



ELON
UNIVERSITY

AFFINITY REUNION VOLUNTEER GUIDE

**Homecoming & Reunion Weekend
OCTOBER 16-18, 2020**



**Everything you need to know about making
your reunion great!**



Welcome to your reunion committee!

Thanks to your leadership and dedication to Elon, your affinity group will have a memorable and wonderful weekend together on campus in October. You will play a vital role in being “the voices” of your affinity group. Now, let’s get started!

Encourage and Invite

Reunion volunteers are key connectors, personally inviting classmates to come back and experience Elon and reminisce together. We want as many people to return to campus for Homecoming & Reunion Weekend as possible!

- Reach out to your friends and classmates via email, text, phone call or social media, encouraging them to come back and be a part of the fun!
 - We have a tool called Volunteer Network Fundraising (VNF) that will help to make this process easy and organized. (Reference the training materials, pg. 3-4)
- Post on social media that you are coming back to Elon for Homecoming & Reunion Weekend and planning a special celebration for your class.

Talk, Plan and Get Excited!

Starting in February, we will have about one conference call per month, lasting a maximum of an hour. A meeting agenda for the call will be sent to you via email prior to the phone call, so come prepared to engage and share ideas.

- Your staff manager will reach out to the group to schedule a call. Elon will try to pick a time that works for as many people as possible. We know many of you have busy schedules and may not make all the conference calls.
- Your staff manager will take notes during the call and send out a recap in case you are unable to join.
- Feel free to grab your favorite beverage or dinner on the couch or join in on your commute to talk with some of your friends and classmates about plans for the milestone weekend. We hope that these are fun and informative!



Use Facebook and get connected

Utilize your Facebook to share information about the reunion, tag and invite friends to come back, post new and old pictures, give life updates, and help build excitement and anticipation for the big celebration in October.

- Use the “I am a Reunion Volunteer Because...” sign, (included in your welcome packet), to make a fun post on Elon Day or another day, to share with your classmates and friends why you are helping out!
- Take a picture wearing your affinity specific button, (included in your welcome packet), to share your group’s pride! All attendees during the reunion weekend will receive these buttons as supplies last.

Planning a Successful Weekend

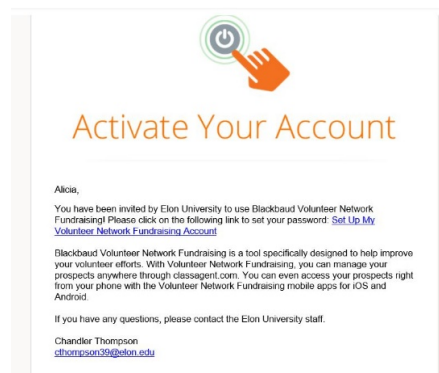
You will have the opportunity to give input, insight and ideas for how you want the weekend to look for your affinity group. Here are some helpful tips to keep in mind:

- Include Elon’s Signature Events
 - Friday Night: Rock the Block: Block Party
 - Saturday: Tailgate and Football Game
- Ask friends and classmates when they are coming in town and what they would be interested in coming to. Previous successful reunion events include:
 - Campus tours
 - Lunch in one of the dining halls
 - Happy hour at a local bar or restaurant
 - Golf Outing
 - Happy hour on campus
 - Join with other reunion groups to hold a band party
- Your reunion staff manager will guide you through the process, request spaces on or off campus and secure any necessary space reservations through Elon’s Office of Alumni Engagement. They will also help with catering orders, technology, etc. We need your help to drive attendance!



STEPS TO SETTING UP YOUR VNF ACCOUNT

1. Activate your account. Your staff contact at Elon will invite you to use the Volunteer Network Fundraising (VNF) system. Click on the link “Set Up My Volunteer Network Fundraising Account”.



2. Set up your password. You can log in via a custom password or your Facebook account.
3. Log into your account using your new log in and password. ***Volunteer Network Fundraising is offered as an app in the iTunes App Store and Google Play. The app makes some of the email and texting features easy to use, so we do recommend downloading it!*** You can also log in at the link: <http://volunteernetworkfundraising.blackbaud.com> .

USING YOUR VOLUNTEER NETWORK FUNDRAISING ACCOUNT

Add Prospects

Click “**Add Prospects**” – A box will pop up with a search bar and the most recommended prospects will display below. Click on someone’s name and click “Add Prospect” if you are interested in adding them to your list of contacts.

****As an affinity reunion volunteer, *your affinity group will be the default prospect group that shows up.*** You can search for names outside of your affinity group by checking a box below the search bar. If you are still having trouble finding a classmate, please send their name to your staff contact so they can look into it for you.



Contact Prospects

Click on a prospect to pull up their profile. On their profile you will be given options to **“View Scripts”**. Click View Scripts and Select what type of message you want to send:

- a. **Letter/Email**
- b. **Phone**
- c. **Text**

Depending on which method you choose, you will have the opportunity to click “Copy Script” and paste Elon’s template message in your email or text provider

Log Activity

Once you have contacted a prospect, click **“Log Activity”** so that you can report the type of contact to Elon and leave some notes.

Report Outcome

You can report a donation outcome on your prospect that includes: Will donate, Won’t Donate, No Response. If they will donate, you are prompted to share how they say they will donate (Online, Send Pledge Card, or other). If you select Send Pledge Card, Elon will send a pledge card for the amount that you specify.

Update Information

Volunteers often find that they have more updated contact information on alumni and friends than Elon does. If you notice something on the profile that is incorrect, click **“Update Info”** to send Elon the new contact information or notes. Please note that updates will not automatically load in the VNF system. They will be sent to Elon’s data team for review, and you can expect to see the changes to the system in 48-72 hours.

Send Thank You

After you have logged your contacts and outcomes, you will be given the ability to send Thank You messages to your prospects by clicking **“Send Thank You”** on their profile. Thank you messages are an important part of the relationship, so we hope you will wrap up and send all your donors a thank you message!