Volunteer Manual
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Dear Reunion Leader:

On behalf of the University of Miami Alumni Association, we would like to express our gratitude for your consideration in volunteering for your alma mater. As we commence a new year of reunion celebrations, the success of our outreach efforts and the charge given to you as an alumni leader are essential to the continued growth of the reunion program. You will join our team in helping the University of Miami reunite with our more than 173,000 alumni living in all 50 states and 148 countries.

Volunteering on a Reunion Committee is a rich and rewarding experience which allows you to give back to your alma mater and create opportunities for classmates to reconnect. Reunions serve as a unique opportunity for you and fellow alumni to remember the good times shared with friends, to visit UM’s beautiful campus, and to support the University’s students, faculty, and programs through giving back.

We could not be more proud to have the generosity from our graduates to spread the word about UM, echoing our new President Julio Frenk’s philosophy of “keeping the Ibis soaring.” With your help, the University of Miami continues to excel while making a large impact on the South Florida community.

We hope this manual serves as a useful and motivating resource for you in your role as a volunteer leader. Your participation and feedback are important to us, and we encourage you to share your experience as you spend the next year (or more!) making Alumni Weekend and Homecoming a memorable experience for you and your classmates.

For the University of Miami,

Rochelle Boreland, A.B. ’10, M.P.A. ’11
Director of Alumni Engagement, Alumni Weekend and Reunions
UNIVERSITY OF MIAMI ALUMNI ASSOCIATION MISSION STATEMENT

The mission of the University of Miami Alumni Association is to establish and enhance a mutually beneficial and enduring relationship between the University of Miami, its alumni, and current and future students.

It shall work to promote the excellence of the University of Miami by: serving as an ambassador and encouraging involvement and volunteerism; fostering love and respect and enhancing pride in the University; and obtaining support for, communicating the message of, and furthering the mission of our alma mater.

REUNION PROGRAM MISSION STATEMENT

The mission of the reunion program is to reunite classmates and to renew friendships, as well as to establish beneficial relationships between alumni and the University. The program also seeks to identify alumni leaders and to encourage philanthropic support for the University of Miami schools, colleges, and programs.
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ALUMNI WEEKEND AND HOMECOMING
PROGRAM OVERVIEW

Alumni Weekend and Homecoming is the University of Miami’s largest on-campus alumni program scheduled every fall in conjunction with the University of Miami’s annual Homecoming traditions. Each tradition features a comprehensive schedule of events, including, but not limited to:

- Reunion celebrations
- Campus tours
- Open houses and self-guided tours
- Homecoming traditions
- School and College gatherings
- Affinity group gatherings
- Departmental events
- Educational programming
- Athletic events

Alumni Weekend and Homecoming serves to reconnect classmates with each other and to the University of Miami while establishing stronger ties between the University and its entire community of alumni, students, parents, and friends.

Reunions are the hallmark of Alumni Weekend and Homecoming. Each year, the University hosts milestone Class Reunion Celebrations for undergraduate alumni. In addition to class reunions, different affinity groups such as student organizations and clubs host reunions on Alumni Avenue, a block-party style event that takes place the same evening as the annual Homecoming Parade, Boat Burning, and Fireworks. The Golden Ibis Society, an honorary of UM alumni of 50 years or more, also celebrates during this weekend.

Regardless of your graduation year or area of study, there is something for everyone during Alumni Weekend and Homecoming.
Preliminary Schedule of Events

Thursday, November 3rd, 2016
Class of 1966 – 50th Reunion Celebration
7-9 p.m., Newman Alumni Center
School and College, Affinity Group and Departmental Gatherings/Reunions
Times, Locations TBA

Friday, November 4th, 2016
Audrey R. Finkelstein UM Experience (endowed lecture series)
9:30 a.m. – 3:30 p.m., location TBA
Campus Walking Tours
11 a.m. and 2 p.m., departing location TBA
Legacy Admission Forums
Time, Location TBA
Class of 1976 – 40th Reunion Celebration
Time, Location TBA
Class of 2006 – 10th Reunion Celebration
7 – 11 p.m., Location TBA
Alumni Avenue
7 – 11 p.m., on Lake Osceola
Hurricane Howl and Homecoming Traditions Presented by the Homecoming Executive Committee
7 – 10 p.m., Coral Gables Campus around Lake Osceola
School and College, Affinity Group and Departmental Gatherings/Reunions
Times, Locations TBA

Saturday, November 5th, 2016
UM Alumni Association Homecoming Pregame Celebration and Game vs. Pittsburgh
2 ½ hours prior to kick-off. Game time TBA (check local listings), Sun Life Stadium
School and College, Affinity Group and Departmental Gatherings/Reunions
Times, Locations TBA

Sunday, November 6th, 2016
40th Annual Golden Ibis Society Celebration Brunch (Classes of 1926-1966)
Time, Locations TBA (DATE MAY CHANGE TO THURSDAY – TENTATIVE)
School and College, Affinity Group and Departmental Gatherings/Reunions
Times, Locations TBA
Class Reunions
Class reunions are the hallmark of Alumni Weekend and Homecoming, and this year the University will host Class Reunion Celebrations for undergraduate alumni from the 50th Class of 1966, 40th Class of 1976, and 10th Class of 2006.

The Reunion Staff develops base line information which determines appropriate goals for committee member size, reunion attendance, and finding lost alumni for each Reunion Committee to use as a guide. The committee may adjust these goals and choose to set additional goals such as adding a class gift component as appropriate for the class.

* A note about “Affinity Reunions”: The UM Alumni Association recognizes that not all students connect with members of their class – we also assist in the development of reunions based on a shared experience such as student organization involvement like Carni Gras or Band of the Hour. If you are part of an affinity group and/or would be interested in learning more about those reunions, additional information is available.

Reunion Participation
While the UM Alumni Association does pay particular attention to milestone class reunions and affinity group reunions as well as maintaining a comprehensive calendar of all weekend activities available, ALL alumni are welcome and encouraged to return for Alumni Weekend and Homecoming! Alumni Weekend and Homecoming provides a venue for alumni to reconnect with classmates and their alma mater, see how the campus has changed, and discover first-hand how our UM degree has increased in value. It is our goal to connect as many alumni as possible with their home away from home and encourage lifelong involvement.

In an effort to plan the best reunion gathering, committee members are asked to participate in 4 pre-set meetings. Meeting agendas include outreach tips and tools, goal setting discussions for attendance, finding lost alumni, and meetings on reunion celebrations which cover the evening program, menu, and entertainment. Since a reunion is not successful without having classmates attend, the committee member is responsible for reaching out to classmates and informing them of their upcoming reunion, encouraging them to attend, and getting them to join in the fun!
CLASS REUNION
MEETING DATES

The following are the 4 pre-set meeting dates for each Reunion Committee. Meetings take place via conference call, and we have a dedicated conference line in place for committees to use:

Conference call number: 1-888-446-7584
Access Code: 806969

*All dates/times are subject to change based on the needs of the committee.*

April:

Reunion Committee Conference #1:

Class of 2006: April 14, 2016 at 7:00 p.m.
Class of 1976: April 19, 2016 at 6:00 p.m.
Class of 1966: April 12, 2016 at 6:00 p.m.

June:

Reunion Committee Conference #2:

Class of 2006: June 15, 2016 at 7:00 p.m.
Class of 1976: June 21, 2016 at 6:00 p.m.
Class of 1966: June 14, 2016 at 6:00 p.m.

August:

Reunion Committee Conference #3:

Class of 2006: August 10, 2016 at 7:00 p.m.
Class of 1976: August 23, 2016 at 6:00 p.m.
Class of 1966: August 16, 2016 at 6:00 p.m.

October:

Reunion Committee Conference #4:

Class of 2006: October 12, 2016 at 7:00 p.m.
Class of 1976: October 18, 2016 at 6:00 p.m.
Class of 1966: October 11, 2016 at 6:00 p.m.
TIPS FOR REACHING OUT TO CLASSMATES

The UM Alumni Association has a multi-channel approach to marketing Alumni Weekend and Homecoming including printed pieces such as a save the date postcard and brochure. We also utilize e-blasts as well as social media to spread the word about the weekend. The UM Alumni Association will provide information and images to each reunion committee to help with peer-to-peer outreach.

As a committee member, your outreach is much more personal and impactful in enticing your classmates to come back! The following methods are encouraged, and we’re sure you have your own preferred methods to reach out:

**Personal Letters/Postcards**
A handwritten letter or postcard can have a lasting impact on your classmates. You are welcomed and encouraged to use your own stationary.

Upon request, the Reunion Staff will provide Reunion Committee Members with pre-printed Alumni Weekend and Homecoming postcards that you can also mail to classmates with your own personal notes.

**Email**
Email has served as an inexpensive and effective way for committee members to communicate with classmates. Emails from Reunion Committee Members that classmates recognize are proven to be much more effective than emails sent from the University.

**Phone Calls**
A personal phone call to your classmate is an effective follow-up to your letter, or to the Alumni Weekend and Homecoming mailings sent from the UM Alumni Association. After the brochure and registration materials have been mailed, the Reunion Staff will host one or more Reunion Phone Calling Sessions on campus. These sessions are for Reunion Committee Members who are interested in making multiple calls to classmates in a fun and lively group setting (and on the University’s dollar!).

**Social Media**
Social Media sites provide an efficient and personal means of reaching out to large numbers of contacts at one time. Information can be posted and updated easily and viewed by select audiences. Wall posts, personal invitations to Alumni Weekend and Homecoming, groups, and tweets about travel plans are a fun and easy way to stay connected with your classmates.
FREQUENTLY ASKED QUESTIONS

What Reunions are we celebrating this year?

Golden Ibis Society: 1966 - 2006
50th Reunion: 1966
40th Reunion: 1976
10th Reunion: 2006

Where can I get more information?

The Alumni Weekend and Homecoming website: www.miami.edu/alumniweekend. Bookmark the site and check back often! Information and features will include, but are not limited to, the following:

- Reunion web pages
- Reunion Committee Members
- Lost alumni list
- Travel and hotel information
- Schedule and event information
- Registration details

UM Alumni Association staff is available to answer any questions. Please encourage people to contact our office toll-free at 1-866-UMALUMS (862-5867), 305-284-2872, or via E-mail at alumni@miami.edu.

What are affinity reunions and which ones are celebrating this year?

Affinity reunions are groups with a shared experience such as a student organization or club, like Band of the Hour or Carni Gras. It can also be a group that has formed through a common bond such as Black Alumni Society or LGBTQ ‘Canes. A list of groups can be provided upon request and a list will also be maintained and updated regularly on the Alumni Weekend and Homecoming website.

I live out-of-state, and I can’t make meetings in Miami. What is my role on the committee?

We like for our committee members to reflect the regional diversity of our graduates, and out-of-towners are encouraged to join the committee. Out-of-state committee members participate in meetings via conference calls, and are a great resource in contacting fellow alumni in their region.

I have an extremely busy schedule. What is the Reunion Committee time commitment?

We only ask that each volunteer commit the time they are able to contribute. We realize that some volunteers will be more involved than others, and that’s okay! We look to our committees to give input when needed, help recruit attendees, and spread goodwill about Alumni Weekend and Homecoming in general. There are a number of ways to be involved without taking up too much of your time.

I don’t have current contact info. How do I find former classmates?

No problem! Printed directories are also available for member use.