



2021 Homecoming & Reunion Weekend Timeline

November/December

- ❖ Volunteer recruitment

January

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

February/March

- ❖ Continue Volunteer Recruitment
- ❖ March 2: Elon Day

April

- ❖ Continue Volunteer Recruitment

May

- ❖ Introductory conference call for some groups
- ❖ Save the date e-mail sent out from committees
- ❖ Volunteer outreach to reunion alumni (informational message – Join Facebook Group, Volunteer Opportunities, Hotel Reservations, See you at Homecoming)

June

- ❖ Introductory conference call for some groups
- ❖ Save the date postcard mailed to all alumni celebrating reunions

July

- ❖ Host monthly conference call
- ❖ Post on social media

August

- ❖ Host monthly conference call
- ❖ Plan reunion solicitation and reunion day of giving
- ❖ Finalize all event details
- ❖ Post on social media
- ❖ Outreach to reunion alumni (Fundraising Message – Importance of making a gift, competition between reunion teams, see you at Homecoming and Reunion Weekend)

September

- ❖ Homecoming and Reunion Weekend registration emails by class
- ❖ Register for Homecoming at www.elon.edu/homecoming
- ❖ 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

November

- ❖ Last outreach for registration and reunion gifts
- ❖ Last chance email (Week of Homecoming)
- ❖ Nov. 5-7: Homecoming and Reunion Weekend!
- ❖ Thank you email from staff liaison to volunteers
- ❖ Homecoming and Reunion Weekend Survey
- ❖ Submit feedback on volunteer experience