

VOLUNTEER OFFICER EXPERIENCE

Friday, March 24, 2023
2:45-4 p.m.

VOX Conference

Inspiring and sustaining volunteer leadership and community virtually

Off the Green: Continuing Class Engagement Between Reunions

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Agenda

What is a Mini-Reunion?

Why have a Mini-Reunion?

How can Volunteer Engagement support you

Case studies:

- Class of 2012, 2013, 2014
- Class of 1969
- Class of 1987
- Q&A
- Open conversation

Poll Questions!

What is a Mini-Reunion?

- An intentional Class gathering in-between on-campus Reunion moments
- Virtual or in-person
- On-campus or “off the green”
- Range from 10-500 people
- One hour on Zoom or a multi-day event
- There is no one Mini-Reunion – what works best for your class!

Why have a Mini-Reunion?

- Build or enhance Class engagement
- To facilitate programming on off-Reunion years;
- Prepare for an upcoming Reunion
- To deepen class engagement in smaller, more intimate, more accessible settings;
- To reach and engage alumni who may not attend Reunions due to cost, travel time, or child/parent care concerns;
- To recruit, engage, and assess a base of future class leaders for succession planning;

How can Volunteer Engagement support you

- Updated class lists
- iModules registrations and emails
- Brainstorming ideas or discussing with staff what other classes have done
- Nametag PDF templates
- Provide an insurance backstop to reduce liability costs
- Facilitate Dartmouth-branded links on dartgo.org domain

Case Study # 1

Malcolm Leverett '14

10 X 10 Mini Reunions

10 X 10 Mini Reunions

Programming Details

- **Summary:** The Classes of 2012, 2013, and 2014 organized 10 joint mini-reunions in anticipation for our upcoming 10 Year Reunion, spanning the US and Europe.
- **When:** We began planning in June 2022 (a year prior to reunions), with the mini-reunions occurring between Q1 and Q2 2023.
- **How:** The Reunion Chairs enlisted the help of "city captains" to handle the local planning and day-of logistics. The Class Executive Team managed communications (initial correspondence and follow-up reminders) to area alumni
- **Early Outcomes:** So far, the 10x10 programming has been well attended. We expect nearly 200-250 alumni to participate across all 10 mini-reunions



Case Study # 2

Jim Staros '69

Class of 1969 Mini Reunions

- In-person mini-reunions (FY 22) (Norman Jacobs '69 and Dona Heller '69a)
- 2021 Homecoming in Hanover
- 75th Birthday party in June 2022 in Hanover
- Virtual mini-reunions (Arthur Fergenson '69)
- Casual conversations (19 in FY22)
- Play readings (8 in FY 22)
- Weekly AA (and other 12-step programs) meetings
- Monthly virtual social hour
- Noontime concerts (new in FY23)

- Casual conversations (main thread)
 - One or more main speakers who have with expertise in a particular area.
 - Sometimes two or three different conversations on a theme, e.g., the vaccines and the pandemic (Drs. Paul Offit and Deborah Birx); mining (Tim Means '69 and David Abbott '69).
- Jewish culture thread (Bruce Alpert '69).

- Any classmate can propose a particular topic, a particular speaker, or a new thread.
- Topics or threads can be of broad or narrow interest; however, every event under the class aegis is open to all.
- Every mini-reunion is promoted to the entire class using an iModules blast to the class and through the class newsletter and website.

Case Study # 3

**Tim Parker '87,
Hermann Mazard '87,
Julie Hubble '87,
and Maurice Holmes '87**

1987 Chicago Mini-Reunion

D'87 Off the Green

What compelled us to try it?

- COVID-19 required us to have a virtual reunion in 2021 which was very successful
- The success of the virtual reunion enhanced our desire to see each other in person
- COVID-19 constraints did not allow for a reunion in Hanover in the near term
- Extended gap for an in-person reunion (i.e., 2017-2025)
 - Next Hanover Class Reunion scheduled for 2025
- The Reunion Committee surveyed the Class which revealed significant interest in gathering
- The Class voted for an in-person reunion – and out of multiple options Chicago was selected

Zooming with '87s is fun.



Connecting in person is better.

Marketing to fellow classmates:

- Class newsletter
- Dartmouth Alumni Magazine
- Email communications
- "Snail-mail" communications
 - Postcard drops
- Social Media
 - Class Facebook page
 - Class Instagram
- Music Video with '87 musicians
 - "Sweet Home Chicago"
- Each One Reach One Challenge
 - Personal Interactions



D'87 Off the Green

How did we organize it?

- The Reunion Planning Committee combined familiar traditions and brought them to Chicago
 - Loews Chicago designated host hotel (i.e., "base camp")
 - Leveraged support from Alumni Affairs (Dartmouth signage, registration materials, name tags, and Swag)
 - Reserved hotel space as an on-site Class Tent to gather/congregate throughout the weekend
- Registration
 - Managed overall expense per classmate to be comparable to a reunion weekend in Hanover
 - Leveraged Eventbrite event management platform for payment, tracking and reporting
 - Tiered Pricing: Early-Bird, Regular, Limited on-site registration (at a premium)
 - Clearly communicated cancellation policy with a sliding scale based on timing

What did we do?

DARTMOUTH 1987

Activities & Events:

- The Reunion Planning Committee was consciously thoughtful to provide an inclusive array of programming designed to appeal to a diverse group of classmates
- The schedule allowed for a blend of informal socializing and scheduled tours, sporting events and activities while taking advantage of the large urban setting
- The objective was to provide multiple forums for reconnections, introductions, and overall interactions

Oh, the places we'll go!



Reunion Fun

- Welcome Reception at the Loews Hotel
- D87 TED Talks
- Experience Bronzeville -The Soul of Chicago, OR the Chicago Architecture Tour
- Moonlight Cruise on Lake Michigan
- Sunday Brunch

Additional Activities

- Chicago Cubs Game
- The Art Institute
- The Bean at Millennium Park
- Shopping on the Magnificent Mile
- Deep Dish Pizza and much, much more!

Register for the Chicago Reunion Today!

<https://tinyurl.com/D87Chicago>

DARTMOUTH 1987

Take Me Out
to the Ballgame



Chicago Cubs versus Colorado Rockies
Friday, September 16, 2022 at 1pm

Register here: <http://tinyurl.com/D87Chicago>

D'87 Off the Green

Why it worked & lessons learned

- Reunion Planning Committee
 - Participation from classmates who have not previously engaged brought innovation, inclusivity and next-level energy
 - Some individuals emerged as potential class leaders; others were inspired to increase their level of support
- Timing is critical
 - Insight from the Class Survey helped identify post-Labor Day as the ideal period
- Collaboration & delegation
 - The Reunion Chair is responsible for building a closely knit team and setting the tone
 - Clearly defined ownership and attention to detail led to the most successful elements of the reunion (e.g., Marketing, Communications, Welcome Reception, Swag, Soul of Chicago Tour and luncheon, D87 TED Talks, etc.)
- Leverage Philanthropy
 - '87 "Angels" sponsored specific events and additional goodwill supported reduced registration fees, hotel stays, etc.





SEPTEMBER 16-18, 2022

"OFF THE GREEN"

You are cordially invited
To the Dartmouth Class of 1987
35th Reunion "Off The Green"

September 16 - 18, 2022
in Chicago, Illinois

RSVP: tinyurl.com/D87Chicago

dinner, drinks and dancing included



OFF THE GREEN REUNION

FRIDAY
09.16.22

1:20pm Chicago Cubs MLB Game (additional cost)

Hop on the L from the Loews Hotel to Wrigley Field to see the Cubs take on the Colorado Rockies. Price includes game ticket and train fare.

6pm Class Welcome Reception

We are starting off the weekend with a private party at the Loews Hotel, our reunion host hotel, on the rooftop lounge where drinks and appetizers will be served. Consider this our "Class Tent".

SATURDAY
09.17.22

9am TED Talks

Our third edition of '87 TED Talks will once again feature classmates who have unique and compelling stories to share. Continental breakfast served.

Ham Choice of Tour: Lunch provided

1) The Soul of Chicago: Experience Bronzeville. A private tour to see the Bronzeville District's influential history and impact on American culture.

or

2) The Chicago Architectural Riverboat Tour. A guided tour up the Chicago River, focusing on the city's rich history and skyline.

6pm Dartmouth Dinner Cruise on Lake Michigan

A magical evening of dinner and dancing while enjoying the magnificent skyline. The Classes of '85 and '86, and the Dartmouth Club of Chicago will join us for a true Big Green Evening.

SUNDAY
09.18.22

10am Closing Class Brunch

A short business meeting of the Class will be followed by a lovely brunch at the Loews Hotel. Our weekend together will close with a Memorial Service of hope and comfort to celebrate those who have gone before us, and to reflect on our grief and losses as a community.

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Dartmouth Alumni

Thank you for joining our session!

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