

YOUR REUNION CAMPAIGN COMMITTEE



What connects the present to the past every five years? Your Harvard Reunion.

These are the milestones that strengthen class communities and give you the opportunity to celebrate your ties to Harvard and to each other. Reunions are an important part of a lifelong Harvard experience. This tradition is where the distinctive power of the Harvard College alumni community shines.

As a volunteer for your class's reunion campaign through the Harvard College Fund, you are also connecting with current and future students, ensuring that their experience is as meaningful as yours.

The Strength of Harvard Reunions

Our passionate and committed alumni volunteers set Harvard apart. You are our essential partners, driving progress and possibility for students and faculty, just as past generations of alumni did for you. You are continuing a tradition of citizenship and leadership that enables talented minds to discover and achieve great things for the world.

Whether you are celebrating your 5th Reunion or your 50th, every person and every gift matters. Your class campaign keeps Harvard moving forward.



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Why Philanthropy Matters

Reunion campaigns are about participation at every level—the act of every single person in your class taking the time to make a gift.

Alumni giving impacts all aspects of life at the College, from financial aid to advising, faculty teaching support to new digital learning technology and ways to learn and connect with each other from afar. Your favorite memories from your time at Harvard were made possible because the alumni community invested in you.

How You Can Make a Difference

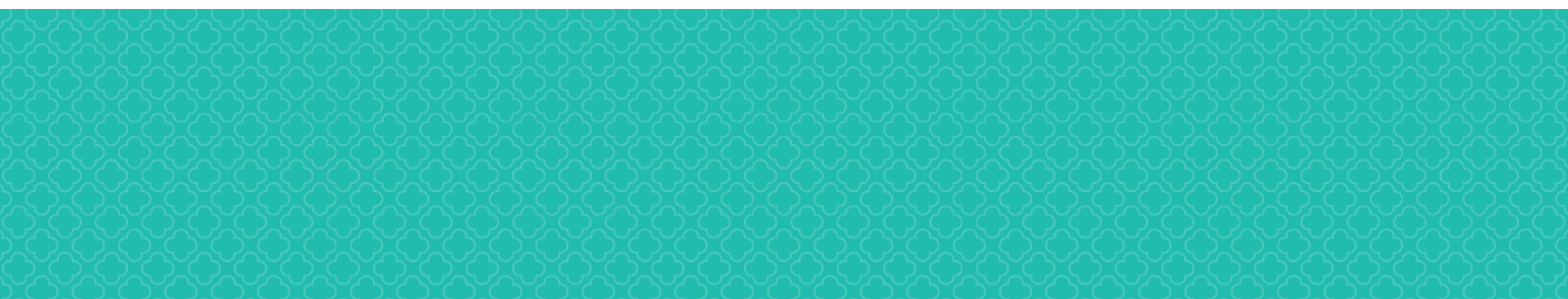
You are an integral part of the global Harvard community. As a class volunteer, you demonstrate your commitment to sustaining the College today.

CONNECT WITH CLASSMATES

Your personal and professional lives may have taken you far from Cambridge and the friendships you made here, but Reunion is a constant—your opportunity to connect and reconnect with your classmates.

This connection is the key to successful fundraising. When you have an engaged committee, including members from different backgrounds, living in varied regions, and with diverse networks, you will reach the greatest number of classmates and achieve substantial goals.

When you reach out to classmates, connect over email or your class Facebook page, host virtual gatherings that bring classmates together from around the globe, and share personal stories about why you give back, you advance the future of Harvard.



SET A GOAL

Whether it is a record-breaking class participation rate or specific dollar goal, defining what you are trying to accomplish helps focus your efforts and pushes you forward to success. You may have multiple goals. The Harvard College Fund staff will help you identify targets that are aspirational, meaningful, and achievable for your class.

LEAD BY EXAMPLE

Making your own gift or stretch pledge is a tangible way to show your commitment to your reunion class campaign and to Harvard. By making this thoughtful gift, you will encourage your classmates to follow your lead.

MANAGE THE CALENDAR

If a lot happens in five years, imagine how quickly one year flies by. The Harvard College Fund has developed recommended steps for volunteer activities, starting in the spring before your reunion year. These steps are effective and easy:

1. Help build your reunion committee: work with other volunteer leaders and the Harvard College Fund staff to enlist a strong team.
2. Participate in calls and virtual meetings and events for your class.
3. Take on specific outreach assignments, get fundraising tips, and build excitement and enthusiasm for your reunion campaign.
4. Start fundraising as soon as you confirm your assignments. Reach out to your classmates and ask for a gift with confidence—and the satisfaction that each successful conversation makes a real difference for students and faculty at Harvard.
5. Celebrate your progress. Connect with the extended Harvard volunteer community and recognize your successes. Most of all, have fun!

STAY ENGAGED

Your efforts are needed, and valued, throughout the year. Harvard College Fund staff will help you stay informed, motivated, and inspired through conference calls, committee updates, meetings, and a variety of events.

Successful reunion fundraising is accomplished by the collective efforts of every member of your class. You join a team of fellow volunteers and staff at the Harvard College Fund who are dedicated to helping you meet your class campaign goals. Your time, energy, and commitment are shaping the future of Harvard.

THANK YOU FOR ALL THAT YOU DO!



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