Chapter Chat: February 2019

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
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

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**MARCH 19-20, 2019**

Similar to the first giving day, this year we will also span 24 hours (noon-noon).
The goal this year is 5,500 unique donors. This is a 27% increase over 2018 (4,813).

THE ROLE OF CHAPTERS
Chapter scholarship funds will be represented on the Giving Day Page.

MAKE A GIFT

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
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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!

QUESTIONS?
Virginia Tech Reunion Team

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Reunion Email
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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 programming 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 programming for alumni of all interests and backgrounds
- Family friendly weekend with special programming just for kids
“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

“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

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
Reunion Weekend 2019 - Sunday

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

Registration Information

• Registration covers all meals, drinks, and programming 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

Jacksonville

The Big Event -- April 6th, 2019!

Central Virginia

LA Hokies
Questions???

Contact the Chapter Team

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