

VOLUNTEER OFFICER EXPERIENCE

MARCH 24, 2023

VOX Conference

Inspiring and sustaining volunteer leadership and community virtually

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Ready to Reunite: Future Dartmouth Reunion Planning

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Agenda

- Welcome and introductions
- Reunion Overview
 - General Information
 - Suggested Roles and Responsibilities
 - Reunion Planning Timeline
 - Schedules
 - Budget
 - Housing
- Panel Discussion
 - Rick Zimmerman '76 and Steve Melikian '76
 - 45th Reunion Chair
 - Joni Wiredu '92
 - 30th Reunion Chair
- Q&A
- Wrap Up

Dartmouth Reunion Contacts

Volunteer Engagement

- Joe Piedrafite, Director of Alumni Engagement

Conferences and Events

- Cameron Cudhea, Assistant Director and Reunion Manager

The Volunteer Engagement team will be your primary point of contact for Reunion planning. The team can facilitate requests for speakers and/or faculty for class programming, assist with class lists and mailings, and share best practices. Please do not hesitate to reach out!

Reunion General Information

Each June during a 10-day period, Alumni Relations welcomes twelve classes to Dartmouth to celebrate their Reunion. The classes annually celebrate their 5th, 25th, 30th, 50th, 55th, and 60th. In addition, two clusters are rotated and celebrated each year: the younger cluster, 10th/15th/20th, and the older cluster, 35th/40th/45th.

Scheduling notes:

- The 50th Reunion class arrives the Friday before Commencement; has celebratory lunch with the College President on Saturday and participates in Commencement exercises on Sunday morning.
- The 55th and 60th Classes are on campus Monday – Thursday; there is a mid-week session with the College President, and they each have a dinner on Baker Lawn during their time on campus.
- The 25th, 30th and the older cluster classes arrive on Thursday, and the younger cluster and 5th classes arrive on Friday.
- The older cluster, 30th, 25th, younger cluster and 5th classes are often referred to as “end week classes”.
- The end week classes are invited to a session with the College President on Saturday morning and are treated to a celebration On the Green Saturday night.

Reunion Suggested Roles and Responsibilities

- **Reunion Chair(s)**

- Head the Class Reunion Committee and oversee and inspect everything. It is your responsibility to know what is happening with your committee and to keep things on course.
- Recruit and organize a Class Reunion Committee with the help of the Class President and the College liaison. Keep in mind that building a diverse committee will allow you to reach a wider and more diverse class audience.

- **Treasurer**

- Each class is financially responsible for most aspects of their Reunion, the job of the Treasurer is to prepare a budget and manage all Reunion money.

- **Registration Chair**

- Works with the Volunteer Engagement Team and Reunion Manager on the execution of the online registration system. It is common, though not necessary, to have the Treasurer take on the additional responsibility of the Registration Chair.

- **Publicity/Promotion Outreach Chair**

- Designs a Reunion marketing plan and disseminates communications to encourage attendance by a diverse and varied group of classmates.

- **Catering Chair**

- Selects caterers and arrange for all meals and menus during Reunions.

- **Beverage Chair**

- Responsible for arranging for alcoholic and non-alcoholic beverages throughout Reunions.

Catering and Beverage Chair are often combined to a single role

- **Programming and Events Chair**

- Assists the Reunion Committee Chairs with the development and implementation of class-planned programming during Reunion.

- **Memorial Chair**

- Responsible for coordinating the class memorial service and recognizing deceased members of the class.

Reunion Timeline

April

- Volunteer Engagement will contact leadership of classes with Reunions the next year to distribute the Reunion Planning Guide
- Classes to supply Volunteer Engagement with Reunion Chairs (if known)

August

- Reunion Chairs meet with Volunteer Engagement team to outline the planning process.
- Assemble Reunion Committees (and submit Committee roles/names to Volunteer Engagement).

September

- Contact caterers for pricing estimates.
- Formulate preliminary budget and, if not already established, open Reunion specific bank account.
- Devise communication plan/strategy including email, newsletters, and Dartmouth Alumni Magazine columns.
- The Volunteer Engagement team will share a draft schedule to begin planning class activities.

Reunion Timeline

October

- Volunteer Engagement sends a Save the Date postcard to all alumni in Reunion Classes
- Draft marketing and outreach campaign.
- Continue catering outreach and formulating preliminary budget.
- Continue working on class schedule and class-specific programming.

November

- Mobilize the regional and affiliation committees to drum up support and excitement about the Reunion.
- Publicity/Promotion Outreach Chair writes class column for the Dartmouth Alumni Magazine.
- Continue catering outreach and formulating preliminary budget.
- Continue working on class schedule and class-specific programming.

December

- Catering contracts due to Volunteer Engagement team.
- Initial budgets due to Volunteer Engagement team and Reunion Manager.
- Provide working draft of the class schedule to Volunteer Engagement and Reunion Manager.
- Reunion Manager sends Reunion Chair and Treasurer draft registration form to edit/complete.

Reunion Timeline

January

- Treasurer and Reunion Chair meet with Volunteer Engagement team and Reunion Manager to finalize budget.
- Determine registration cost structure: Early Bird, Standard, Late registration.
- Publicity/Promotion Outreach Chair writes class column for the Dartmouth Alumni Magazine.
- Class schedule submitted to Volunteer Engagement for the college to build Reunion webpage
- Treasurers will supply the Reunion Manager banking information to which registration fees will be deposited.
- **January 15 (approx.): deadline for registration form details to be returned to Reunion Manager.**

February

- Final pricing to be determined and submitted to Volunteer Engagement and Reunion Manager
- Reunion Chair and selected Reunion volunteers will receive a link to test their registration form.
- Final preliminary schedules due to Volunteer Engagement.
- February 25 (approx.): class Reunion page/schedule goes live.

Reunion Timeline

March

- **March 1: Reunion Registration site goes live.**
- The Volunteer Engagement team sends an email to all Reunion classes informing them that registration is live.
- Reunion Housing form goes live – this is a separate transaction from Reunion Registration. Attendees will receive a link to register for housing in their Reunion Registration confirmation email.
- Updates to online schedule can be made weekly.
- Reunion Manager begins discussion with committee about locations for class specific programming.
- Registration fees disbursement begins mid-month.

April

- Deposits begin to be made to class bank accounts for payments to event vendors, etc.
- Class tent, meal and activity locations start to be finalized.
- Publicity/Promotion Outreach Chair sends email or print communication to classmates encouraging them to register for their Reunion.
- Suggested deadline to finalize and order class souvenir.

Reunion Timeline

May

- May 1: Final schedule is due to Volunteer Engagement. No further updates will be made online after this time.
- Review final menus, set-up plans, and additional needs with Volunteer Engagement team and Reunion Manager.
- Publicity/Promotion Outreach Chair sends out last chance reminder email to classmates who have not registered.

June

- The Volunteer Engagement team sends reminder email/FAQ's to Reunion attendees one week before arrival on campus.
- Reunion Weekend! College Reunion invoice must be paid on the first day of your Reunion.

Schedules

The Volunteer Engagement team will share draft schedules with each class.

These schedules will include blocks for College planned activities (details TBD) as well as suggested times for class-specific events.

Event location requests can be submitted but are not guaranteed and subject to availability and capacity. The Conferences and Events team has final determination on locations. Locations will be confirmed in Spring.

Budgets

The Volunteer Engagement Team and Conferences and Events will work with you and your class to create a budget.

Each class will be provided with a price list for Reunions. The price list includes pricing for Greens Fee, student workers, transportation, etc. The Reunion registration fee should be an all-inclusive flat fee – a la carte pricing is strongly discouraged.

Dorm housing is a separate registration process and is an additional separate fee.

Housing

The on-campus housing application and registration is separate form and fee from Reunion registration. Once a classmate registers for Reunion, a link to register for on-campus housing in their confirmation email. Sheets and towels are provided, but toiletries are not. Not all dorms are air conditioned, and June can sometimes be warm in Hanover.

Due to the large number of guests staying in the residence halls during this Reunion period, early arrivals or late departures cannot be accommodated. If extra days are needed, alternative housing arrangements need to be made.

Alumni Relations does not hold hotel blocks (at the Hanover Inn or elsewhere) for Reunions. If a class would like to reserve a hotel block at an area hotel, they need to work directly with their hotel of choice. For reference, the Hanover Inn begins taking bookings approximately 13 months in advance, and there is often a minimum stay required.

Classes are typically housed near their tents. Residence hall assignments are made and communicated approximately two to three weeks before arrival. Any and all questions about assignments should be directed to the Commencement and Reunion Housing office.

Panel Discussion and Questions

Rick Zimmerman '76 and Steve Melikian '76

- 45th Reunion Chair

Joni Wiredu '92

- 30th Reunion Chair



back together

45th Reunion '76

forward together

Stephen Melikian '76 & Rick Zimmerman '76

Co-Chairs

Class of '76 45th Reunion Results

► Excellent Attendance

	College Forecast	Actual
Classmates	121	169 (+40%)
Guests	48	69 (+44%)
Total	169	238 (+41%)

18% of Class (Coll avg is 14%)



Class of '76 45th Reunion Results

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	College Forecast	Actual
Classmates	121	169 (+40%)
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Total	169	238 (+41%)

18% of Class (Coll avg is 14%)

► Brought “Infrequents” Back

# Reunions Ever Attended	%
0	11
1	10
2-3	34
4-6	44
None in 20 Years	11



Class of '76 45th Reunion Results, Cont'd.

▶ Post Reunion Survey



Class of '76 45th Reunion Results, Cont'd.

▶ Post Reunion Survey

▶ Overall Rating = 8.6/10

- ▶ Net Promoter Score = 56 (50+ is excellent)
 - ▶ NPS = those rating 9-10 minus those rating 1 - 6
- ▶ 88% plan to attend the next (50th) Reunion



Class of '76 45th Reunion Results, Cont'd.

- ▶ Post Reunion Survey
 - ▶ Overall Rating = 8.6/10

▶ Key Positives

- ▶ Welcoming atmosphere (Bear Huggers)
- ▶ Dinner at Thayer



Class of '76 45th Reunion Results, Cont'd.

- ▶ Post Reunion Survey

- ▶ Overall Rating = 8.6/10

- ▶ Key Positives

- ▶ **Key Negatives**

- ▶ Dorms (dirty, noisy)



What Worked Well



What Worked Well

1. Structure/Organization



What Worked Well

1. Structure/Organization

2. “Bear Hugger” Outreach

- Team of 30
- Each contacted 10



What Worked Well

1. Structure/Organization

2. “Bear Hugger” Outreach

3. **Inspired Catering Choice**



What Worked Well

1. Structure/Organization
2. “Bear Hugger” Outreach
3. Inspired Catering Choice

4. Friday Morning Activities

- Bike
- Walk
- Travelogue slide show



What Worked Well

1. Structure/Organization
2. “Bear Hugger” Outreach
3. Inspired Catering Choice
4. Friday Morning Activities
5. **Memorial Service**
 - **Livestreamed to 154**



What Worked Well

1. Structure/Organization
2. “Bear Hugger” Outreach
3. Inspired Catering Choice
4. Friday Morning Activities
5. Memorial Service
6. **Moosilauke Pre-Reunion**

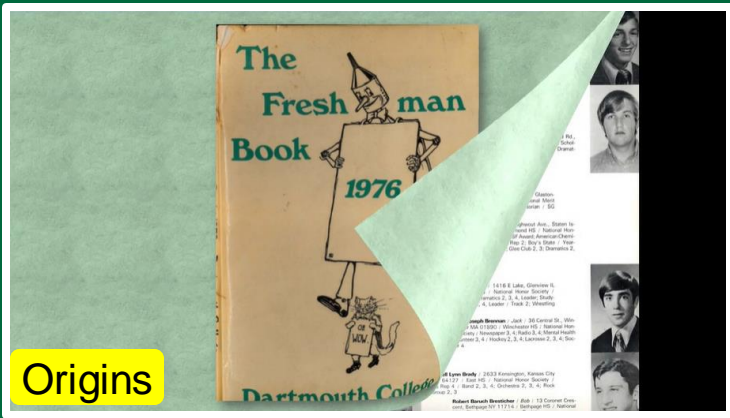


What Worked Well

1. Structure/Organization
2. “Bear Hugger” Outreach
3. Inspired Catering Choice
4. Friday Morning Activities
5. Memorial Service
6. Moosilauke Pre-Reunion

7. Videos to Drive Attendance

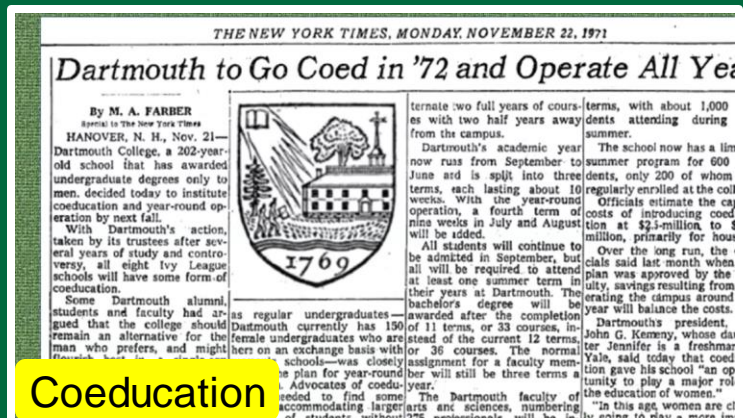




Origins



Trips



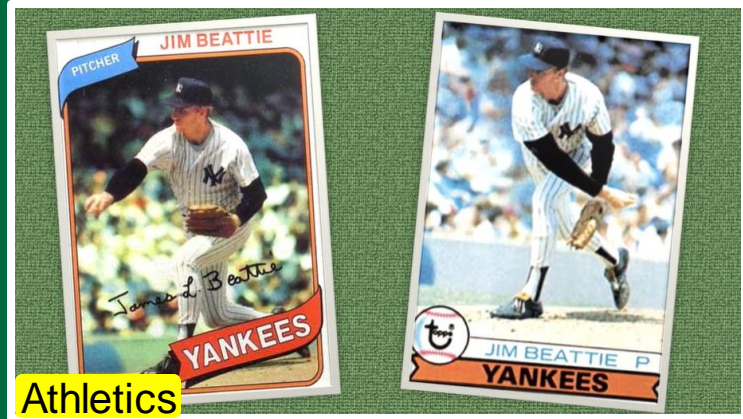
Coeducation



Committee



Hugger Outreach



Athletics



Preview



BADA @ 50



Our Music

Less Successful



Less Successful

1. Dorms/Hotels

- Dirty, next to noisy Dartmouth Hall construction
- We “banked” 9 hotel rooms, but never used them



Less Successful

1. Dorms/Hotels

2. One of the 3 Caterers

- Ran out of food for both events they handled

Less Successful

1. Dorms/Hotels

2. One of the 3 Caterers

3. Synergy with '77s and '78s

Less Successful

1. Dorms/Hotels

2. One of the 3 Caterers

3. Synergy with '77s and '78s

4. **Swag → not worth cost/effort**

- Initially planned hats only
- Then added masks, sanitizer, map, “Attractions,” updated Calendar
 - Plus a bag to put them in, plus a sticker



Less Successful

1. Dorms/Hotels
2. One of the 3 Caterers
3. Synergy with '77s and '78s
4. Swag

5. Post-Reunion COVID

- ~6 cases, despite precautions taken

Less Successful

1. Dorms/Hotels
2. One of the 3 Caterers
3. Synergy with '77s and '78s
4. Swag
5. Post-Reunion COVID
6. **Dartmouth College Fund Giving**
 - Missed Goal for first time since 2001



Things We Should Have Done

1. Phone-Based Communications App

- For example, moving dinner location due to weather



Things We Should Have Done

1. Phone-Based Communications App

- For example, moving dinner location due to weather

2. Better Application of Serenity Prayer

- Inflexibility/Conflict
 - Dorm, dinner location assignments
 - iModules

“God grant me the serenity to
accept the things I cannot change...”



Advice

1. Key Roles

- Catering
- Beverages
- Finance/Budget
- Digital Chief

Advice

1. Key Roles

2. Leverage Hanover-based Classmates

Advice

1. Key Roles
2. Leverage Hanover-based Classmates
3. **Early Bird Pricing**

Advice

1. Key Roles

2. Leverage Hanover-based Classmates

3. Early Bird Pricing

4. Focus

- What's "in" and what's "out"
- Used a "Strategy Statement"
 - Objective, roles, budgets

Objective/Goals/Strategies/Measures

Purpose: Outline what we are trying to accomplish, and the strategic choices we are making to focus our efforts.

OBJECTIVE: Deepen classmates' engagement with each other, and the College.

GOALS: Create a "long-weekend" reunion in Hanover that classmates look forward to attending. Set the stage for the 2026 50th Reunion (5 activities actually begin in Fall, 2022)

STRATEGIES

1. **Where to Play**

a. **Who**

- Repeat
- New A
- Bread

b. **What**

- Cre
- Fi
- I

2. **How to W**

a. Regu

b.

c.

ME

1.

DARTMOUTH
Class of 1976
45th Reunion

Communication Strategy

Target Audience: Focus on most engaged classmates, broadening out to those who have been less engaged:

Objective: Convince classmates to attend the 45th Reunion

Strategies:

1. First: Inform via straightforward, rational communications. These will be text-dominant (e.g., "Save the Date").
2. Then: Persuade via more evocative, emotional communications. These will use pictures, and hopefully sound/motion.

Execution

1. Use snail mail to reach broadest possible group, early on (e.g., "Save the Date" postcard).
2. Move to digital to cost-effectively incorporate images, sound, motion. Will be at expense of not reaching all classmates.
3. Create Calendar of communications ("rhythm and flow") → but send the "Save the Date" postcard out now to provide as much advance notice as possible.
4. Incorporate mention of Reunion in all Class communication (e.g., newsletter, Alumni Fund solicitation, DAM class notes, etc. between now and June 2022).

re slide show
aturday lunch)
b site/pages.

Advice

1. Key Roles
2. Leverage Hanover-based Classmates
3. Encourage early commitment via Early Bird Pricing
4. Focus
5. **Don't over-program**
 - **The College fields a large number of events**
 - **4 Class-specific events is plenty**

Advice

HAVE FUN!

Questions & Answers

Contacts

Volunteer Engagement

- **Volunteer Engagement:** volunteer.engagement@dartmouth.edu
- Joe Piedrafite: joe.piedrafite@dartmouth.edu

Conferences and Events

- Cameron Cudhea: cameron.g.cudhea@dartmouth.edu

THANK YOU!

