

Chapter Chat: February 2019

ADVANCEMENT DIVISION UPDATES: REUNION 2019, GIVING DAY 2019,
THE BIG EVENT



Chapter Program Updates

- **Basketballs available - \$35**
- **President's Meeting – March 8-10**
 - VT vs. Miami basketball
 - Registration open now
- **Scholarships in full swing!**
- **Giving Day 2019 – March 19**
- **The Big Event – April 6**
- **Reunion 2019 – June 6-9**
 - Early bird registration open



VIRGINIA TECH.

GIVING DAY 2019

BRITTANY SAIN

WHAT IS "GIVING DAY?"



- givingday.vt.edu
- 24-hour period of time for Hokies to come together and give back to the areas they love most on campus
- Fun period outside of the traditional fundraising mechanisms leveraging incentives
- Peer-element
- Digital experience



LAST YEAR

- First Giving Day
- 24 hour period (noon-noon)
- 4,841 gifts
- \$1.6 million raised



MARCH 19-20, 2019

Similar to the first giving day, this year we will also span 24 hours (noon-noon).



GOAL:5,500

The goal this year is 5,500 unique donors. This is a 27% increase over 2018 (4,813).



THE ROLE OF CHAPTERS

MAKE A GIFT

Chapter scholarship funds
will be represented on the
Giving Day Page

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 2018

2/18/2018 12:40 PM EDT - 2/20/2018 12:00 PM EDT

Thanks for signing up to be an Ambassador!

You can now start sharing your ambassador with friends, family, and followers. You'll receive credit for any donation made through it. We 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 10pm 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://givingday.com/VT2018/427>

Or call us by dialing: +1 800 430 2886 US, +1 800 900 8533 US (San Jose)

Meeting ID: 732 829 427

[Join Us](#)

Try to reach at least 10 people by email. But don't forget to maximize your impact by posting on social networks too.

[Facebook](#) [Twitter](#) [LinkedIn](#)

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

<https://givingday.com/VT2018/427>

Referral Page: [Virginia Tech Giving Day 2018](#)

or

<https://givingday.com/VT2018/427>

Change Short URL:

<https://givingday.com/VT2018/427> [Save](#)

Ambassador Images

Use these exclusive images on your social networks to spread awareness of Virginia Tech Giving Day 2018

Profile Picture

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

[Download](#)

Cover Photo

Take this image and upload it as your desktop or mobile device image

[Download](#)

Shared Documents

Use these documents provided to you by Virginia Tech to help spread awareness of Virginia Tech Giving Day 2018

Email - Ask Off Template

Get your network excited about Giving Day with this short story telling

[Download](#)

Communications Timeline

View a sample timeline for communicating with your network

[Download](#)

Email - Almost There template

Encourage your network to give before time is up

[Download](#)

Social Media Post Template

Share Giving Day with your social media networks

[Download](#)

SOCIAL MEDIA

Use the resources in the toolkit

Make it personal

Social media challenges

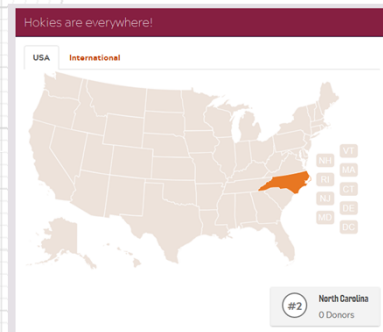
Share posts and milestones from the main Virginia Tech Page

Use #VTGivingDay



HAVE FUN!

The goal of giving day is
to make giving fun!



College of Agriculture and Life Sciences Leaderboard Challenge
Which CALS department is going to bring in the most gifts during Giving Day?

RANK	DEPARTMENT	AMOUNT
1	Entomology Department Annual Fund	\$0.00
2	College of Agriculture & Life Sciences Annual Fund	\$4.00
3	Agricultural & Applied Economics Department Annual Fund	\$1.00
4	Food Science & Technology Department Annual Fund	\$0.00
5	Dairy Science Department Annual Fund	\$0.00
6	Crop & Soil Environmental Sciences Department Annual Fund	\$0.00
7	Human Nutrition, Foods & Exercise Annual Fund	\$0.00
8	Virginia 4-H Annual Fund	\$0.00
9	Biochemistry Department Annual Fund	\$0.00
10	Animal & Poultry Sciences Annual Fund	\$0.00
11	Agricultural, Leadership & Community Education Department Annual Fund	\$0.00
12	Hahn Horticulture Garden Annual Fund	\$0.00
13	Biological Systems Engineering Department Annual Fund	\$0.00
14	Virginia Cooperative Extension Annual Fund	\$0.00
15	Horticulture Department Annual Fund	\$0.00
16	Agricultural Technology Program Annual Fund	\$0.00
17	Plant Pathology, Physiology & Weed Science Dept. Annual Fund	\$0.00

QUESTIONS?



VIRGINIA TECH.

REUNION 2019



Virginia Tech Reunion Team

Greg Fansler

gfansler@vt.edu

Glen van der Molen

glenvan@vt.edu

Mandy Hoefer

mhoefer@vt.edu

Reunion Email

reunion@vt.edu

What is Reunion Weekend? A Hokie-Bird's Eye View

- Opportunity every five years to come together as a class to celebrate, reconnect, and have a ton of fun on campus and in Blacksburg
- Special class years being celebrated are the 5th, 10th, 15th, 20th, 25th, 30th, 35th, 40th, and 45th reunion!
- Everyone is welcome to attend (regardless of class years), so invite your friends and family

June Reunion Weekend Opportunities

- June weekend offers ample campus-based programing and opportunities
- The weather is beautiful
- Perfect opportunity to take over campus and the town
- Much more affordable
- This program can grow as large as the demand
- Intentional and inclusive programing for alumni of all interests and backgrounds
- Family friendly weekend with special programing just for kids



19

"Lori and I attended the inaugural reunion this past June and had an absolutely fantastic time. It felt like a football tailgate for two straight days interspersed with lunch at D2, delicious dinners on the Drillfield, fireworks, and various activities and exhibitions."

- STEVE WAGNER '83



20

"The summer reunion was amazing! I loved coming back to Tech, staying in the dorms, eating at the dining hall, and getting to sit in on some wonderful lectures with my whole family. The event was super family friendly, the dinners and dancing on the Drillfield with fireworks was delightful"

- KATRINA OAKES '03



Reunion Weekend 2019 - 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
- Go on a Virginia Tech admissions tour
- Affinity group programming for student clubs/organizations

Reunion Weekend 2019 - Friday

- Morning seminars and tours, staggered with multiple options
- Lunch on campus at D2
- Afternoon Taste of Virginia beer and wine
- Afternoon seminars, tours, and open houses
- Dinner and class parties on the Drillfield
- Robert Randolph and the Family Band ***Additional fee*
- Young Alumni Reunion Party Downtown ***Additional fee*

23



Reunion Weekend 2019 - Saturday

- Morning PT with the Corps and yoga on the Drillfield
- Morning tours and seminars
- Reunion welcome and town hall with President Sands
- Lunch with your preferred college and dean on campus
- Afternoon seminars and tours
- Late afternoon happy hour on campus quads
- Kids Carnival in late afternoon
- Dinner and party with live band and fireworks on the Drillfield

24



Reunion Weekend 2019 - Sunday

- Farewell brunch
- Affinity group programing for student clubs/organizations

Registration Information

- Registration covers all meals, drinks, and programing for the weekend (besides the performance at the Moss Arts Center)
- Early Bird Closes February 28th
- Registration Rates:
 - \$150: up to February 28th
 - \$175: March 1st – April 30th
 - \$195: May 1st – Walk-up registration
 - Friday or Saturday/Sunday rates open March 1st

Lodging Information

- Stay on campus or at a local hotel
- On-campus lodging available at East AJ
- Local hotels available as well:
 - Inn at Virginia Tech
 - Holiday Inn Express
 - Hilton Garden Inn
 - Hampton Inn
 - Hyatt Place

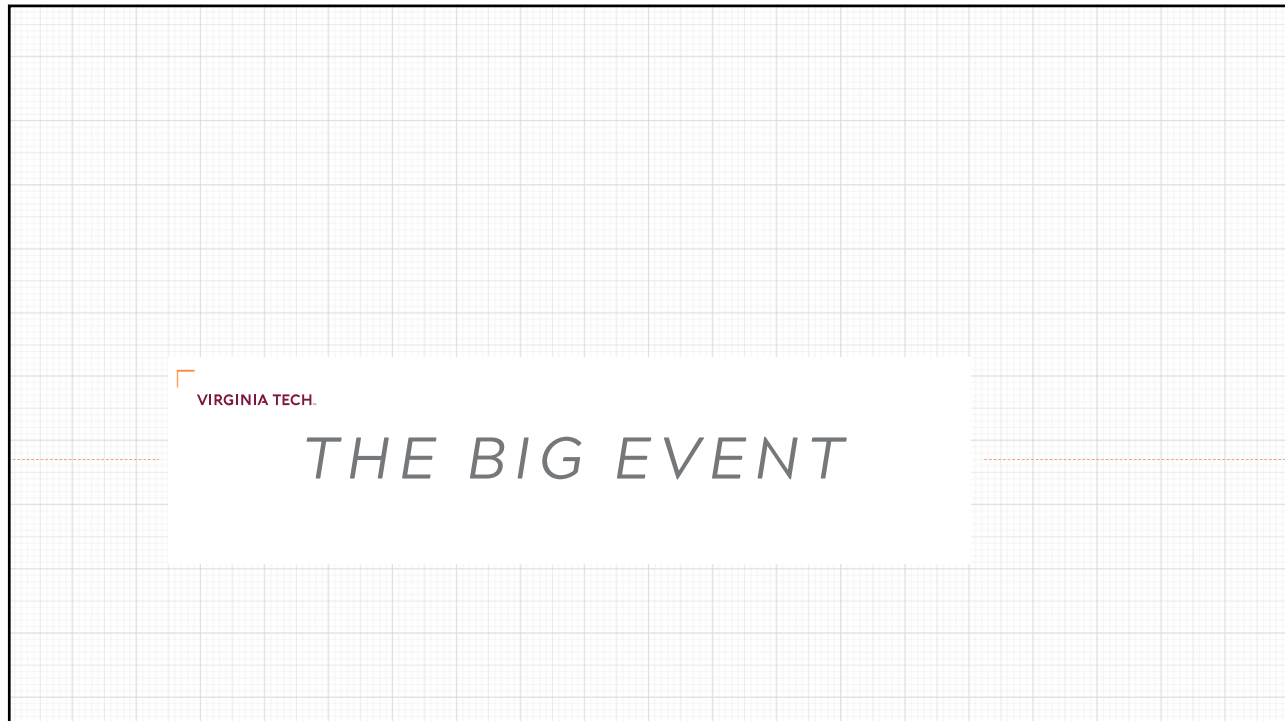
Reunion Volunteer

- 4s and 9s and 0s and 5s
- Monthly conference calls with fellow volunteers from your class to touch base, get updates, and discuss the process
- Help from home via email, phone, and social media

Chapter Support - What Can You Do?

- Reunion is for all Hokies and every 5 years every alumni will have a special class anniversary
- Help us make sure Hokies in your area are aware and are celebrated
- Reunion Weekend 5th – 45th reunion
- 50th Reunion in Fall
- Old Guard Society of Golden Alumni Reunion (everyone past the 50th reunion)

QUESTIONS?



The Big Event -- April 6th, 2019!

1. Identify a service project in your community for your chapter to support.
2. Send the project information to kmarquis@vt.edu and alumni@vtbigevent.org. **DEADLINE: March 6th**
3. Publicize the event to your local chapter alumni through web, email, Facebook, Instagram, etc.
4. Complete the [survey](#) by **March 1st** to request Big Event t-shirts for your chapter.

The Big Event -- April 6th, 2019!

Classic City



33

Jacksonville



The Big Event -- April 6th, 2019!

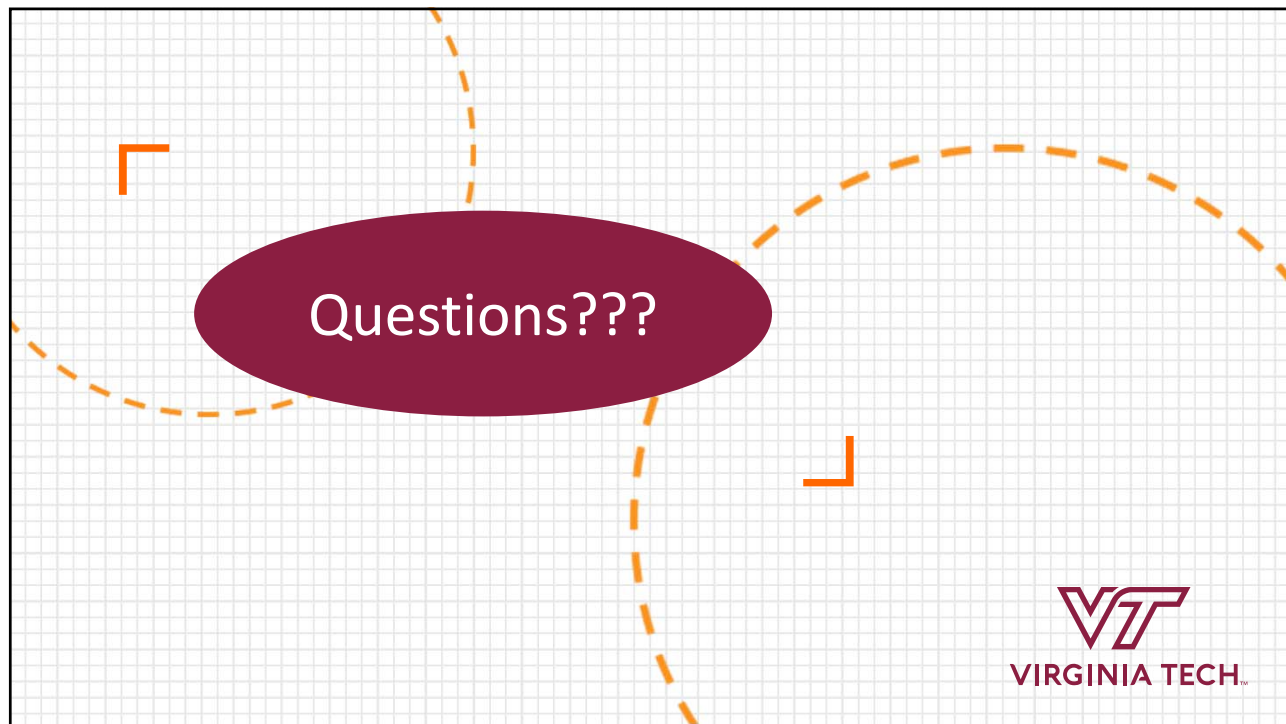
Central Virginia



10/34

LA Hokies





Contact the Chapter Team

- Ginny Ritenour
 - Director of Chapter Programs
 - ginnvrit@vt.edu
- Jack Hutcheson
 - Director, National Capital Region Alumni Programs
 - jhutches@vt.edu
- Katie Marquis
 - Assistant Director of Alumni Relations
 - kmarquis@vt.edu
- Christi Lineberry
 - Assistant Director of Chapter Programs
 - cbragg@vt.edu



