

Support of Reunions and Volunteers

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

The HAA office, with a focus on both College and University-Wide alumni engagement, sits within the larger AA&D organization. AA&D also includes units that focus on College fundraising, University-Wide fundraising, communications, programs and events, and finance and administration.

There will be staff members on three teams that primarily 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 in the HAA office. 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:** The Class Report Office is also a team within the larger CAP team. A staff member (often with the title Editor) will work with your Class Report Chair and partner closely with your Reunions and Classes 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. Reunion Committee volunteers will be invited by this team to marshal at Harvard Alumni Day.

Faculty of Arts & Sciences Development

- **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 Reunions and Classes 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).

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Other AA&D Teams Supporting Reunions

Additional teams across AA&D:

- 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.
- Create a strategic marketing plan for reunion communications and help to coordinate the various reunion-related email messages that are sent to alumni. Also oversee a project to ensure alumni records are updated, including email addresses, mailing addresses, and email list subscriptions.
- Oversee all financial aspects of reunions and create the budget templates (and will work with your Reunions and Classes staff liaison and reunion treasurer to create the budget).
- Work 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.
- 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 online registration forms for on-campus reunion programming and housing.

Members of these teams will liaise with your Reunions and Classes staff liaison who will then work with you as your primary point of contact.

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