CHAPTER CHAT: REUNION WEEKEND, GIVING DAY, AND WHY GIVE

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JANUARY 10, 2020
CHAPTER PROGRAM UPDATES

- Important dates and reminders
- Alumni Spaces
- February Chapter Chat
Reunion Programs Team

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Left to right: Grace Stevens, Greg Fansler, Mandy Hoefer, & Glen van der Molen
What is Reunion Weekend?

I. Opportunity every five years to come together as a class to celebrate, reconnect, and have a blast taking over Blacksburg in the summer

II. Special class years being celebrated are the 5th, 10th, 15th, 20th, 25th, 30th, 35th, 40th, and 45th reunion!

III. All Hokie alums are welcome to attend, regardless of class year
June Reunion Weekend Opportunities

I. June weekend offers ample campus-based programming and opportunities
II. Beautiful weather
III. Great opportunity to take over campus and the town
IV. Affordability
V. Continued growth can be accommodated
VI. Intentional and inclusive programming for ALL alumni
VII. Family-friendly weekend with special programming just for kids and teens
Reunion Weekend 2020 - Thursday

- Explore the NRV and Blacksburg with suggested activities
- Hike the Cascades
- Play golf at the Pete Dye River Course
- Tube down the New River
- Have a prospective student? Hear an admissions presentation and go on a campus tour
- Special Collections Open House
- Smithfield Plantation Open House
Reunion Weekend 2020 - Friday

• Special Collections Open House
• Strength’s Workshop
• Preserving our National Front Yard: Construction Activity on the National Mall with ‘90 alum
• Walking tour of campus
• CNRE Natural History Collections Tour
• Lunch at D2
• Student Affairs Update (Possibly from interim VP of SA)
• Adult Services Tour
• ACC Media Studio Tour
• Museum of Geosciences Open House
• Pioneers of Women’s Basketball
• Cyber Security Panel
• Mobile Autism Clinic (MAC)
• Taste of Virginia Experience: Wine, Beer, and Quick Bites
• Last Call at Lane Hall (Corps of Cadets tour and reception)
• Downtown Takeover
• Comedian at the Moss Arts Center
Reunion Weekend 2020 - Saturday

• Grab & go Carol Lee Donuts
• Walking tour of campus
• Introduction to Virtual Reality
• Tinkering Time: Basic 3D Printing & Design
• Recognition Brunch (invite-only)
• Multimedia Studio Tour
• Town Hall and Alumni Recognition
• College Luncheons
• Themed Talk of the Brain
• Kids’ Carnival
• Class-Organized Happy Hours
• Student Showcase
• Class Dinners
• Fireworks on the Drillfield
• Band Party
Reunion Weekend 2020 - Sunday

• Farewell brunch with Athletics
Registration Information

I. Early-bird registration: OPEN NOW

II. Price will increase on March 2\textsuperscript{nd} and May 1\textsuperscript{st}

III. Kids pricing available

IV. Class of 2015-2020 has special packages available
   (including a bus ride from D.C.!) 

V. Visit alumni.vt.edu/reunion2020
Lodging Information

I. Stay on-campus or at a local hotel
II. On-campus lodging will be at New Hall West
III. Find a full list of hotel group rates available at alumni.vt.edu/reunion2020
I. 0s & 5s and 1s & 6s
II. Monthly conference calls with fellow volunteers from your class to touch base, get updates, and discuss the process
III. Volunteering is done from the comfort of your own home via email, phone, and social media
I. Help us make sure Hokies in your area are aware and are celebrated


III. **Old Guard Society of Golden Alumni Reunion** | For anyone who has celebrated their 50th class reunion

> May 21-23, 2020

I. 50th **Reunion** takes place in the Fall
GIVING DAY 2020

BRITTANY STAGGERS
WHY GIVING DAY

Rally the Hokie Nation for 24 hours to benefit the university
Show the power of alumni and supporters coming together
Talk about Virginia Tech in a new way
Create urgency at a time of year when giving is low
Gamify and make giving fun!
MARCH 18 - 19

TIME: Noon – Noon

GOAL: 8,000 unique donors

AUDIENCE: Alumni, faculty/staff, parents, friends, students

WEBSITE: givingday.vt.edu

HASHTAG: #VTGivingDay
CONCEPT & DESIGN

ARE YOU IN?

GIVING DAY
VIRGINIA TECH
Milestones for Chapter Officers

- **February 1st**
  - Ambassador toolkit and assets
  - Chapter toolkit and assets ready
  - Ambassador sign up

- **March 1st**
  - Giving Day promotion begins

- **March 18th – 19th**
  - Giving Day!
ROLE OF CHAPTERS

- Become an ambassador
- Create a social media presence
- Engage throughout the day
- Make a gift
- Have fun!
Ambassadors are individuals who will help spread the word before and during Giving Day.

As an ambassador, you will actually be able to see, in real time, how many donations you helped bring in on Giving Day.

Sign up: givingday.vt.edu
- Engagement throughout the day
- Build excitement
- Share successes
- Prizes throughout the day!
SOCIAL MEDIA

- Use the resources in the toolkit
- Make it personal
- Share posts and milestones from the main Virginia Tech Page
Chapter scholarship funds will be represented on the Giving Day Page!
The goal of giving day is to make giving fun!
QUESTIONS?
"WHY GIVE" MESSAGING
A communications tool

Jesse Tuel
Lesley Yorke
University Relations
Spring 2020
Goal: Increase the number of engaged alumni and friends from 40,000 to 100,000

You are engaged when: you volunteer, attend an event, or make a gift of any size
Engagement: Short version

Staying involved in the life of the university creates community, both personal and professional, while making Virginia Tech stronger and today’s campus more relevant for current and future Hokies.
Engagement: Long version

Staying connected to and involved with Virginia Tech makes the university—and our bonds as Hokies—stronger.

We are engaging more Hokies than ever before, and our goal is to continue growing that number from 40,000 alumni and friends to 100,000 during the course of the campaign.

When you volunteer, attend an event, or make a gift of any size, you’re engaged. By staying involved with the university you are part of a community that is making Virginia Tech stronger and the campus experience more relevant for current and future Hokies.

The different ways Hokies stay involved are valuable to our shared goal of moving Virginia Tech forward. Having an active alumni network is how we’ll make our bold vision a reality.
Giving messaging

- Audience
- Three elements
- Hokie identity
- Why giving matters
- Impact of gifts
- Examples
Giving: A message for all audiences

Hokies give to the things they care about. It’s who we are. It’s how we live.

Whether you are an alum, a fan, or a friend… you are a Hokie, and Hokies give back.

Virginia Tech is poised to become a force for positive change in the commonwealth, the nation, and the world. It’s through your giving that Virginia Tech can seize this moment.

Please make a gift today to support the students, faculty, and programs that make a difference.
Giving: The basic case for alumni

Being a Hokie is part of who you are. Your experiences at Virginia Tech shaped you.

Your gift, of any amount, shapes student experiences and provides researchers with the support they need to make a difference. You can have a real impact on the programs that matter the most to you.

No parent should have to wonder if a child’s helmet is safe. And no child should be afraid to play. With the safety of some of our most popular sports in question, Virginia Tech researchers and their students created the comprehensive rating system for the helmets we rely on to prevent concussions.
Giving: Our role in the world

For nearly 150 years, Virginia Tech has been on an ambitious trajectory of growth and greater impact for the good of Virginia and the world.

Virginia Tech’s aspirations are higher than they’ve ever been, and we are poised to make a significant impact. Private support will catapult us from good to great.

The moment is now. In Blacksburg, in Roanoke, at the Innovation Campus—we have a window of time to launch Virginia Tech into the global conversation. And your gift today, of any amount, drives us forward.
Identify a particular person; make them the hero of your message

Develop talking points based on:
- Their identity as a Hokie
- Why giving matters
- Impact of gifts
- A specific example
Questions?

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