REUNION WEEKEND CLASS AMBASSADOR

Description
The primary goal of reunion volunteers is to engage the highest number of alumni possible in a given class during the course of a reunion cycle (August – April) through devising and executing an engagement strategy. Reunion volunteers serve a vital role in the Tepper School’s goal of reaching 30% alumni support of the annual fund because alumni who attend reunion are more likely to give to the school than those who do not attend. Committee work is valuable to continuing to build momentum around the growing tradition of celebrating reunion in grand style and to building the brand of the school globally.

Time Commitment
Volunteers will be invited to participate in approximately 6 conference calls occurring between September and April. Typically, these calls range between 30 – 60 minutes each. Communication will be exchanged primarily via email. Some committees choose to develop subcommittees in which case the commitment may be higher by choice.

1 - 2 hours monthly, September – April
1 hour | contacting classmates to take an action (save the date, update info, submit memorabilia, register, etc.)
1 hour | communicating with committee members via conference call or through email
1 weekend: April 12 – 13, 2019

Volunteer Committee Goals
1. Enhance the mutually beneficial relationship between alumni and the Tepper School of Business
2. Engage classmates through encouraging their participation in one or more of these channels during the reunion year:
   a. Attend the Reunion Weekend celebration in Pittsburgh April 12 – 13, 2019
   b. Commemorate the reunion milestone by making a gift to the school
   c. Improve the alumni network by updating one’s alumni profile
   d. Update classmates through submitting a Class Note
3. Build “Tepper Spirit” in a class through communicating news and sharing points of pride via email and social media
4. Assist in attaining the Dean’s goal of achieving an annual fund participation rate of 30% among all alumni

Duties/Expectations of Service
1. Attend Reunion Weekend 2019 (April 12 – 13)
2. Be actively engaged with the reunion committee by participating in conference calls, personally contacting a self-selected group of classmates at least two times during the reunion cycle (September – April), and sharing relevant content with classmates via email/phone/social media sites
3. Offer candid feedback on the classmate engagement strategy by bringing event and outreach ideas to committee meetings, recommending class email content, sharing your thoughts on the schedule as requested, and participating in surveys
4. Support the school’s fundraising goals through leading by example in making a donation of any size to the Tepper School or Carnegie Mellon University annually
5. Treat privileged alumni contact information with extreme confidentiality
6. Maintain an open line of communication with the class’ staff liaison(s)
7. Optional: focus additional time on regional alumni fundraising by joining the Tepper Alumni Philanthropy (TAP) program, volunteerism, and/or recommending alumni to the advancement office for one-on-one meetings

Support Provided
- Human resources: Associate director of reunion and class programs; Tepper School alumni relations staff, Tepper School development staff; on-site class party staffing Friday, April 12
- Communication: Social media site platform(s) as requested, mass emails, alumni contact information, registration reports
- Logistics: Orchestrating the general reunion schedule and outreach plan, contracting with a class party venue, updating the reunion website with details, arranging hotel blocks, conducting general reunion schedule registration and check in
- Miscellaneous: Idea generation, historical reunion information, conference call set up and moderation, email follow up templates, social media samples, class snapshot, webinars

**OPTIONAL REUNION WEEKEND CLASS AMBASSADOR SUBCOMMITTEES**

**Description**

Class ambassador committees can determine whether or not they would like to adopt subcommittees. This summary sheet identifies Reunion Weekend need-based subcommittees and examples of activities that may be considered sub-committee related. By no means do subcommittees have to complete all tasks identified, nor is this exclusive of the tasks that could be completed. Rather, this summary serves as a starting point for sub-committees to determine action items and desired end results.

**LOGISTICS**

The event sub-committee will focus on promoting and providing feedback on activities that take place during Reunion Weekend and concentrate on class-specific gathering opportunities.

- Determine a Friday class party/dinner location and format
- Identify class interests/programming infusions (i.e., zoo outing, Sunday brunch)
- Propose/issue special faculty invitations on behalf of the class
- Highlight the networking opportunities presented during Reunion Weekend
- Communicate accommodations (hotel blocks or alternate locations) and transportation options and tips (i.e., shuttles, ride share, taxi, carpooling)

**OUTREACH**

The outreach sub-committee will focus on developing and executing a class-specific outreach plan to supplement the alumni office’s reunion communication efforts.

- Engage and contribute content to Class Facebook group/page
- Devise and implement a class social media plan
- Formulate the class reunion “marketing pitch”
- Share mementos (Robber Barons, pictures, yearbook excerpts) via the memorabilia form or email
- Provide feedback on key class emails
- Monitor committee peer-to-peer outreach and offer communication suggestions
- Provide feedback on the reunion FAQ page
- Engage classmates with regional events leading up to Reunion Weekend

**FUNDRAISING**

The fundraising sub-committee will focus on creating a communication plan surrounding the reunion giving challenge as determined by the sub-committee.

- Identify a giving participation or dollar goal for classmates to achieve during the fiscal year
- Work with development staff to devise and implement a supplemental outreach plan
- Provide feedback on key class emails
- Author emails and/or conduct supported peer-to-peer solicitation in support of the goal
- Divide class contacts amongst subcommittee members for more personal outreach as needed
- Learn more about the Tepper Alumni Philanthropy (TAP) volunteer program and consider extending service on the committee for two additional years