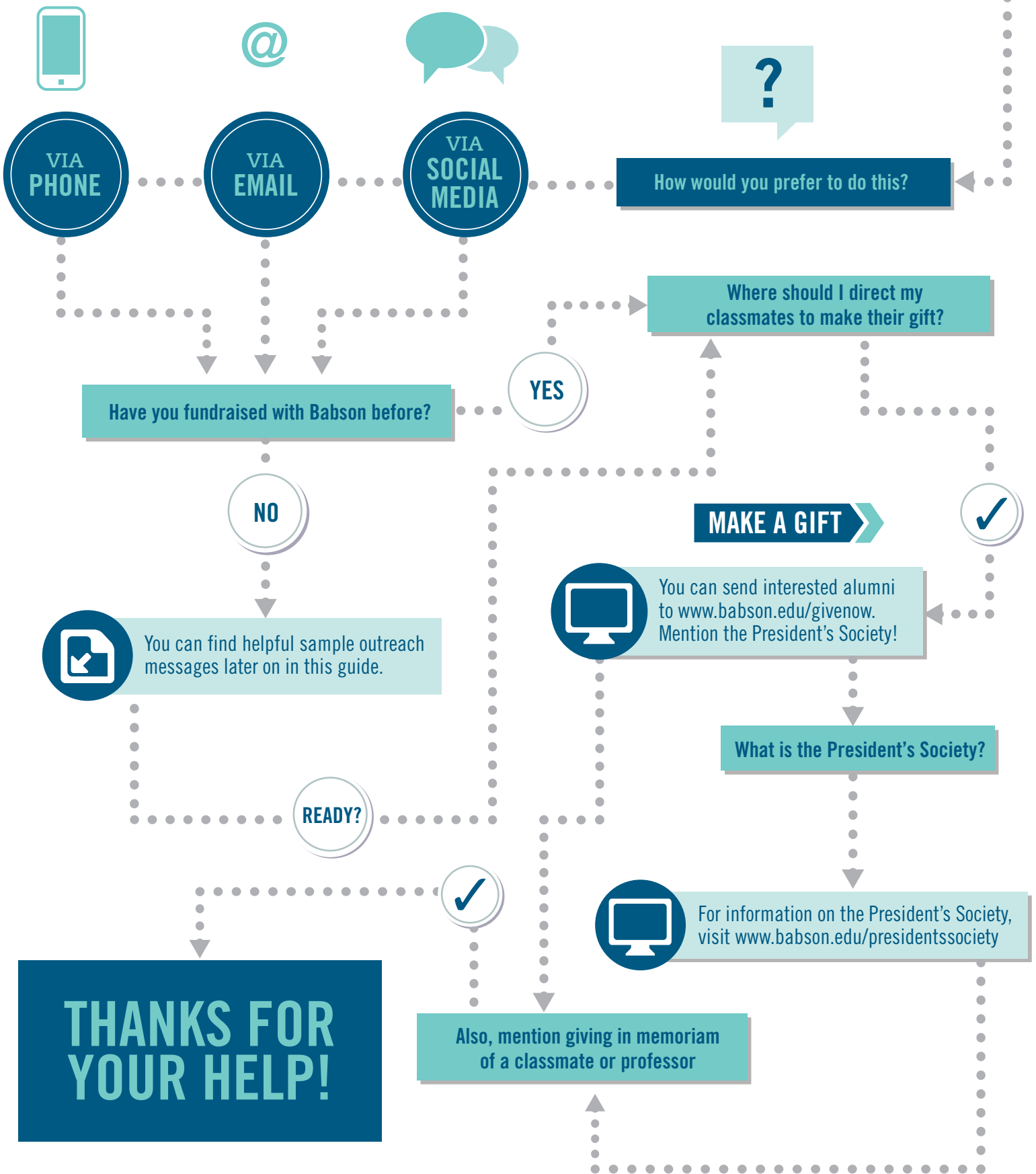
BACKTOBABSON

REUNION VOLUNTEER GUIDE

EVERYTHING YOU NEED
TO KNOW ABOUT MAKING
YOUR REUNION GREAT.

FUNDRAISING

BOOSTING FUNDRAISING



Your Reunion is the perfect opportunity to make your first gift, increase your gift in honor of your Reunion, or begin a multiyear pledge. In 2016, 77 percent of undergraduate Reunion attendees were current Babson donors! Strong fundraising will lead to strong Reunion attendance in September. Encourage your classmates to join you by making a gift during this milestone year.

SAMPLE MESSAGES

Peer-to-peer outreach is the key to a successful Reunion. Personalize the key messages below to encourage your classmates.

PHONE

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 wanted to talk with you for a few minutes about what we have planned.

First off, our reunion is September 15–17, 2017—are you planning to join us? ...

Second, in honor of our [##]th Reunion, all of us on the committee have made an increased gift to support areas meaningful to us at Babson. Our goal is to have [###] of our classmates make a gift this year. Will you make a gift at www.babson.edu/givenow and help us reach our goal?

@ EMAIL

Hi [NAME],

As you know, our [##]th Reunion is being planned for the weekend of September 15–17, 2017. I hope it's on your calendar. We're expecting it to be our best Reunion yet!

In honor of our Reunion, all of us on the committee made an increased gift to support areas meaningful to us at Babson. Our goal is to have [###] of our classmates make a gift this year and achieve our goal of \$[#####]. Will you make a gift at www.babson.edu/givenow and help us reach these goals?

A reminder: if you work for a company that has a matching gift program, you may be able to double your gift!

Thank you for keeping Babo No. 1!

SOCIAL MEDIA

For sample messages to post online, check out the Day of Giving resource.