

Come back to

VILLANOVA

for Reunion 2015!

JUNE 4-7, 2015



VOLUNTEER GUIDE

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www.villanova.edu/reunion



VILLANOVA
UNIVERSITY
Alumni Association



Reunion Weekend is one of the most lively and memorable events at Villanova University. Alumni from around the world, representing decades of tradition, return to the University in early June to celebrate in the revelry and excitement that reigns throughout campus. Old friends reconnect, memories are relived and new traditions begin.

At Villanova, we have been preparing for months for this tremendous weekend. Now, we call on you, the Villanovans who have authored the memories and ignited the momentum that is Villanova, to bring your personality and drive to make this Reunion a success. To facilitate your job as a

Reunion Committee member, the University has prepared a guide complete with Reunion Weekend tools and information.

Enjoy the upcoming months of preparation and planning with your Reunion Committee team as you reach out to friends and former classmates. We thank you for your dedication to Villanova and are proud to have you involved in Reunion.

A handwritten signature in black ink that reads "George R. Kolb".

George R. Kolb '84
Associate Vice President, Alumni Relations



As the president of the Villanova University Alumni Association and a Class of 1990 Reunion Committee member, it's my honor to thank you for your involvement in Reunion. It truly is one of the greatest events on campus and a fabulous time to reconnect with the University we called home.

Reunion motivates alumni to celebrate their pride in Villanova and to give back to the school which has given so much to each of us. As a reunion volunteer, you have demonstrated your passion for the University. You've been an important part of the tradition, transformation and expansion of this great University. Now, I urge you to share that

energy with your friends and classmates over the next few months. Use this handbook as your guide—and enjoy the connections you reestablish.

Twenty five years ago, Villanova bestowed to me a wonderful education, skills, friendships and memories. I look forward to reliving some of the best times of our lives this June.

Go NOVA.

A handwritten signature in black ink that reads "Tracy S. Brala".

Tracy S. Brala '90
President, Villanova University Alumni Association

ABOUT REUNION



Reunion is a long-standing tradition at Villanova University, dating back to 1936. Reunion, also referred to as Alumni Reunion Weekend, attracts alumni back to campus to rekindle old friendships and to strengthen bonds to the University. It affords alumni the opportunity to revisit a very special time in their lives, and to experience the Villanova of today.

“COME BACK AND GIVE BACK”

You will hear this phrase a lot as a Reunion volunteer. That is because Villanova has two measures of Reunion participation and success: attendance and gifts.

COME BACK: There is no doubt about it—a primary reason people attend their reunion is to see other Wildcats. You’ll see friends and also have the opportunity to renew acquaintances with classmates with whom you’ve lost touch. There is no substitute for personal contact—contacting classmates by phone, email, social media or mail—to encourage reunion attendance.

GIVE BACK: In addition to encouraging classmates to come back and experience Reunion on campus, we also encourage alumni to give back during their reunion year. All gifts support the Reunion Giving Program, regardless of the size or designation. During the weekend, we celebrate each class’ fundraising success and class participation rate for gifts made during the fiscal year, June 1, 2014 – May 31, 2015.

THANK YOU!

Before you begin the planning process, the Office of University Advancement would like to take this opportunity to thank you for your efforts. By serving on your Reunion Class Committee, you have demonstrated your enthusiasm and dedication to Villanova University and your class. Events like Reunion would not be possible without the hard work of volunteers like you!

Reunion 2015 Schedule Highlights *(tentative)*

Reunion weekend is packed with activities designed to appeal to a range of interests and ages. Listed below are some of the highlights!

Dates: June 4-7, 2015

Thursday: Class of 1965 50th Reunion Welcome Reception

Friday: Reunion University—classes without quizzes!
President’s Lunch with Rev. Peter Donohue, OSA—
honoring Top Cats ('64 and earlier)
Class of 1965 Half Century Dinner
Class of 1990 25th Reunion Celebration
Reunion Class Parties for remaining “O”s & “5”s

Saturday: Buffet Breakfast
Reunion University continued
Trolley Tours of campus
Renewal of Marriage Vows
Family Picnic
Vigil Mass
Donor Recognition Reception
Supernova Dinner Dance

Sunday: Farewell Brunch

Event Registration

Pre-registration is mandatory for Saturday night’s event, as well as for on-campus housing. We strongly encourage pre-registration for all other events, to ensure proper space and meal planning. Walk-ups will be accommodated on a space-available basis.

Accommodations

Given that many alumni travel from out of town and will require housing, the Alumni Association offers limited on-campus housing in the West Campus apartments and South Campus residence halls. Some of our hotel partners also offer room blocks with discount rates. All information can be found on the Accommodations page of our Reunion website, www.villanova.edu/reunion.

Who Can Attend

Villanova alumni from all class years are invited to attend! For Reunion 2015, members of class years ending in 0 or 5 will have special reunion events. Spouses, children, other family members and guests are welcome and encouraged to attend as well. There are family-friendly events held throughout the weekend, most popular being the Family Picnic which includes entertainment for children.

Reunion Online!

Additional information, updates and registration links for Reunion 2015 will be posted online at www.villanova.edu/reunion as well as on VUAA social media sites:

 Villanova University Alumni Association

 @Villanova_Alum

Official Reunion hashtag: #NovaReunion15

SERVING ON YOUR REUNION CLASS COMMITTEE

The Reunion Class Committee is actively engaged in the reunion planning and outreach process. The committee is responsible for promoting attendance at Reunion as well as encouraging classmates to give to the Reunion Giving Program.

Position Descriptions

Reunion Class Committee Chair/ Co-Chair (1-2 people):

Length of term: 12 month term

Time commitment: 4-6 hours / month

Commitments:

- Participate in the Volunteer Leaders' Conference (October 24, 2014) and attend Homecoming Events (if possible).
- Encourage classmates to attend Reunion Weekend and support the Reunion Giving Program, which counts toward the Villanova Comprehensive Campaign.
- Schedule and chair 3-4 Committee Conference calls.

Responsibilities:

- Be an enthusiastic promoter of Reunion and his/her class.
- Contact classmates to encourage their support of the Reunion Giving Program.
- Assist with the recruitment and organization of the Reunion Committee and setting of Reunion Goals & Attendance Goals.
- Work with the Alumni Relations staff to guide committee members through the training process, ensuring all volunteers are comfortable with their responsibilities.
- Schedule and chair Reunion Class Committee conference calls.
- Participate in periodic Co-Chair conference calls with Villanova staff.
- Assign class outreach duties to committee members (Attendance Chair and Communication Chair).
- Encourage the involvement of an assigned group of classmates (20-25) in all aspects of Reunion, including attendance at Reunion and participation in the Reunion Giving Program.
- Utilize Google Docs to track classmates names and committee responsibilities.
- Lend signature to Reunion Giving communications when needed throughout the year.
- Contribute to the Reunion Giving Program, which supports the Comprehensive Campaign.
 - Make a gift to Villanova to achieve 100% Reunion Committee participation.
 - Donations can be made through a one-time gift or by making a pledge prior to December 31st and fulfilling the pledge by April 1st. All gifts to the University, no matter the amount or designation, count towards the Reunion Giving Program.
- Report updated classmate contact information to the Alumni Relations staff.



Reunion Class Committee Communication Chair (1 person):

This person will lead the committee in maintaining all social media for the class and collecting of class memories to be used for specific VU marketing.

Length of term: 12 month term

Time commitment: 3-5 hours / month

Commitments:

- Participate in the Volunteer Leaders' Conference (October 24, 2014) and attend Homecoming Events (if possible).
- Encourage classmates to attend Reunion Weekend and support the Reunion Giving Program, which counts toward the Villanova Comprehensive Campaign.
- Participate in 3-4 Committee Conference calls.

Responsibilities:

- Be an enthusiastic promoter of Reunion and his/her class.
- Create and maintain all social media correspondence for the reunion class committee (LinkedIn, Facebook, etc.).
- Collect class memories to be used for specific Villanova marketing.
- Actively participate in the volunteer training process led by Alumni Relations Staff and Committee Chairs/Co-Chairs.
- Encourage the involvement of an assigned group of classmates (20-25) in all aspects of Reunion, including attendance at Reunion and participation in the Reunion Giving Program.
- Contribute to the Reunion Giving Program, which supports the Comprehensive Campaign.
 - Make a gift to Villanova to support 100% Reunion Committee participation.
 - Donations can be made through a one-time gift or by making a pledge prior to December 31st and fulfilling the pledge by April 1st. All gifts to the University, no matter the amount or designation, count towards the Reunion Giving Program.
- Report updated classmate contact information to the Alumni Relations staff.

SERVING ON YOUR REUNION CLASS COMMITTEE (continued)

Reunion Class Committee Attendance Chair (1 person):

This person will lead the committee in inspiring classmates to return for reunion. This entails a great deal of telephone and email work, personal touch.

Length of term: 12 month term

Time commitment: 3-5 hours / month

Commitments:

- Participate in the Volunteer Leaders' Conference (October 24, 2014) and attend Homecoming Events (if possible).
- Encourage classmates to attend Reunion Weekend and support the Reunion Giving Program, which counts toward the Villanova Comprehensive Campaign.
- Participate in 3-4 Committee Conference calls.

Responsibilities:

- Be an enthusiastic promoter of Reunion and his/her class.
- Assist in setting Reunion Attendance Goals with committee chair and committee members.
- Actively participate in the volunteer training process led by Alumni Relations Staff and Committee Chairs/Co-Chairs.
- Assign groups of classmates (20-25) to committee members, to encourage involvement in all aspects of Reunion, including attendance at Reunion and participation in the Reunion Giving Program.
- Contact classmates to encourage their support of the Reunion Giving Program.
- Contribute to the Reunion Giving Program, which supports the Comprehensive Campaign.
 - Make a gift to Villanova to support 100% Reunion Committee participation.
 - Donations can be made through a one-time gift or by making a pledge prior to December 31st and fulfilling the pledge by April 1st. All gifts to the University, no matter the amount or designation, count towards the Reunion Giving Program.
- Report updated classmate contact information to the Alumni Relations staff.

Reunion Class Committee Member (all):

Length of term: 12 month term

Time commitment: 3-5 hours / month

Commitments:

- Participate in the Volunteer Leaders' Conference (October 24, 2014) and attend Homecoming Events (if possible).
- Encourage classmates to attend Reunion Weekend and support the Reunion Giving Program, which counts toward the Villanova Comprehensive Campaign.
- Participate in 3-4 Committee Conference calls.



Reunion Class Committee Member (cont.)

Responsibilities:

- Be an enthusiastic promoter of Reunion and his/her class.
- Contact classmates to encourage their support of the Reunion Giving Program and assist in setting Reunion Attendance Goals.
- Actively participate in the volunteer training process led Alumni Relations Staff and Committee Chairs/Co-Chairs.
- Encourage the involvement of an assigned group of classmates (20-25) in all aspects of Reunion, including attendance at Reunion and participation in the Reunion Giving Program.
- Contribute to the Reunion Giving Program, which supports the Comprehensive Campaign.
 - Make a gift to Villanova to support 100% Reunion Committee participation.
 - Donations can be made through a one-time gift or by making a pledge prior to December 31st and fulfilling the pledge by April 1st. All gifts to the University, no matter the amount or designation, count towards the Reunion Giving Program.
- Report updated classmate contact information to the Alumni Relations staff.

Training & Resources

University Advancement staff will provide information and guidelines to train Reunion volunteers in person, in paper and online.

Volunteer Leaders Conference (VLC): October 24, 2014

This all-day conference will provide volunteers with information about Reunion events and housing, class outreach methods and the Reunion Giving Program. Reunion volunteers are encouraged to participate in this conference. However, should schedules or distance not permit attendance, materials will be shared with all volunteers and each initial class committee conference call will review the highlights of the conference.

Reunion Webinar Series

This webinar series will be comprised of three live webinars leading up to Reunion that will provide an “insider’s look” into the planning an execution of Reunion 2015. See the Reunion Planning Timeline on the following page for tentative dates and discussion topics.

Reunion Volunteer Resource Center

Webinar recordings, VLC presentations and other volunteer tools and tips will be made readily available to you online. Visit alumni.villanova.edu. In the left-hand navigation, click on “Volunteer Groups” and then “Volunteer Resources” to access these resources at any time.

REUNION PLANNING & COMMUNICATION TIMELINE

This is a fluid timeline. Webinar topics and communication timeline are pending.

2014	
June-August	VU Staff begins recruiting Reunion Class Committee volunteers
September	Committee Chair/Co-Chairs selected; majority of Committees recruited Save the Date Postcard mailed to all O's & 5's Save the Date Email sent to all O's & 5's
October	Pre-VLC meeting/call to go over strategy and goals Kickoff Reunion Class Committee activity at the Volunteer Leaders Conference (VLC) – October 24, 2014
November	1st Committee conference call (early November) Webinar #1: VLC & Committee Timeline Review
2015	
January	Alumni Relations seasonal mailing 2nd Committee conference call 1st Reunion solicitation sent Phoneathon students begin Reunion Giving calls
February	Webinar #2: An In-Depth Look at Reunion Events
March	3rd Committee conference call Online Reunion event & housing registration LIVE! Reunion brochure and registration form mailed to all O's & 5's
April	Webinar #3: Reunion Giving Down the Home Stretch 2nd Reunion solicitation sent
May	4th Committee conference call
June	Reunion (June 4-7, 2015) Committee debrief conference call



Each Reunion Class committee will hold at least four conference calls and one post-Reunion debrief call. The schedule will be determined by the committee and will attempt to accommodate as many members' schedules as possible. Notices will be sent to the committee by a Committee Co-Chair including the time, date and call-in number. A toll free call-in

number will be provided to the co-chairs. A co-chair must confirm availability of the dates and times in advance with their member of the Alumni Relations staff so as not to schedule more than one call at a time on the Reunion conference call line.

The first conference call should last from 45-60 minutes to allow time for introductions, an overview of committee positions/expectations and goal setting. Each remaining call should take no longer than 30-45 minutes.

Conference calls will have a member of the Alumni Relations and Annual Fund/Planned Giving staff on the line to provide updates, answer questions and assist as needed.

Suggested Committee Call Agendas

Call #1 (November) — Introductions; review position descriptions and expectations; review planning and communication timeline; establish “come back and give back” goals; save the date for Webinar #1; set date/time for Call #2

Call #2 (January) Chair updates; review Class List assignments; review Class Outreach strategy; Reunion logistics update (Alumni Relations); Reunion Giving Program update (Annual Fund/Planned Giving); save the date for Webinar #2; set date/time for Call #3

Call #3 (March) — Chair updates; Reunion logistics update (Alumni Relations); Reunion Giving Program update (Annual Fund/Planned Giving); save the date for Webinar #3; set date/time for Call #4

Call #4 (May) — Chair updates; Reunion logistics update (Alumni Relations); Reunion Giving Program update (Annual Fund/Planned Giving); Q&A; set date/time for post-Reunion debrief call

Call #5 (June) — Reunion debrief; share final attendance & Reunion Giving totals; provide feedback and suggestions

PERSONAL OUTREACH: MAKING CONTACT WITH CLASSMATES



The primary goal of the Reunion Class Committee is to reach out to every classmate to inform them about Reunion and to encourage them to “come back and give back” for Reunion 2015! The more outreach that occurs, the better the participation. Post-reunion surveys always show a major incentive for Reunion participation is hearing personally from a classmate of theirs.

Outreach Tools

Villanova staff will provide the materials and support needed for effective classmate-to-classmate contact. You will receive:

- Class List with contact information
- “Lost” List (contact information is missing or known to be inaccurate)
- Deceased List
- Copies of old yearbooks to borrow, if needed
- Up-to-date information on Reunion events and Reunion Giving totals
- Suggested language for emails, letters and phone calls (Pages 18 & 19)
- Use of on-campus phones, if desired
- Class Facebook and/or LinkedIn pages, if desired

Committee Requirements

As outlined in the Committee position description, all committee members are asked to encourage the involvement of an assigned group of 20-25 classmates in all aspects of Reunion, including attendance at Reunion and participation in the Reunion Giving Program.

Confidentiality Agreement

All Reunion volunteers will be asked to sign a confidentiality agreement prior to receiving the class lists. It is important to note that class lists contain confidential information and are to be used for Reunion communication only. They may not be shared with anyone else who is not on the Reunion Class Committee. If alumni want to find contact information on classmates, they may use the NovaNetwork Online alumni directory found on the Alumni website at alumni.villanova.edu.

Overview

The Reunion Giving program is a fundraising tradition at Villanova that continues to achieve historic success year after year. Each class celebrating a reunion is encouraged to reach dollar and participation goals determined in advance of Reunion. Reunion committees work in collaboration with University Advancement staff to realize these goals through direct mail, personal outreach, phonathon calls and peer to peer strategies. All gifts and pledges made by classmates celebrating Reunion during fiscal year 2015 count toward the Reunion Giving program.

What do I need to know about making my reunion gift?

- All gifts made by alumni celebrating a Reunion from June 1, 2014 – May 31, 2015 count in the Reunion Giving Program.
- Gifts can be made to any designation within the University. Designations include but are not limited to:
 - The Villanova Annual Fund
 - The Annual Fund Scholarship
 - Schools and Colleges
 - Athletics
 - Capital Projects
 - Endowment

How can I make my reunion gift?

- Mail your check to:
 - Villanova University, Advancement Office, 800 Lancaster Avenue, Villanova, PA 19085
 - Please note that if you respond to a mailing during the year, your gift will count toward your class's Reunion Giving totals.
- Call us at 1-800-486-5244 to give via credit card over the phone.
- Visit our secure online giving site: www.villanova.edu/makeagift.
 - You can make a one-time gift or schedule monthly recurring credit card gifts.
- Make a gift of stock (for more details call 1-800-486-5244).
- Check with your company to see if they will match your gift.
- Contact the Annual Fund Office regarding multi-year commitments (theannualfund@villanova.edu).
- Contact the Planned Giving Office regarding planned gifts and estate planning (plannedgiving@villanova.edu).

Gift Societies

• *President's Club*

- Recognizes donors who give \$2,500 or more annually.
- These gifts represent a commitment to advancing the University's mission and values and provide donors with the opportunity to become better acquainted with the University, senior administrators and our President through exclusive events and communications.

• *President's Club Associates*

- Undergraduate alumni of the past 1-15 years are eligible to join with their gift of \$1,000 or more. President's Club Associates enjoy the same inside look at the University as President's Club members.

• *Young Alumni Circle*

- The Young Alumni Circle is a giving society designed for undergraduate alumni of the past ten years to make a significant philanthropic contribution to the University through incremental gifts.
- Undergraduate alumni who are celebrating their 5th or 10th Reunion are eligible for membership with a gift of \$500 to any area of the University.

• *Caritas Society*

- Recognizes donors who offer consistent support to the University for 20 or more consecutive years.
- Gifts of any amount and designation count towards membership.

• *The Matthew Carr Society*

- Honors exceptional donors who have made lifetime gifts of \$1 million or more.

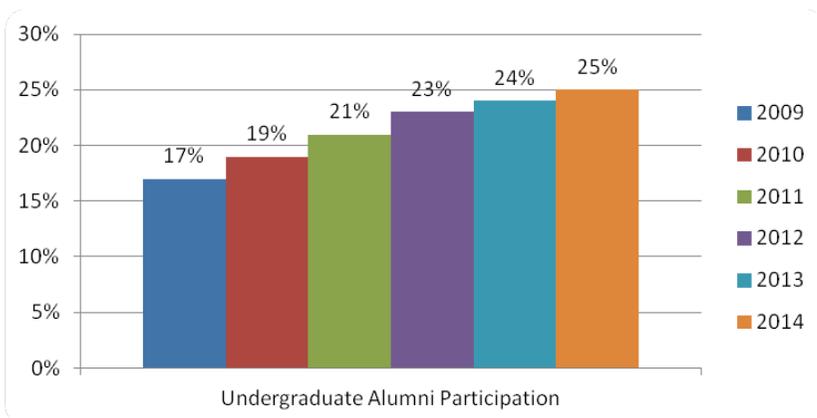
• *1842 Heritage Society*

- Composed of alumni, parents, faculty, staff and friends who support the University through estate gifts, life-income gifts, or the transfer of assets.



For the Greater Good: The Villanova Campaign to Ignite Change

- During Homecoming Weekend 2013, Villanova launched the largest Campaign in its history. The University aims to raise \$600 million to support all areas of campus.
 - \$250 million goal for the Endowment
 - \$125 million goal for Academic and Programming Initiatives
 - \$150 million goal for Facilities
 - \$75 million goal for the Annual Fund
- Gifts of any amount and designation count towards this comprehensive campaign.
- In order to reach this monumental goal, we need the support of each and every one of our proud donors. Participation rates at Villanova have grown tremendously over the past five years. We need your help to reach 30% by the end of our Campaign!
- In Fiscal Year 2014, \$1.2 Million was raised from gifts under \$250. Donors of all levels are vital to our success!



WHAT IS THE VILLANOVA ANNUAL FUND?

The Annual Fund helps us to meet the University's *greatest needs*.

- Providing the financial resources to meet urgent needs and *maximize exciting opportunities*, the Villanova Annual Fund is an essential component of University philanthropy.
- Donors who give to the Annual Fund provide unrestricted donations which provide *flexibility* for Villanova to meet the changing needs of our students.
- While increasing the University's endowment is a critical priority, unrestricted gifts to the Annual Fund are also important to Villanova's financial picture. They make *an immediate impact* on the lives of our current students.
- The Villanova Annual Fund *supports campus-wide priorities* including the recruitment and retention of expert faculty, increased financial aid, meaningful student programming and organizations, enhanced technology, lab and research tools, and upkeep of the campus.
- The Annual Fund is a key component of the \$600 million Comprehensive Campaign with a goal of \$75 million.



It is important to participate in the Annual Fund *at any level*.

- Did you know that any gift to Villanova, no matter the size, *can help the University qualify for additional funding* from corporations and foundations?
- These organizations often factor in the alumni participation rate—or the percentage of alumni who donate any amount to Villanova—when they consider making their own investments in the University.
- The alumni participation rate is also widely viewed in higher education as a measure of how the University's alumni feel about their alma mater. We want to increase our participation rate to *demonstrate that Villanova alumni are proud of their University, and want to reinvest in its future*.
- This rate is one of several factors that publications like US News & World Report use to compile their annual rankings. (Villanova's alumni participation rate in fiscal year 2014 was 25%).

Your donation, each and every year, will help ensure a *dynamic learning environment* that encourages students to engage the world and explore their potential.



As a Villanovan, you have benefitted from a long tradition of giving, supported by generations who came before you. Always mindful of the generations to come, hundreds of Villanovans—alumni, parents, faculty, staff and friends—have been inspired to build their legacy and make an impact on the lives of students through gift and estate planning at Villanova. A planned gift may help you increase income, reduce taxes, avoid capital gains tax or pass assets to family at a reduced tax cost. A planned gift can be a wonderful way to support Villanova in honor of your class reunion.

Planned gifts can be directed to support a specific program or used to establish named legacy endowed funds that will provide perpetual support to the University for any designated purpose. The 1842 Heritage Society honors and recognizes individuals who pledge their support to Villanova through planned gifts. Members enjoy special recognition events and exclusive communications from the University President. The 1842 Heritage Society stands as a reflection of our Villanova community, past and present. Our goal is to expand this membership to 1,000 legacy leaders by 2018. How will you create your legacy at Villanova? It may be easier than you think.

The Office of Planned Giving

To learn more about planned giving and the 1842 Heritage Society, visit www.villanova.edu/plannedgiving or email plannedgiving@villanova.edu. Or contact a member of the Planned Giving Team.

Steve Grouke, CAP®, Director

stephen.grouke@villanova.edu or 610-519-3587

Pedro Govantes, CAP®, Associate Director

pedro.govantes@villanova.edu or 610-519-3041

Lauren Marasco, Assistant Director

lauren.marasco@villanova.edu or 610-519-3587

Teresa Scully, Sr. Administrative Assistant

teresa.scully@villanova.edu or 610-519-7849

REUNION GIVING PROGRAM TALKING POINTS

When talking about coming back to reunion, explain the Reunion Giving Program in a way that educates and interests your classmates about how their gift impacts Villanova.

- *Why is supporting the University so Important?*

- Demonstrates that Villanova alumni are proud of their University, and want to invest in its future.
- Ensures a dynamic learning environment and guarantees a level of flexibility to meet the needs of our students.
- Supports campus wide priorities including the University Strategic Plan and Campus Master Plan.
- Affirms the University's commitment to student achievement and Augustinian values.

- *What is all the fuss about participation?*

- Villanova alumni are fiercely loyal and dedicated to guaranteeing continued success.
- Participation is paramount to how we are measured against other institutions and can effect:
 - Essential funds from outside foundations and corporations.
 - Rankings in publications especially in areas such as alumni satisfaction.
 - Prospective students' and parents' views of how the alumni feel about their alma mater.
- High participation rates are about far more than how Villanova appears on the surface. Our alumni participation rate:
 - Reveals a vote of confidence among those who belong to the Villanova community.
 - Creates positive buy-in because people identify with the core mission and vision.
 - Generates more income so that we can remain a bastion of Augustinian learning for future students.



- *Alumni need to know that they are the ones that make the difference.*
 - Create importance around any gift they would like to make, as they are all going toward ensuring Villanova's continued quality of success.
 - Some of your classmates may want to make a special gift in honor of their reunion, or would like to talk to someone further about giving.
 - Encourage them to speak with Villanova and share an Annual Fund Staff member's contact information.
 - Ensure them that talking with someone in Villanova's development office does not mean they are obligated to give.

- Fun facts to share with your classmates:
 - Your class participation goal and how each gift plays a significant role in the overall success of the reunion giving efforts for your class.
 - Total dollars raised by your class so far. Remember, all gifts count toward your class's total.
 - Recognition as a class throughout the weekend.
 - The fiscal year runs from June 1, 2014 until May 31, 2015.
 - All gifts made in this time frame count in the Reunion Giving Program.
 - Gifts can be made at Reunion weekend but will not be counted in the class reunion giving totals.

SAMPLE EMAIL

Hello <NAME>,

It's hard to believe that ___ years have passed since we graduated from Villanova! Campus looks better than ever and Villanova is in the middle of a comprehensive capital campaign that will propel Villanova to new levels of excellence while serving the greater great.

I am serving on our reunion committee this year and am reaching out to encourage you to come back to campus June 4-7, 2014 to celebrate our ___ Reunion. The weekend is filled with a wide variety of events including:

- 1) Our Class Party on Friday Night
- 2) Campus tours and informative campus update sessions
- 3) Family Picnic on Saturday Afternoon
- 4) Supernova Dinner Dance on Saturday Evening

We are hoping to have a great turnout from our class and I hope you will join us. Registration will begin in the spring, so mark your calendars! For more information or questions you can visit alumni.villanova.edu, call 1-800-846-5266, or email alumni@villanova.edu.

Also, we are asking each member of our class to make a gift to support Villanova and the Reunion Giving Program. We are striving to have ___% of our class make a gift. All gifts are important and make a difference and you can designate your gift to the area at Villanova that means the most to you.

Gifts to the Villanova Annual Fund will support the most pressing needs of the University and have an immediate impact on the lives of current students. You can make a gift online at www.villanova.edu/makeagift. For questions or more information, you can call 1-800-486-5244 or email theannualfund@villanova.edu.

I hope to see you back in campus in June. Let me know if you have any questions as well and be sure to pass on the message to all of your friends!

Thank You and Go Nova!

<Your Name>

SCRIPT:

Hello. This is <Your Name> from the Class of ____ at Villanova.
How are you doing tonight?

I am a part of the __ Reunion Committee and I am calling some of our classmates to make sure you have heard about Reunion Weekend which is June 4-7. Do you plan on attending?

To register or for questions:

- Website: alumni.villanova.edu
- Phone: 1-800-846-5266
- Email: alumni@villanova.edu

Also, I wanted to let you know about the Reunion Giving Program. We are striving to have __% of the class participate and raise \$_____ in honor of our __ Reunion. All gifts count in our class's total and you can designate your gift to the area that means the most to you.

If they would like to make a gift, or have questions:

- Website: www.villanova.edu/makeagift
- Phone: 1-800-486-5244
- Mail a check to:

Villanova University Advancement Office
800 Lancaster Avenue
Villanova, PA 19085

- The online registration form will include a place to make a gift
- Can also contact (AF Staff Member) directly: email & phone

Thank you so much for your time. Again, if you have any questions, please contact the Alumni Office. I hope to see you back on campus for our __ Reunion in June!

VOICE MESSAGE:

Hello <Name>,

This is <Your Name> from the Class of ____ at Villanova. I am on the __ Reunion Committee and am calling to invite you back to campus to celebrate our __ Reunion. Reunion Weekend is June 4-7 and we are trying to get as many of our classmates as possible to come back to Reunion and to support our class's reunion giving total by making a gift to support Villanova. For more information, you can reach me at (Your Phone) or you can visit alumni.villanova.edu or call the Alumni Office at **1-800-846-5266**. I hope to see you in June!

CONTACT INFORMATION

The Office of University Advancement (which includes Alumni Relations, Annual Giving and Planned Giving) serves as the support team to the Reunion Class Committees. Our office will help your committee to plan, market and execute events and fundraising for your class. Staff Contact assignments are subject to change.

Office of Alumni Relations
 800 Lancaster Avenue
 Villanova, PA 19085
 Garey Hall, Ground Floor
 Phone: 1-800-VILLANOVA
 (1-800-845-5266)
 Fax: 610-519-7583
 General Email:
 alumni@villanova.edu
 Website:
 alumni.villanova.edu

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 Picotte Hall at Dundale West
 Campus
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 makeagift

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Staff Contacts

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Judy Mulrow '10, '11 Assistant Director Volunteer Engagemet Reunion Classes: '90, '95, '00 judith.mulrow@villanova.edu 610-519-3293	JC Lamb '11, '14 Annual Fund Officer Young Alumni Giving Reunion Classes: '10, '05, '00 jc.lamb@villanova.edu 610-519-8348	Lauren Marasco Assistant Director Planned Giving Reunion Classes: '55, '60 lauren.marasco@villanova.edu 610-519-7976
Lael Hoegen '13 Assistant Director, Student & Young Alumni Engagement Reunion Classes: '05, '10 lael.hoegen@villanova.edu 610-519-3292	Jeanette Anthony '14 Assistant Director, Student Philanthropy & Young Alumni Giving Reunion Class: '10 jeanette.anthony@villanova.edu 610-519-3524	

Role of Alumni Relations

- Manage all Reunion event logistics
- Distribute all marketing and registration materials
- Handle all aspects of event and on-campus housing registration
- Manage and update website information
- Handle all accounting and payment for services
- Provide Reunion Class Committees with all materials they need to be successful in reaching out to classmates.

Role of Annual Fund & Planned Giving

- Manage all aspects of the Reunion Giving Program
- Encourage alumni to make a gift to Villanova to support the Reunion Giving Program.
- Manage all communication with alumni regarding giving
- Provide Reunion Class Committees with status updates on giving participation and totals.

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