

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

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VIRGINIA TECH™



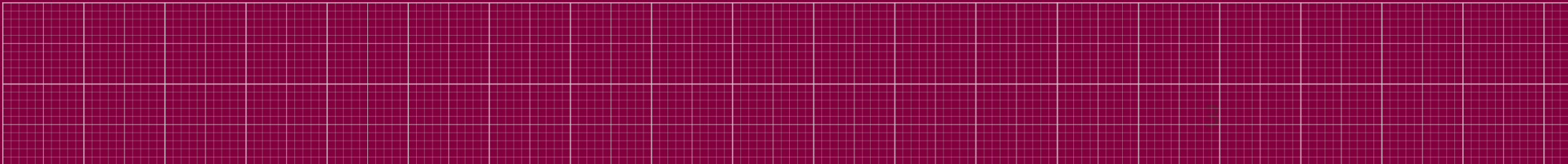
CHAPTER PROGRAM UPDATES

- Important dates and reminders
- Alumni Spaces
- February Chapter Chat

VIRGINIA TECH.

REUNION 2020 *WEEKEND*

CHAPTER CHAT – 1.10.2020



Reunion Programs Team



Left to right: Grace Stevens, Greg Fansler, Mandy Hoefer, & Glen van der Molen

Greg Fansler '02, '10

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Glen van der Molen '13

Assistant Director

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Grace Stevens '21

Student Intern

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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 2nd and May 1st
- 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



Reunion Volunteer

- 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



Chapter Support

- I. Help us make sure Hokies in your area are aware and are celebrated
- II. **Reunion Weekend** will be celebrating the classes of: 1975, 1980, 1985, 1990, 1995, 2000, 2005, 2015
- 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





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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

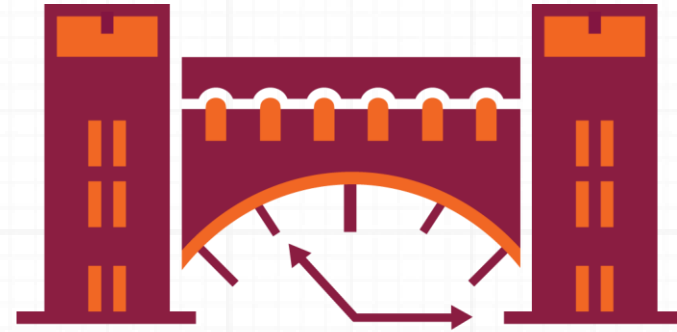
GOAL: 8,000 unique donors

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

WEBSITE: givingday.vt.edu

HASHTAG: #VTGivingDay

CONCEPT & DESIGN



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

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

AMBASSADORS

Ambassador

Virginia Tech Giving Day 2019

03/19/2019 12:00 PM EDT - 03/20/2019 12:00 PM EDT

Thanks for signing up to be an Ambassador!

You can now start sharing your referral link with friends, family, and followers. You'll receive credit for any donation made through it, so come back here often to track your impact.

For your convenience you can use these share buttons to quickly prepare an email or social media post containing your referral link:

Please be sure to join the Ambassador Training on **Tuesday, February 19, at 12pm EST**. If you cannot join live via the link below, it will be recorded for later viewing and distribution.

To join, please click here: <https://virginiatech.zoom.us/j/732920427>

Or call in by dialing: +1 929 436 2866 US; +1 669 900 6833 US (San Jose)

Meeting ID: 732 920 427

Send Emails

Try to reach at least 15 people by email, but don't forget to maximize your impact by posting on social networks too.



Here's your actual referral link to do with as you please:

https://givingday.vt.edu/vt19?utm_source=scalefunder&utm_campaign=

Referred Page: Virginia Tech Giving Day 2019

or

<https://givingday.vt.edu/amb/brittany>

Change Short URL:

<https://givingday.vt.edu/amb/brittany>

Save

YOUR AMOUNT RAISED

\$0.00

YOUR DONORS (0)

TOTAL CLICKS - YOUR SOCIAL REACH

Facebook 0

LinkedIn 0

Twitter 0

Ambassador Images

Use these exclusive images on your social networks to spread awareness of Virginia Tech Giving Day 2019!

Profile Picture



Take this image and upload it as your profile picture or on Instagram.

Download

Cover Photo



This image is perfectly sized to fit your Facebook or LinkedIn banner image!

Download

Shared Documents

Use these documents provided to you by Virginia Tech to help spread awareness of Virginia Tech Giving Day 2019

Email - Kick Off Template

Get your network excited about Giving Day as the clock starts ticking.



Communications Timeline

View a sample timeline for communicating with your network!



Email — Almost There template

Encourage your network to give before time is up.



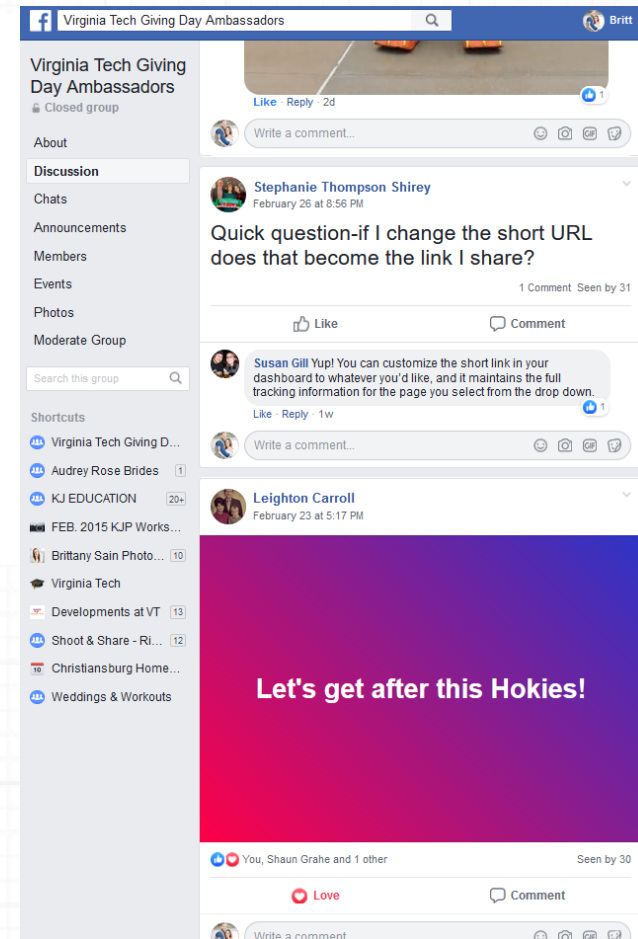
Social Media Post Template

Share Giving Day with your social media networks.



AMBASSADOR FACEBOOK

- 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



General

It's Giving Day at Virginia Tech! I made a donation to [department/program/fund], and you should, too! [\[insert custom Ambassador URL\]](#)

I gave to [department/program/fund] on Virginia Tech's Giving Day because [\[personal story, anecdote about importance, etc.\]](#). Won't you join me in supporting the university? [\[insert custom Ambassador URL\]](#)

Momentum

There are only a couple of hours left to join me in supporting [\[department/program/fund\]](#) in Virginia Tech's Giving Day. Don't miss out and donate here: [\[insert custom Ambassador URL\]](#)

Challenge/Match

Did you know that there's a donor waiting to give [\[\\$XX.XXX\]](#) to [\[department/program/fund\]](#) if the [\[department/program/fund\]](#) gets [\[XXX\]](#) donors today? Be sure to make your gift today to unlock this extra donation! [\[insert custom Ambassador URL\]](#)






MAKING A GIFT

Chapter scholarship funds
will be represented on the
Giving Day Page!

PARTICIPATING GROUPS		
ALUMNI SCHOLARSHIP FUNDS	ATHLETICS	COLLEGE OF AGRICULTURE AND LIFE SCIENCES
COLLEGE OF ARCHITECTURE AND URBAN STUD...	COLLEGE OF ENGINEERING	COLLEGE OF LIBERAL ARTS AND HUMAN SCIEN...
COLLEGE OF NATURAL RESOURCES AND ENVIR...	COLLEGE OF SCIENCE	CORPS OF CADETS
FRALIN BIOMEDICAL RESEARCH INSTITUTE AT ...	GRADUATE SCHOOL	HOKIE FAMILY ANNUAL FUND
HONORS COLLEGE	INCLUSION AND DIVERSITY	MOSS ARTS CENTER
MYERS-LAWSON SCHOOL OF CONSTRUCTION	PAMPLIN COLLEGE OF BUSINESS	RADIO IQ WVTF MUSIC
STUDENT AFFAIRS	UNIVERSITY LIBRARIES AT VIRGINIA TECH	VIRGINIA TECH CARLION SCHOOL OF MEDICINE
VIRGINIA-MARYLAND COLLEGE OF VETERINAR...		



GIVING DAY

VIRGINIA TECH

AMBASSADORS CHALLENGE

Donate

Area of Support*

Fund Designation*

Amount*

\$25 \$50 \$100 \$250 \$500

[Remove this gift](#)

Area of Support*

Fund Designation*

- Please select a Fund Designation
- Annapolis Alumni Chapter Scholarship Fund
- Atlanta Alumni Chapter Scholarship Fund
- Augusta/Massanutten Alumni Chapter Scholarship Fund
- Austin Alumni Chapter Scholarship Fund
- Baltimore Alumni Chapter Scholarship Fund
- Central Florida Alumni Chapter Scholarship Fund
- Central Pennsylvania Alumni Chapter Scholarship Fund
- Central Virginia Alumni Chapter Scholarship Fund
- Charleston Alumni Chapter Scholarship Fund
- Charlotte Alumni Chapter Scholarship Fund
- Charlottesville Alumni Chapter Scholarship Fund
- Chattanooga Alumni Chapter Scholarship Fund
- Chicago Alumni Chapter Scholarship Fund
- Cincinnati Alumni Chapter Scholarship Fund
- Classic City Scholarship Fund
- Coastal Carolina Alumni Chapter Scholarship Fund
- Columbia Alumni Chapter Scholarship Fund
- Columbus Chapter Scholarship Fund
- Commonwealth Alumni Chapter Scholarship Fund

Amount*

\$25 \$50 \$100 \$250 \$500

[Remove this gift](#)

Your donation totals **\$275.** (2 Gifts)

Contact Information

Email*

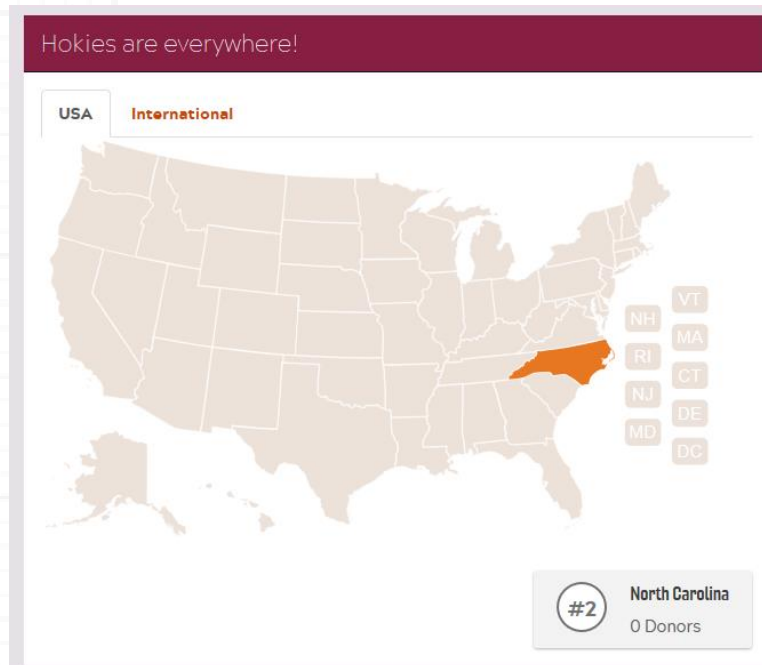
Billing Address


First Name*

Country*

HAVE FUN!

The goal of giving day is
to make giving fun!



<div> College of Agriculture and Life Sciences Leaderboard Challenge</div> <div>Which CALS department is going to bring in the most gifts during Giving Day?</div>		
LEADERBOARD		
RANK	FUND DESIGNATION	GIFTS
1	Entomology Department Annual Fund	58 🏠
2	College of Agriculture & Life Sciences Annual Fund	54 🏠
3	Agricultural & Applied Economics Department Annual Fund	31 🏠
4	Food Science & Technology Department Annual Fund	26 🏠
5	Dairy Science Department Annual Fund	23 🏠
6	Crop & Soil Environmental Sciences Department Annual Fund	21 🏠
7	Human Nutrition, Foods & Exercise Annual Fund	21 🏠
8	Virginia 4-H Annual Fund	18 🏠
9	Biochemistry Department Annual Fund	16 🏠
10	Animal & Poultry Sciences Annual Fund	15 🏠
11	Agricultural, Leadership & Community Education Department Annual Fund	11 🏠
12	Hahn Horticulture Garden Annual Fund	10 🏠
13	Biological Systems Engineering Department Annual Fund	10 🏠
14	Virginia Cooperative Extension Annual Fund	9 🏠
15	Horticulture Department Annual Fund	7 🏠
16	Agricultural Technology Program Annual Fund	5 🏠
17	Plant Pathology, Physiology & Weed Science Dept. Annual Fund	0 🏠

「QUESTIONS?



“WHY GIVE” MESSAGING

A communications tool

Jesse Tuel
Lesley Yorke
University Relations
Spring 2020





Engagement messaging

- 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

The background of the slide features a vibrant display of autumn foliage in shades of orange, yellow, and red on the left side. On the right side, a portion of a blue building with white architectural details is visible. A thin white dashed line runs vertically down the right edge of the slide.

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.

The background of the slide features a vibrant display of autumn foliage in shades of orange, yellow, and red on the left side. On the right side, a portion of a blue building with white architectural details is visible. The text is presented in white boxes against this background.

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

The background of the slide features a close-up of vibrant autumn leaves in shades of orange, yellow, and red on the left side. On the right side, a blurred image of a stone building with windows is visible. A white rectangular box with a thin dashed border contains the text.

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.

The background of the slide features a vibrant display of autumn foliage in shades of orange, yellow, and red. In the upper right corner, a portion of a blue building with white architectural details is visible. The text is presented on a white rectangular area that is bordered by a thin, dashed white line.

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.

The background of the slide features a vibrant display of autumn foliage in shades of orange, yellow, and red on the left side. On the right side, a portion of a blue stone building with white window frames is visible. A white dashed vertical line runs down the right edge of the slide.

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.



Giving:
Your own
message

- 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



Thank you

Questions?

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