

ALUMNI REUNION PLANNING GUIDE

Helping You Host A Successful 2020 Reunion



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INTRODUCTION

The UNB Associated Alumni has a rich and proud tradition of keeping UNB alumni connected with each other and with the university through its reunion activities. Don't miss the chance to remember all the great memories about your time at UNB and to catch up with fellow alumni. You never know who you might run into.

A UNB reunion occurs when UNB friends come together after having been separated for some time. Reunions might involve getting together with former classmates, residence mates, teammates, club or society members, or with a group of friends who have no special connection other than being friends.

Like many UNB reunions, your upcoming reunion might take place on one of UNB's two campuses, but it might also occur anywhere in the world. While being back on campus can add an important dimension to a reunion, it is important to remember that UNB reunions may occur anywhere and at any time, and with any number of people.

The UNB Associated Alumni would like to make your reunion as convenient and as effortless for you as possible, so you can focus on having fun renewing old friendships and remembering your UNB experiences.

Planning a reunion should begin up to a year in advance of the date of the celebration, depending on the complexity. Please use this guide as a tool for organizing your reunion.

SUGGESTED REUNION TIMES

Homecoming Weekend

Let us do most of the work for you! UNB Homecoming 2020 will be held on the Fredericton campus September 24-27, 2020. Reunion groups are encouraged to come back for Homecoming Weekend to take advantage of our extensive Homecoming event schedule. By simply adding one or two group specific activities, you have a full weekend of events with very little effort! See our Homecoming schedule at unb.ca/homecoming

Athletic Reunions

Reunions are often held for sport teams when hosting special events such as AUS /ACAA or USPORT/CCAA championships or invitational tournaments on our campus. Plans should include an event to which current student-athletes are invited.

Other Dates

Although the previously mentioned times are recommended, our Alumni Advancement Coordinator will work with groups to hold a reunion at a time of the group's choice.

SIGNIFICANT ANNIVERSARIES

5th, 10th and 15th CLASS REUNIONS

Experience has shown that modest programs are best attended. Many young alumni have heavy demands on their time and financial resources. The inclusion of children's programming could be a consideration.

ANNIVERSARIES (Cont...)

25th CLASS REUNIONS

The 25th reunion is important for two reasons. It marks a milestone in the lives of classmates who are suddenly confronted with the fact that it really has been twenty-five years since they graduated. Most classmates find that they can afford both the time and the expense, so Silver Grad anniversary reunions are usually well attended.

50th CLASS REUNIONS

The Golden Grad reunion year is recognized for its significance by UNB and is usually the most well attended anniversary year at Homecoming. We have special events planned just for the Golden Grad class, such as the Golden Grad Breakfast and a special reception in advance of the Senior Classes Dinner.

60th, 65th and 70th CLASS REUNIONS

The Diamond Grad, Sapphire Grad and Ruby Grad reunion years are considered to be very notable, indeed. Classes may wish to coordinate planning with each other as the number of participants is generally low. We are happy to work with you to make your reunion special.

CAMPUS/FACULTY/AFFINITY GROUP ANNIVERSARY REUNIONS

We are pleased to assist in plans for the celebration of anniversaries of significant campus landmarks; faculty related dates and events and student Club and Service Group dates and events. Planning for these events should begin at least eight months in advance of the date of the celebration.

REUNION ORGANIZERS: WHO WILL BE IN CHARGE OF THIS EVENT?

Reunion organizers play an important role in making reunions happen. The reunion organizer, along with a small committee of classmates (if possible) will liaise with the Alumni Relations Officer to make plans and get the reunion plans started.

Forming a committee of local alumni: A successful reunion depends on a strong committee with committed members who will work together to get the job done. This group will share in the planning and promotion of the reunion. Having excellent reunion leaders and a hardworking committee who organize and begin their work early in the planning process will ensure a successful reunion.

Most reunion committees have a chair or co-chairs who oversee all aspects of planning the reunion event. Typically, you should plan to have 3-8 individuals (depending on the size of your reunion) that would make a great planning team. Schedule your meeting times in consideration of your committee's daily routines and, if necessary, hold a conference call. Regular emails are important to keep all members up to date on the progress of the reunion planning. Your committee members should be given designated responsibilities and time commitments should be made clear. To make the best use of your committee members, identify their strengths and assign roles appropriately.

REUNION ORGANIZERS: WHO WILL BE IN CHARGE OF THIS EVENT? (CONT...)

A reunion planning committee can consist of:

A Chairperson

Responsible for:

- Finding and inviting committee members to participate
- Scheduling committee meetings and notifying members of the meetings
- Presiding over meetings and keeping everyone on track
- Developing job assignments
- Motivating people to follow through
- Being your reunion committee's point of contact with the Reunion Coordinator

The Committee

Responsible for:

- Participating in finding and phoning alumni (including trying to locate lost alumni) to encourage attendance and build enthusiasm
- Assisting in all aspects of planning and executing the event including:
 - Finance: From the beginning stages of planning, ensure there is a treasurer/committee member who will manage the reunion budget
 - Catering
 - Activities
 - Communications
 - Venue(s)
 - Set-up and Clean-up, if required

ORGANIZING A MEMORABLE REUNION - KEY STEPS

Enthusiasm is contagious, and the example the reunion committee sets will make the difference. Classmates who are not contacted personally by a committee member are far less likely to attend – there is no substitute for personal contact. The strength of the reunion team will build commitment in classmates.

Planning is the key to an exciting and memorable reunion. A detailed action list is included in *Appendix A*. Following is a summary of that list.

1. Contact the Alumni Office

Connecting with our Alumni Advancement Coordinator is the first link in planning your reunion (Form A).

Our Alumni Advancement Coordinator will be able to:

- Provide your class/group contact lists. In order to receive any list, each potential recipient must sign a Confidentiality Agreement (Form B) to ensure the privacy of our alumni.
- Provide event-planning advice
- Room bookings for reunion events held on campus. Possible venues include, but are not limited to: the Student Union Building, Richard J Currie Center, Alumni Memorial Lounge.
- Two 'hard copy' mailings per class per year (Examples: promotional letter, survey, invitation, etc., for reunion groups.)
- Help promote your reunion via mail, email and the UNB Alumni website

(Cont...)

ORGANIZING A MEMORABLE REUNION - KEY STEPS (Cont...)

- Coordinate with local Hotels and/or UNB Residences to reserve a block of rooms for your reunion group. Please note that UNB residences are not an option for reunion accommodations during the academic year (September-April).
- Online registration/payment tool: We can add your event(s) to our Homecoming registration site or create a separate online registration site if your reunion is not being held during Homecoming
- Name badges and registration bags for all reunion participants registered through our registration site.
- Liaise between the Reunion Planning Committee Chair and any UNB faculty/department personnel.

UNB Alumni Advancement Coordinator (Reunions):
Shonda Cotton
UNB Alumni Office, 13 Bailey Dr., Room 105, Fredericton, NB E3B 5A3
scotton@unb.ca or (506) 447-3218

2. Strike a Committee

Every reunion begins with the formation of a reunion committee. Start by forming a core local team of dedicated and enthusiastic individuals who are willing to go the extra mile to ensure a successful reunion. It is vital from the start to have a small working group to spread the load, particularly for larger reunion groups.

- Appoint a reunion chair who will arrange and drive meeting agendas
- Appoint a treasurer to oversee finances
- Solicit a few other classmate volunteers who can actively participate and be assigned to work on various reunion tasks

ORGANIZING A MEMORABLE REUNION - KEY STEPS (CONT...)

Do not underestimate the work involved. Share the work among as many as are willing to help. There are many details and arrangements that have to be addressed. Successful reunions are the result of successful committees. Committees that are active and well-organized will be positioned for success. Organizing a successful reunion can be a truly enriching and rewarding experience where old friendships are reestablished and new friendships formed.

Some reunion committees are formed and start planning up to two years in advance of their reunion. The amount of lead time needed really depends on how elaborate the event will be, but generally speaking, the more lead time the better! Whether planning one event or a full weekend of events planning should start at least 6-12 months in advance. Many classmates will need significant lead time in order to participate, especially those living far away. Another consideration is that prime locations and other services needed for the reunion may require booking a year in advance.

The reunion committee should plan to meet once a month either in person or via conference call. Consider augmenting some meetings by communicating via email. This can be a convenient, inexpensive way of discussing some of the finer details of the reunion and may make it easy for non-local classmates to participate and contribute.

ORGANIZING A MEMORABLE REUNION - KEY STEPS (CONT...)

3. Set a date

UNB Homecoming 2020 is September 24-27. For organizational reasons, we strongly encouraged you to hold your reunion that weekend. It is our experience that reunions held in conjunction with Homecoming have the most positive feedback since such a robust schedule of events is able to be offered. If Homecoming weekend is not possible, select a date that is likely to be convenient for the largest number of people.

4. Plan accommodations

Our Alumni Advancement Coordinator can assist with a block of rooms at a local hotel or UNB Residences. If your reunion is being held outside of Fredericton, the responsibility of booking accommodations is entirely up to the reunion committee. Be sure to reserve a block of rooms well in advance. (Please note that UNB Residences are not available for booking during the academic year (September – April)

5. Estimate attendance

Generally, 10 to 20% of the total potential reunion group will decide to attend the reunion. On average, 75% of those who come will bring a guest.

ORGANIZING A MEMORABLE REUNION - KEY STEPS (CONT...)

6. Invite special guests

All those who graduated/were involved with the class/faculty/other interest group are automatically invited. The reunion committee has the option to extend an invitation to alumni who are not officially part of the group. Special guests, such as retired faculty or staff, should be contacted well in advance. The alumni office can invite the Dean or a representative from the Faculty or Department and can also issue an open invitation to all current faculty and staff, if you wish. Invitations to the President must be sent at least six months in advance of the event.

7. Plan the program

The reunion committee should develop an itinerary of reunion activities. Consult the UNB Homecoming schedule if you are holding your reunion during that weekend to avoid duplications or timing conflicts (unb.ca/homecoming)

8. Book the venue(s)

Generally, the venue is the University of New Brunswick Fredericton, thereby providing class members with the opportunity to visit the campus. There are many rooms, large and small, on campus that work very well for various types of functions. Our Reunion Coordinator can help with these bookings. Please note that any off-campus facility bookings are the responsibility of the reunion committee.

ORGANIZING A MEMORABLE REUNION - KEY STEPS (CONT...)

9. Plan the menu

A menu is available from Sodexo, UNB's food service, which must be used for all on campus catering needs. Whether planning a reception, brunch, barbecue or fully-catered dinner, there is a menu for every palate and budget. Bar service is also available. Please ask our Alumni Advancement Coordinator for an current menu.

(Please note that any off-campus catering is the responsibility of the reunion committee.)

10. Budget

Once all of the decisions have been made on the program, menu and decorations, determine the budget and ticket price for the reunion. The Alumni Advancement Coordinator can advise on items that may have been overlooked. Keep in mind that the Alumni Office can only fund the cost of two mailings, online registration/payment tool, name badges and moderate registration bags, which include small UNB swag items that they currently have in stock. Reunions must otherwise operate on a break-even basis.

During your reunion planning, if your group decides to organize a donation/gift to UNB, please let our Alumni Reunion Coordinator know. A reunion gift can be directed to a project your group feels passionate about such as student scholarships and bursaries, a particular program, infrastructure or designated to the area of highest need at UNB's discretion.



Reunion Planning Guide:

APPENDICES

Appendix A (Page 1 of 3)

UNB Reunion Event Timeline Checklist

Twelve - Six months prior to the event:	✓
Connect with Reunion Coordinator	
Complete Form A: Initial Contact Form	
Thoroughly read the Reunion Planning Guide	
Complete Form B: Confidentiality Form	
Request Class/Group List from Reunion Coordinator	
Solicit class for volunteers	
Hold initial reunion planning meeting	
Select date of reunion	
Schedule reunion planning meetings as needed	
Determine the schedule of reunion mailings (up to two hard copy letters, and maximum of one email per month). First letter should go ASAP as "save-the-date" or to survey interest, second should go after registration has opened. (See Appendices B & C)	
Determine who will be invited: spouses/partners, families, faculty/staff, the President, representative of Associated Alumni, speakers	
Begin work on draft of first mailing	
Forward first mailing content to Reunion Coordinator	
Complete Form C: Letter of Agreement	
Review feedback from correspondence, if applicable	
Develop reunion itinerary and send to reunion coordinator	
ON CAMPUS EVENTS: Through your Reunion Coordinator, determine catering needs, menus, venue requirements (podium, sound system, projector/screen, special tables (memorabilia), seating arrangements, etc., including all costs * Plan for a vegetarian selection and any special needs meals	
OFF CAMPUS EVENTS: Through your venue contact, determine catering needs, menus, venue requirements (podium, sound system, projector/screen, special tables (memorabilia), seating arrangements, etc., including all costs * Plan for a vegetarian selection and any special needs meals	
Confirm with Reunion Coordinator that contracts and event arrangements with any off-campus vendors and service providers have been confirmed.	
Confirm the cancellation policy for each event or venue	
Complete Form D: Assumptions Form	

Appendix A (Page 2 of 3)

Complete Forms E & F: Budget Forms	
Decide what is included in the reunion fee (meals, activities, gifts, etc.)	
Determine break-even alumni attendance number	
Determine final registration fees	
Complete Form G: Website Information Form	
Complete Form H: Registration Information Form (what, where, date(s), times, how much, etc)	
Decide on a committee "phone-a-thon" and set date if deemed necessary	
Decide if you will need live entertainment	
If live entertainment is necessary, begin negotiations with performer/DJ (Request music from your era)	
Decide if you will share an event with another reunion group and when	
Six - Two months prior to the event:	~
Complete Form F: Registration Information Form (this form must be submitted a minimum of 4 months in advance of reunion if being held during Homecoming as the Homecoming Registration site goes live at that time)	
Forward second mailing content to your Reunion Coordinator	
Consider a looped Power Point presentation or slideshow of photos of previous reunions, yearbooks, Brunswickan items	
Consider a nostalgia table for memorabilia and artifacts; ask classmates to bring items for that table	
Confirm all off-campus contracts and arrangements once again	
Decide if class photo will be taken by a professional photographer	
If having a class photo, decide on location AND time	
Confirm details of class photo with Reunion Coordinator, who will usually contact a photographer from Imaging Services	
NOTES:	

Appendix A (Page 3 of 3)

One month prior to the event:	~
Reconfirm all dates and times	
Confirm the cancellation policy for each event or venue	
Confirm all contracts and arrangements once again	
Two weeks prior to the event:	~
Confirm/inspect final event details	
Confirm total costs and terms with vendors/service providers	
Assist with speeches and event itineraries - Acknowledge those who have traveled the farthest to attend - Toast absent friends - Offer a moment of silence in remembrance of deceased classmates	
Week of event (if reunion is not during Homecoming):	
Connect with Reunion Coordinator to pick up nametags, loot bags and any other supplies that were agreed upon.	
During Event:	~
Have fun! Contact the Reunion Coordinator/alumni office staff if any issues arise	
After the Event:	✓
Complete Form I: Reunion Report Form	

NOTES:

Appendix B

Sample Letter

Dear < Name >,

Class of <insert graduation year>, it's been <insert number> years since many of us were last together. Mark Sept. 24 to 27, in your calendars to come back to UNB for Homecoming and our <insert number> class reunion.

Plans are underway for Class of <insert year> events and celebrations. Visit unb.ca/homecoming for the latest schedule and a list of accommodations (with UNB alumni rates).

<Insert graduation year>, was a pretty big year -- both around the world and on our small campus in Fredericton, New Brunswick. For those of us getting ready to graduate, <Insert graduation year> was the successful end of a university education (whether it was four or five years) and the beginning of a whole new stage in our lives.

We all have special memories from UNB, at a very memorable time in our lives. We are encouraging you all to think a bit about that time and think about coming back for a reunion at UNB this fall.

You will continue to receive email correspondence from UNB's Alumni Office updating you on the schedule and telling you how to register. If you haven't been in touch with the Alumni Office in a while, send your contact information to alumni@unb.ca to ensure that you are on the email list.

We encourage you all to seriously think about making the trip back. Lots has changed at UNB and it sounds like a fascinating chance to see what is going on now. To register for Homecoming 2020 (after July 1) go to unb.ca/homecoming. If you would like a paper registration form mailed to you, please contact Shonda Cotton with the UNB Alumni Office at scotton@unb.ca or (506) 447-3218 and she will be happy to mail one to you once they are ready.

Best wishes, (Committee Names/UNB degrees)

Appendix C

Sample Survey Letter

Dear <insert Name>,

Isn't it incredible that this year marks the 30th anniversary of our graduation from UNB <insert Faculty>? A group of us have met and decided to have a class reunion during UNB Homecoming 2020 in Fredericton from Sept. 24 to Sept. 27. Details can be found at unb.ca/homecoming.

We would like you to save the date for Sept. 24 to 27. We would encourage everyone who is interested to arrive in Fredericton on Friday, Sept. 25, by 5p.m., so we can attend the Lobster Dinner as a group. Then, on Saturday, Sept. 26, we could organize a class specific event. Any and all suggestions as to where to go are welcome.

Would you kindly let us know if you are interested in attending our class reunion during Homecoming? We're very much look forward to hearing from you! Please email responses to Shonda Cotton, UNB Alumni Advancement (Reunion) Coordinator, at scotton@unb.ca by April 30.

Best wishes,

(Committee Names/UNB degrees)



Reunion Planning Guide:

FORMS

Form A: UNB Initial Contact Form

Reunion/Grou	up Information:
Class/Group	
Anniversary	
Event Date	
Class/Group Size	
Proposed Activities	
Special Project (if applicable)	
Reunion Chai	ir
Full Name	
Preferred email	
Preferred Phone	
Full Address	

I agree to have my name, degree/grad year, preferred e-mail and phone posted on the designated UNB Associated Alumni website and in publications to be given to alumni that request such information from alumni staff.

Agree Disagree

Reunion Committee Members:

Please email this form to reunions@unb.ca and the Reunion Coordinator will contact you soon. Thank you for staying connected!



Confidentiality Agreement

In consideration of my volunteering with	The University of New
Brunswick I,	_, hereby covenant and agree
that:	

- 1. I will not during my volunteering or at any time thereafter without the prior written consent of UNB, use, disclose, divulge or communicate to any person, firm or corporation, either in writing, electronically or orally, any confidential information (as herein defined) of which I may become aware in the course of my volunteering with UNB and that I will observe strict secrecy in regard thereto and follow all applicable UNB policies. I further covenant and agree with UNB that all confidential data shall be and at all times remain the sole and exclusive property of UNB. I expressly agree to be responsible for any and all damages, loss, judgements, costs, awards, actions, causes of action, suits, debts, accounts, bonds, covenants, claims, and demands for damages or loss howsoever arising whether at common law, equity, contractually or pursuant to statue from my unauthorized use of confidential information.
- 2. I will ensure that all confidential information I have is securely stored and password protected as the case may be. I further covenant that I will securely forward a copy of all confidential information to the UNB Alumni Office and securely destroy all confidential information once my volunteering ends and confirm such in writing.
- 3. For all purposes "confidential information" shall mean all personal information and all information, documentation and methodology relating to or embodying (i) results of solicitation, (ii) results of research, (iii) computer systems, (iv) all prospect information received through telephone communication or via mail communication, (v) all alumni and development lists, (vi) training programs, and all material and methodologies relating to any of the foregoing. Confidential information does not include any such information or documentation which I can conclusively establish:

- (a) was within my knowledge prior to commencement of my initial volunteering by UNB.
- (b) was or becomes general public knowledge without any act on my part.
- 4. It is my responsibility to be aware of the contents of the Policy for the Protection of Personal Information and Privacy and the Acceptable Use of Information and Communications Technologies. I understand that I am subject to these policies, amongst others.
- 5. The database from which any confidential information is generated is owned and maintained by UNB. The Associated Alumni Office is one of many university users of this database and works diligently to ensure the personal information collected and stored is kept private and confidential.
- 6. I understand that sharing any confidential information by any means may result in disciplinary action and the immediate termination of my volunteering with the Associated Alumni Office at UNB.
- 7. I have read, understand and agree to abide by the foregoing. I have had a reasonable opportunity to consider this agreement and the matters set out therein. I accept the terms and conditions set out in this agreement.

Dated this	_ day of		, .
	_ ,	month	year
UNB CLASS/REUNION GROU	JP (BE SPE	CIFIC)	
UNB VOLUNTEER SIGNATUF	RE Volu	unteer Name (Print))
WITNESS SIGNATURE	Witr	ness Name (Print)	

Revised Dec 4, 2019

Form C: UNB Letter of Agreement

Reunion Group

Full Name

On behalf of myself and our Reunion Committee, I agree to:

- 1. Adhere to the requirements of the Confidentiality Agreement.
- 2. Provide names of and contact information for reunion committee members.
- 3. Provide text for letters and emails.
- 4. Assume financial responsibility for all services, materials and products (mementoes, etc.) that have been ordered for the reunion, by ensuring that all costs are reflected in the reunion registration fee.
- 5. Complete and utilize the forms and checklists provided in the Reunion Manual, providing these to the Reunion Coordinator as necessary
- 6. Regularly confer with the Reunion Coordinator
- 7. Submit a preliminary budget at least 6 months prior to the event
- 8. Submit periodic updates for the reunion web page
- 9. Submit copies of all agreements with service providers and all financial details as they are received.
- 10. Submit the Reunion Report Form (Form I) as soon as possible after the event, including a photo.

The Associated Alumni, through the Reunion Coordinator, will provide any or all of the possible areas of assistance listed in this manual.

agree	to	these	terms:

Dated:

Form D: UNB Assumption Form

Assumption Calculation:

Class/Group

Event Date

- Total potential participants =
- On average 10%-20% will attend =
- On average 75% of those will bring a guest =

ESTIMATED PARTICPANTS

Form E: Sample Budget Work Sheet - Per Event

REUNION GROUP:		Note:
DATE/TIME:		Complete a work sheet for each reunion event.
		A surplus will be assigned
EVENT EXPENSES	PROJECTED	to:
Venue Deposit		
Venue Rental		
Meals		
Bar Service		
Complimentary Tickets		
Entertainment		
Decorations		
Security		
Door Prizes		A deficit will be covered
		by:
TOTAL EXPENSES		
Reunion Chair Date:	Re	 union Coordinator

Form F: Sample Budget Work Sheet – Overall Reunion

REUNION GROUP:			Note:
DATES:			Combine costs from all
			Combine costs from an
REVENUE	PROJECTED	1 .	
Registrations		1	Based on:
Donations		1	Estimated registrations
Sponsorships		1	=
SUBTOTAL		1	
		J	Registration breakeven
EXPENSES	PROJECTED	1	point =
Venue Deposit			
Venue Rental		1	
Meals			
Bar Service			Revenue \$
Complimentary Tickets			
Entertainment			- Expenses \$
Decorations			<u> Ехрепзез</u>
Security			Dalamar A
Door Prizes			Balance \$
Souvenirs			
Presentations			A surplus will be assigne to:
Programs			
Photography			
Gifts			
Hospitality			
SUBTOTAL			
		_	
Reunion Chair		Reunion Coordinator	
Oate:	Date	:	

Form G: UNB Website Information Form

Reunion Group and year(s)
Main Contact Name (will appear on website):
Main Contact email address and/or phone number (will appear on website):
Reunion Date(s):
General Reunion Description (including itinerary if hosting multiple events):

Form H: UNB Registration Information Form

Reunion Group and year(s)
Main Contact Name:
If hosting multiple events over the course of one or more days, please complete separate form for each event.
Name of Event:
Date of Event:
Start time of Event:
End time of Event
Location of Event (including address if off-campus)
Event Description (two to three sentences):

UNB Reunion Report Form

Reunion Group:	
Contact:	
Event:	
Date:	
Notes (main successes and areas to improve)	
Requests for UNB to follow up:	

Please include event photographs you may have (highest resolution possible)