# Support of Reunions and Volunteers

Several teams at the Harvard Alumni Association and Alumni Affairs & Development (AA&D) support College reunion programming and class volunteers. These teams partner to ensure the success of the reunion year. They are dedicated to working alongside your College Alumni Programs staff liaison so they can best guide and support the needs of reunion-year alumni.

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 (support of the other three units)

Three of these units have teams that support reunion programming. Your College Alumni Programs staff liaison will be your primary contact and partner throughout your reunion year, but the information below outlines the various teams they will work with at AA&D. Note that there are additional teams within AA&D, and the responsibilities of the teams noted below include additional priorities. For more information about AA&D, the HAA, College Alumni Programs, Class Reports, and the Harvard College Fund, see the Reunion Year Overview document.

While many teams support these efforts, there will be staff members on three teams that interact with class volunteers: your College Alumni Programs staff liaison, your Class Report Office Editor, and 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 College Alumni Programs team focuses their work on the support of College volunteers. Your Reunions and Classes staff liaison will be your partner in planning reunion year activities, including both traditional activities that take place in Cambridge in June, as well as sustained virtual and regional class engagement throughout the year. Your staff liaison can also advise you on approaches that have worked in recent years and facilitate introductions to other volunteers. Staff liaisons (often in an Assistant Director or Associate Director role) will manage your reunion and program committee efforts, with the support of another CAP team member (often in a Staff Assistant or Coordinator role).

- **Class Report Office (CRO):** The Class Report Office is 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 reunion-year alumni, using data to inform best practices for content and timing. The team will also oversee a project to ensure alumni records are updated, including getting email addresses for alumni without one in our records, getting a mailing address for alumni without one in our records, updating data for accuracy, getting alumni subscribed to reunion emails if they may have accidentally unsubscribed, and sharing information about the HarvardKey login.

- **University-Wide Alumni Engagement & Events:** This team in the HAA works most closely with Faculty for various events and will organize the virtual programming for all reunion classes and the Crimson Society featuring Harvard faculty, administrators, and other special guests in the fall, winter, and spring.

**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 using data from prior years (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 the June reunion programming.

In addition to staff and services support, the HAA/AA&D also covers many types of reunion expenses. More information about the financial support for reunion programming from Harvard can be found on the Reunion Budgeting Process and Best Practices document.