

What to Say and How to Say It

Email Sample #1:

Hi {Name},

It's been a long time since we've been in touch and I hope you and your family are doing well.

Will we see you at the upcoming reunion the weekend of {date} at Whitman? I'm a member of the networking committee and we want as many of our friends as possible to be back on campus. Reunion Weekend is a bigger deal than it used to be and the campus has changed, too.

There will be opportunities to network with students about careers, meet faculty and spend a lot of time with others in the class. If there are friends you want to see, will you encourage them to come too?

I hope you will seriously consider attending the reunion. RSVP soon and see who else plans to attend at www.whitman.edu/reunions. You'll be hearing from the reunion co-chairs and committee members via letters, email and social media. Stay tuned!

Email Sample #2:

Hi {Name},

You may not remember me, but we are both members of the Class of {XX} at Whitman.

A group of us are helping the reunion co-chairs with outreach to encourage reunion attendance. If you haven't been to a reunion in a long time, you should think about attending. Reunion Weekend is a big deal and there are new activities to take part in, and if you haven't been on campus for a while, there are new buildings to explore, too.

I hope you'll consider attending and reconnecting with your classmates. I plan on attending and hope to reconnect with you.

RSVP at www.whitman.edu/reunions and see who else plans to attend. You'll be hearing from the reunion co-chairs and committee members via letters, email and social media. Stay tuned!

Voicemail Sample #1:

Hi, {Name}, it's {Your Name}!

How are you? What's new in your life?

I'm helping with our upcoming reunion and am calling all of the {living group name} to see if we can get everyone there to celebrate.

Who would you like to see at the reunion? Why don't you reach out to them and encourage them to attend. We'd love to have a great turn-out.

You'll be hearing from the reunion co-chairs and committee members via letters, email and social media. Stay tuned!

Voicemail Sample #2:

Hi {Name}, it's {Your Name from the Class of XXXX} calling about the upcoming reunion.

I've been asked by the reunion co-chairs to contact all members of the {Greek group, athletic team, drama club, major, etc.} to encourage everyone to come back to campus for our {40th, etc.} reunion.

I hope you have been thinking about attending. I plan on going and hope to reconnect with you on campus.

If you are likely to attend, please RSVP at whitman.edu/reunions and see who else plans to attend. You'll find the schedule of events, accommodation information and other details there as well.

You'll hear from us via letter, email and social media. Stay tuned! Hope to see you on campus in {September}!

Follow Up

If you successfully made contact....

- Encourage them to RSVP
- Monitor the RSVP list and if they haven't, email them with the RSVP link as a reminder

If your email goes unacknowledged...

- We are all busy.... Send them another quick email and try and keep in touch
- Keep track of dates of when you contact people and when you send reminders

If your email bounced or you reached the wrong phone number...

- Let us know! Email your assigned staff person and we'll update our records.

If they attend the reunion and they aren't someone you know well....

- Search them out and tell them you are pleased they came!