

# Support of Reunions and Volunteers

Several teams at the Harvard Alumni Association and Alumni Affairs & Development (AA&D) support College Reunions and class volunteers.

AA&D is made up of four units:

- The Harvard Alumni Association (College and University-Wide engagement)
- Faculty of Arts & Sciences (FAS/College fundraising)
- University Development Office (University-Wide fundraising)
- AA&D Resources (internal support of the other three units)

There will be staff members on three teams that directly interact with class volunteers:

- Your HAA Reunions and Classes staff liaison (your primary contact and partner)
- Your HAA Class Report Office Editor
- Your Harvard College Fund Class Officer

## Harvard Alumni Association

- **Reunions and Classes:** The Reunions and Classes team is part of the larger College Alumni Programs (CAP) team. The team focuses their work on the support of College volunteers. Your Reunions and Classes staff liaison will be your partner in planning all reunion year activities and can also advise you on best practices and facilitate introductions to other volunteers.
- **Class Report Office (CRO):** The Class Report Office is also a team within the larger College Alumni Programs team. A staff member (often with the title Editor) will work with your Class Report Chair and partner closely with your CAP staff liaison to ensure Class Report and programming efforts and communications are aligned.
- **Volunteer Leadership:** This team in the HAA organizes Harvard Alumni Day (including the parade and speaking program) and supports the volunteers for that event, including the Chief Marshal, as well as the volunteer Aids and Marshals.
- **Engagement Marketing:** This team in the HAA creates a strategic marketing plan for reunion communications and helps to coordinate the various reunion-related email messages that are sent to alumni. The team will also oversee a project to ensure alumni records are updated, including email addresses, mailing addresses, and email list subscriptions.
- **University-Wide Alumni Engagement & Events:** This team in the HAA works most closely with faculty for events and will organize the virtual programming for all reunion classes and the Crimson Society featuring faculty and administrators throughout the year.

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## Faculty of Arts & Sciences

- **Harvard College Fund (HCF):** A Harvard College Fund staff member (often referred to as a Class Officer) will manage the reunion-year fundraising efforts for your class as well as the volunteers on the reunion gift committee. Your CAP staff liaison will work closely with your HCF Class Officer to ensure that programming and fundraising efforts and communications are aligned, as well as the work of the program and gift committees (recognizing that many classmates are volunteers for both efforts).

## AA&D Resources

This unit includes teams that:

- Manage event-related logistics, including securing spaces, working with catering and bar partners, obtaining audiovisual services, booking hotels, overseeing transportation, securing entertainment (DJs, bands, photo booths), managing staffing for events, and more.
- Oversee all financial aspects of reunions and create the budget templates (and will work with your CAP staff liaison and reunion treasurer to create the budget).
- Assist with digital and print communications pieces and help design and edit class-specific pieces like the memorial service programs and print mailings.
- Create and send the emails that are sent to alumni, including the class-specific emails drafted by volunteers.
- Create and launch the online registration form for on-campus reunion programming.

Note that there are additional teams within AA&D, and the responsibilities of the teams noted above include additional priorities.