



## Homecoming & Reunion Weekend 2020 Timeline

### November/December

- ❖ Volunteer recruitment

### January

- ❖ Volunteer recruitment continues
- ❖ Post on social media
- ❖ Reunion announcement sent via e-mail

### February/March

- ❖ Save the date postcard mailed to all alumni celebrating reunions
- ❖ Introductory conference call
- ❖ Volunteer training activities
- ❖ March 5: Elon Day

### April

- ❖ Host monthly conference call

### May

- ❖ First email from committee sent out through Elon system
- ❖ Host monthly conference call
- ❖ Post on social media
- ❖ Volunteer outreach to reunion alumni (informational message – Join Facebook Group, Hotel Reservations, See you at Homecoming)
- ❖ Push for class reunion giving on anniversary of Commencement day
- ❖ Committees work with staff manager to identify event(s), ticket prices, food and logistics

## June/July

- ❖ Host monthly conference call
- ❖ Post on social media
- ❖ Plan reunion solicitation and reunion day of giving
- ❖ Finalize all event details

## August

- ❖ Host monthly conference call
- ❖ Post on social media
- ❖ Register for Homecoming at [www.elon.edu/homecoming](http://www.elon.edu/homecoming)
- ❖ Homecoming and Reunion Weekend registration emails by class
- ❖ Outreach to reunion alumni (Fundraising Message – Importance of making a gift, competition between reunion groups, see you at Homecoming and Reunion Weekend)

## September

- ❖ Reunion Days of Giving (Reunion DOGs)
- ❖ Host monthly conference call
- ❖ Post on social media
- ❖ Outreach to reunion alumni (Registration now open & giving goals for reunions)
- ❖ Establish volunteer roles and needs for events during weekend
- ❖ Confirm representation for giving presentation

## October

- ❖ Reunion Days of Giving (Reunion DOGs)
- ❖ Host monthly conference call (review final plans and needs)
- ❖ Post on social media
- ❖ Last outreach for registration and reunion gifts
- ❖ Last chance email (Week of Homecoming)
- ❖ Oct. 16-18: Homecoming and Reunion Weekend!

## November

- ❖ Thank you email from staff liaison to volunteers
- ❖ Homecoming and Reunion Weekend Survey
- ❖ Submit feedback on volunteer experience