

Harvard Alumni Association College Reunion Resources Handbook for Volunteers 2023–2024



HARVARD
Alumni Association
COLLEGE ALUMNI PROGRAMS

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Reunion Year Overview For Class Volunteers

Welcome to your Reunion year! We are eager to work with, get to know, and support you and your class. Thank you for volunteering and partnering with our team to plan a memorable reunion year.

Your HAA staff liaison will be your partner in planning reunion year activities, including both traditional activities that take place in Cambridge in late spring, now the week after Commencement, 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 Reunion Chairs from other classes who are happy to share their experiences. While the HAA helps you with your planning, we hope that you and your committee will be able to focus on what you do best—customizing program content to capture the spirit of your class and engaging your classmates and encouraging them to attend through strategic outreach. Most importantly, your role as a volunteer is to ensure that this is a fun and joyful time for all classmates, whether as event attendees or volunteers!

More information about reunions, including the dates for in-person programming in 2024, can be found on this Harvard Alumni Association website here: <https://alumni.harvard.edu/reunions/register>. More information for you and your classmates will be added here as it becomes available.

This document is part of a series of resource documents that capture some of the key information and milestones for you to reference as we develop your program together. This is a living document; if you see something missing or that you would like to add, please let us know. Volunteers for the 5th and 10th Reunions should also review the documents for entering these reunions (that have a little more information specific to the recent graduate cohort as you plan your first reunions), which can be found here: <https://officerslounge.classes.harvard.edu/article.html?aid=230>.

Office Overview

The Harvard Alumni Association (HAA) is the official association of all alumni of Harvard University. The HAA maintains and enhances a highly engaged, vibrant community of alumni and friends worldwide. The purpose of the HAA is to promote the welfare of Harvard University and to establish a mutually beneficial relationship between Harvard University and its alumni.

The Reunions & Classes (R&C) team in the Harvard Alumni Association (HAA) works in close partnership with Harvard and Radcliffe College class leaders to build and sustain class community, host quinquennial Reunions, engage in non-reunion programs, keep classmates informed through communications, and more. The Class Report Office, which edits the Red Books, is also part of the College Alumni Programs team.

The Reunions & Classes team structure recently shifted to better support and steward you as College volunteers, and R&C team members now carry class portfolios based on four alumni lifecycles (e.g. undergraduates – 10th Reunion; 11 years out – 30th Reunion; 31 years out – 50th Reunion; and post-50th Reunion, which is the Crimson Society). By working with classes within a common cohort, we are better able to support engagement across classes and between reunions, ramp up upcoming Reunion classes, and build stronger, sustained relationships between volunteers and staff members. More about the R&C team can be found here: <https://officerslounge.classes.harvard.edu/article.html?aid=3>.

Reunion Year Overview For Class Volunteers

The Harvard College Fund (HCF) fosters a philanthropic community in support of Harvard College's students and its mission of truth, excellence, and inclusivity. This broad base of donors and volunteers contributes gifts at all levels to the Harvard College Fund each year. Their flexible, current-use gifts are used immediately to ensure that the College is accessible to all, and that each student has the resources they need to succeed.

The HAA and HCF are two collaborative groups within Alumni Affairs and Development (AA&D). AA&D inspires and galvanizes alumni, friends, and members of the University community to support Harvard through philanthropy, governance, and active engagement. AA&D programs and volunteer opportunities respect the rights, differences, and dignity of others. Those taking part in AA&D activities are expected to demonstrate honesty, integrity, and civility in those activities, and are accountable for their conduct there with University alumni, students, parents, volunteers, employees, and invitees. AA&D reserves the right to suspend services to and to exclude from participation in AA&D programs any person whose inappropriate behavior adversely affects the safety, well-being, and inclusion of community members.

Reunions Overview

Harvard reunions are held every five years (currently 5th-70th). Additionally, the Crimson Society, which is made up of all Harvard and Radcliffe College alumni who have already had their 50th Reunion, holds annual reunion events.

There are three major aspects of a Harvard reunion, which allow for different forms of engagement:

- *Come back*: Attend virtual and in-person programming
- *Give back*: Make your best gift to the Harvard College Fund as part of a class-wide fundraising campaign
- *Share your story*: Submit your Class Report entry

We invite you and your class to think of your reunion as a year-long celebration rather than only an in-person celebration taking place over a single weekend. This approach is an opportunity to strengthen the bonds of community by emphasizing inclusion and welcoming those who might otherwise not be able to engage in the on-campus programming. This will also allow your class to feature more content-rich sessions throughout the year, ahead of your celebratory gathering on-campus in June.

There could be four different types of programming in your reunion year:

- Virtual class programming in the fall, winter, and spring, as desired, planned by your reunion committee in partnership with your HAA staff liaison.
- Regional in-person class programming in the fall, winter, and spring, as desired, planned by your reunion committee in partnership with your HAA staff liaison. These are referred to as "pre-reunion events" but should be thought of as your reunion programming.

Reunion Year Overview For Class Volunteers

- Virtual programming planned by the HAA for all reunion classes and the Crimson Society featuring Harvard faculty, administrators, and other special guests in the fall, winter, and spring. Your staff liaison will keep you informed as these programs are planned and will ensure that these broader programs are integrated into your reunion schedule.
- In-person reunion finale programming on-campus in Cambridge in June, now the week after Commencement, planned by your reunion committee in partnership with your HAA staff liaison.

The HAA will host Harvard Alumni Day (previously called the Annual Meeting of the Harvard Alumni Association) during the in-person reunions on Friday, May 31. This will feature the alumni parade and a featured speaker.

The Class Report, also known as the “Red Book” is an enduring Harvard tradition that began in the mid-1800s. Every five years, aligned with reunions, the Class Report is assembled from classmate submissions. This is an opportunity to share your story in your own voice with your class and to reflect on your life over the last five years. Class Report submissions are usually collected in the summer or fall. The books will be mailed to alumni before the in-person finale programming. Everyone in the class will get a copy of the book for free regardless of if they submitted an entry or not.

Timeline

Your reunion year begins in July preceding your June in-person finale programming on the Harvard campus. Your staff liaison will be in touch with the appropriate class leaders when it’s time to begin planning for the year and recruiting the committee, so you will not need to begin planning until these conversations begin.

As part of the initial planning, your HAA staff liaison will host an intake conversation to learn more about the experiences of your class, including as students, in alumni life, and throughout your past reunions. Following the conclusion of your reunion, your staff liaison will hold a similar conversation with the Reunion Chairs in order to capture best practices that might be helpful for your next reunion five years later, as well as to share with the class behind you as they head into their reunion year.

Reunion Committees and Class Committees

The purpose of reunion committees is engagement with your class and Harvard during your quinquennial reunion year. Reunion committees will begin to form in late summer or early fall, but classmates are welcome to join the reunion committee at any time during the reunion year.

A reunion committee is not the same as your class committee. The priority of a class committee (which is your class governance) is to bring the Class together as a whole, connecting members of the Class to each other and Harvard College by modeling and facilitating communication, participation, and volunteerism among classmates. The committee was formed in your senior year and continues into alumni life. Class committee members are strongly encouraged, but not required to participate in reunion committees. In a reunion year, the reunion committee will be the primary volunteer group that the HAA works with to execute your programming. Following your reunion year, the class committee will once again be the primary volunteer group for the class.

Reunion Year Overview For Class Volunteers

All in the class are encouraged and welcome to join the reunion committee every five years! Reunion committees (and your reunion year programming) are strongest when new voices from a variety of backgrounds participate.

Reunion committees evolve:

- Serving on your reunion committee doesn't mean that you're required to volunteer every reunion after this.
- If you aren't able to volunteer this year, you are always welcome to volunteer at a future reunion.
- Reunion committees are specific to each reunion year. So, for example, the 15th Reunion Committee will end after the 15th Reunion, and a new 20th Reunion Committee will form five years later (even if many of the volunteers are the same).

The Class Secretary and Treasurer will be asked to serve as the Class Report Chair and Reunion Treasurer, respectively. If they are unable to serve in those roles, a proxy should be identified.

Leaders of the reunion committee, known as Chairs, will be selected among those interested in being on the committee, if leaders (often past reunion committee leaders) have not already been identified. Much like reunion committees are technically distinct from one another every five years, the Chairs for one reunion need not be the Chairs for the next reunion, although they certainly may indicate interest again. Some may decide to step aside and serve as a committee member in order to give another classmate the opportunity for the leadership role. The HAA staff liaison will work with the volunteers to determine the best way forward.

More information about reunion committees can be found on the separate Reunion Committees Roles and Responsibilities document.

Reunion Leaders and Roundtable Series

In addition to leading the work of the reunion committee in partnership with the HAA staff liaison, the chairs will also be part of a larger Reunion Leaders group made up of the chairs from the 5th-70th Reunions, and these leaders will be invited to virtual Reunion Leaders Roundtable meetings to learn about important topics and hear from other volunteers. Beyond these roundtable meetings, we hope this group will be a community of practice allowing for the chairs to learn from each other. Of course, your staff liaison will continue to be a great resource to determine best practices.

General Contact Information

Contact information for your staff liaison on the HAA College Alumni Program team can be found on this page: <https://officerslounge.classes.harvard.edu/article.html?aid=3>.

More information about the Class Reports, including deadlines and your staff Editor in the HAA College Alumni Programs Class Report Office, can be found on this page: <https://alumni.harvard.edu/college/class-reports>.

Reunion Year Overview For Class Volunteers

Contact information for Harvard College Fund Class Officers (for questions about donations or joining the class gift committee) can be found on this page: <https://alumni.harvard.edu/college/college-giving/hcf/about-harvard-college-fund#HCFClassOfficer>.

General Reunion Questions (not class-specific): CollegeReunions_HAA@harvard.edu

General 5th Reunion Questions: 5thReunion_HAA@harvard.edu

5th Class Report General Inbox: CRO_5thReport@harvard.edu

General 10th Reunion Questions: 10thReunion_HAA@harvard.edu

10th Class Report General Inbox: CRO_10thReport@harvard.edu

General 15th Reunion Questions: 15thReunion_HAA@harvard.edu

15th Class Report General Inbox: CRO_15thReport@harvard.edu

General 20th Reunion Questions: 20thReunion_HAA@harvard.edu

20th Class Report General Inbox: CRO_20thReport@harvard.edu

General 25th Reunion Questions: 25thReunion_HAA@harvard.edu

25th Class Report General Inbox: CRO_25thReport@harvard.edu

General 30th Reunion Questions: 30thReunion_HAA@harvard.edu

30th Class Report General Inbox: CRO_30thReport@harvard.edu

General 35th Reunion Questions: 35thReunion_HAA@harvard.edu

35th Class Report General Inbox: CRO_35thReport@harvard.edu

General 40th Reunion Questions: 40thReunion_HAA@harvard.edu

40th Class Report General Inbox: CRO_40thReport@harvard.edu

General 45th Reunion Questions: 45thReunion_HAA@harvard.edu

45th Class Report General Inbox: CRO_45thReport@harvard.edu

General 50th Reunion Questions: 50thReunion_HAA@harvard.edu

50th Class Report General Inbox: CRO_50thReport@harvard.edu

General 55th Reunion Questions: 55thReunion_HAA@harvard.edu

55th Class Report General Inbox: CRO_55thReport@harvard.edu

General 60th Reunion Questions: 60thReunion_HAA@harvard.edu

60th Class Report General Inbox: CRO_60thReport@harvard.edu

General 65th Reunion Questions: 65thReunion_HAA@harvard.edu

65th Class Report General Inbox: CRO_65thReport@harvard.edu

Reunion Year Overview For Class Volunteers



General 70th Reunion Questions: 70thReunion_HAA@harvard.edu

70th Class Report General Inbox: CRO_70thReport@harvard.edu

Thank you for your service as a reunion volunteer leader and for all you are doing to support your classmates. We are excited to continue our partnership with you and your classmates as you move into your reunion year, and we are continually grateful for your energy, enthusiasm, and dedication.

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 and 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 as well. 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 there are many teams that 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.

Support of Reunions and Volunteers

- **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 any 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 cover 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.

Reunion Program Committees

Roles and Responsibilities

Recruiting Program Committee Members

All in the class are encouraged and welcome to join the reunion committee every five years! Reunion committees (and your reunion year programming) are strongest when new voices from a variety of backgrounds participate. The HAA encourages you to invite all classmates to volunteer to help plan your reunion. There are no limits to the number of committee members, and roles (beyond the roles of Chairs, Class Report Chair, and Reunion Treasurer, highlighted below) can be flexible.

A class-wide interest form sent early in the reunion year is a great way to identify new reunion committee volunteers. In addition to or as an alternative to a class-wide survey, class leaders could also start small by reaching out to a specific group (i.e., House, dorm, sport, student activity) and build from there, invite classmates you personally know, and encourage the initial group to invite more members.

Your HAA College Alumni Programs staff liaison will work with class leaders to recruit your reunion program committee by:

- Reaching out to your Class Committee and past reunion program committee volunteers.
- Creating a short questionnaire to send to your whole class inviting classmates to join the reunion program committee and asking for input on content or areas of focus, considering targeted outreach to past reunion volunteers to make sure they know about this opportunity.

Leaders of the reunion program committee, known as Chairs, will be selected among those interested in being on the committee, if leaders (often past reunion program committee leaders) have not already been identified. Much like how reunion committees are distinct from one another every five years, the Chairs for one reunion need not be the Chairs for the next reunion, although they certainly may indicate interest again. Some may decide to step aside and serve as a committee member in order to give another classmate the opportunity for the leadership role. The HAA staff liaison will work with the volunteers to determine the best way forward.

Expectations and Responsibilities for all Reunion Program Committee Members

- Have fun! This is a joyful and exciting time to reconnect with classmates.
- Review all onboarding and resource documents and be knowledgeable of best practices and other support provided by the HAA.
- Attend committee meetings and/or review notes and next steps.
- Read communications from the chairs and your HAA staff liaison and be responsive where appropriate.
- Serve as a class (and Harvard) ambassador throughout the year.
- Contribute to reunion planning efforts, with a focus on diversity and inclusivity and highlighting a variety of voices and experiences.
- Contribute to reunion outreach efforts, with a commitment to invite classmates via personal outreach.
- Attend reunion events and serve as a greeter or facilitator during select reunion events.
- Maintain a positive and productive relationship with your HAA staff liaison and fellow committee members with respect for planning protocols and guidelines.

Reunion Program Committees

Roles and Responsibilities

- Commit to joint problem solving with your HAA staff liaison and fellow committee members, as needed.
- Share feedback and experiences with your HAA staff liaison and fellow committee members to better support your current experience, as well as the experience of future classes and your future reunions.

Beyond the Chairs, Reunion Treasurer, and Class Report Chair, there are no set roles for reunion committees, although classes have recommended certain roles based on past experiences. The Chairs and HAA staff liaison can partner to determine what might work best for your reunion program committee, keeping in mind the interests, experiences, and skillset of the volunteers. Volunteers can be part of more than one subcommittee/take on more than one role depending on their interests.

Expectations and Responsibilities for Reunion Program Committee Chairs

Reunion chairs are the lead reunion ambassadors to their classmates. They organize, motivate, and manage the reunion program committee. Reunion chairs work closely in partnership with their HAA staff liaison to develop programming, create an outreach plan, and encourage overall participation in the reunion year.

Key responsibilities include:

- Lead by example with a joyful and collaborative approach to create a fun environment for the other volunteers and partners.
- Work in close partnership with the HAA staff to ensure a positive planning experience for the committee, which includes proactive dialogue and a shared commitment to troubleshooting.
- Spread the come-one, come-all message by generating enthusiasm for the reunion year by word-of-mouth, personal interactions with classmates, and general communication.
- Actively recruit, motivate, support, and oversee committee members.
- Build a committee that represents diverse Harvard experiences, affinity groups, and interests.
- Collaborate with HAA staff to plan and implement major class events and ensure planning is fiscally responsible, on time, and on budget.
- Ensure reunion communications reflect the tone, language, and culture of the class.
- Serve as a liaison (as requested) with the Class Report Chair and reunion gift committee to provide updates on events, the Class Report, and general class outreach.
- Draft a programming report to be included in the front matter of the Class Report.
- Address challenges that might surface during the planning process around outreach, volunteer management, or event planning.
- Schedule reunion program committee meetings and invite members in partnership with the HAA staff liaison.
- Run reunion program committee meetings and manage next steps in partnership with the HAA staff liaison.
- Approve all outgoing communications and work with committee members and the HAA staff liaison to ensure content is accurate and sent in a timely manner.

Reunion Program Committees

Roles and Responsibilities

In addition to leading the work of the reunion program committee in partnership with the HAA staff liaison, the chairs will also be part of a larger Reunion Leaders group made up of the chairs from the 5th-70th Reunions, and these leaders will be invited to virtual Reunion Leaders Roundtable meetings to learn about important topics and hear from other volunteers. Beyond these roundtable meetings, we hope this group will be a community of practice allowing for the chairs to learn from other volunteers who have planned reunions before. Of course, your staff liaison will continue to be a great resource to determine best practices.

More information for Chairs can be found on the separate Leadership and Motivation Best Practices document.

Role of Class Treasurer in a Reunion Year: Reunion Treasurer

The Class Treasurer will be asked to serve as the Reunion Treasurer. If they are unable to serve in this role, a proxy should be identified.

The Class Treasurer manages the class treasury and will be consulted about decisions impacting the reunion budget. The HAA will need to have written approval of the reunion budget and pricing from the treasurer(s) before the reunion registration form for in-person campus programming launches. If any additional elements are added to the budget following the budget-approval period, the treasurer(s) will need to provide written consent. Following the reunion year, the treasurer(s) will either be given a check if the class accrues a surplus or will be asked to reimburse the HAA from the class treasury if the class incurs a deficit. In cases where the class appoints a different volunteer to serve as reunion treasurer, approval will still be needed by the Class Treasurer for any pieces that might impact the class treasury.

More information about this work can be found on the separate Budgeting Process and Best Practices document.

Role of Class Secretary in a Reunion Year: Class Report Chair

The Class Secretary will be asked to serve as the Class Report Chair. If they are unable to serve in this role, a proxy should be identified.

The Class Report Chair will work with a staff member in the Class Report Office, as well as the HAA staff liaison, to raise class awareness of the Class Report and submission deadlines, and encourage high participation by the class through an email and outreach campaign in partnership with staff and other volunteers. The Chair does not edit or assemble the entries or manage the printing or delivery of the book (the Class Report Office staff member will do this).

The Chair will write a foreword to be included at the front of the book and will work with the Chairs and HAA staff liaison to obtain a programming report and reunion committee list to be included at the front of the book as well (in addition to getting a gift committee report and committee list working with the Harvard College Fund volunteer leaders and staff).

Reunion Program Committees

Roles and Responsibilities

Even if not serving as an active member of the program committee beyond the Class Report Chair role, the HAA will include the Class Secretary on all committee correspondence in order to ensure they remain informed of all reunion year news and developments.

Communications and Outreach Subcommittee

While all reunion committee members should include communications and outreach as part of their efforts, these volunteers are responsible for the development of an outreach campaign to encourage classmates to attend reunion programming and submit a Class Report entry. In partnership with HAA staff, they are responsible for the development and execution of a strategy that integrates the use of the class website, emails, and social media.

Key responsibilities include:

- Determine a regional, affinity, or House-based outreach effort, and identify leads for those specific groups or regions to reach every classmate through a personal text, call, or email.
- Collaborate with the reunion chairs in planning and executing class outreach strategies and provide regular updates.
- Assist with the writing of electronic class communications and social media posts.

More information about this work can be found on the separate Outreach and Engagement Best Practices and HAA Broadcast Email Service documents.

Website and Social Media Subcommittee

Depending on the class's online presence through a website or various social media channels, the committee may identify volunteers to oversee updating of a class website and social media accounts in support of larger outreach efforts. This work might also be tied into the work of the Communications and Outreach subcommittee rather than being its own group.

Programming Subcommittee(s)

Another role is the Programming subcommittee. These volunteers are charged with developing the programming for each Class. These events provide classmates with an opportunity to reconnect through events of direct relevance and interest.

Key responsibilities include:

- Create customized programming based on class interests and age group, to include class survey, Glimpses, TED-style talks, panels, social gatherings, and presentations.
- Ensure panels align with overall reunion planning and recruit panelists with distinct stories.
- Utilize the Class Report to identify themes emphasized by classmates.
- Guide panelists in shaping ideas, panel direction, and event format.

Reunion Program Committees

Roles and Responsibilities

Volunteers can decide to focus their efforts on specific events, or broadly on different categories of events and initiatives, including, as examples, **(1) class survey, (2) virtual programming, (3) regional in-person programming, and (4) the spring campus-based programming.** Committees can decide if this work should be managed in four separate subcommittees by topic, or all together as a group.

More information about this work can be found on the separate Virtual Events Overview and Best Practices, Pre-Reunion Events Overview and Best Practices, Class Surveys, and In-Person Events Overview and Best Practices documents.

Memorial Service Subcommittee

The volunteers focused on the Memorial Service will be dedicated to the organization of the Memorial Service program, which may include the integration of music, readings, and participation from both the class and clergy. Typically, 5th—20th reunion classes hold their service in a smaller space on campus. Beginning with the 25th Reunion, the service is held in Memorial Church, and the program will involve more logistical pieces. The planner(s) will work directly with the HAA staff liaison on all details related to the service, and not with the church staff.

More information about this can be found on the separate Memorial Services Best Practices document.

Merchandise and Favors Subcommittee

Some reunion committees might choose to offer a merchandise item (“favor”) to classmates who attend the on-campus programming. Committees also have the alternative or additional option of working with the HAA staff liaison and campus partners to offer online on-demand merchandise stores to classmates throughout the year. Management of merchandise and favors may only need to be managed by the Chairs and the Reunion Treasurer in partnership with the HAA staff liaison, but there might be the opportunity for other volunteers to play a role.

More information about this can be found on the separate Merchandise and Favors document.

Outreach and Engagement

Best Practices for Reunions

Communications Overview

Classes can develop exceptional and exciting reunion programming, but to be most successful you will also need a communications and outreach plan to drive participation. Consider starting a word of mouth or class-wide networking campaign to reconnect. The HAA Alumni Directory makes it possible for everyone to update their contact information quickly and easily. Please check and update your profile at community.alumni.harvard.edu/person and share with your classmates that this is how they can update their own information too. It's especially important for reunion committee members to keep their information updated so classmates can easily reach them. In addition to reaching out to classmates broadly, please prioritize contacting classmates who have not attended previous reunions or stayed in touch with the class.

Class-Wide Emails: Overview

Many of the class emails sent in your reunion year, whether they be about the reunion committee, class events, or the Class Report, will (or can) be sent through Harvard's broadcast email system. The appropriate staff member will work with the appropriate volunteers on this process. If your class had been using a third-party broadcast email client in non-reunion years, or sending email through a classes.harvard.edu website, you can continue to use these platforms for emails in lieu of Harvard's email system for some messages, and you can work with your staff liaison to determine an approach that will work best.

Your HAA staff liaison will help you send emails to your class through our email marketing system. We suggest communicating with your classmates monthly, though the frequency of your class-wide communication will naturally increase as important events and deadlines approach. Even in an age when there are seemingly infinite platforms through which to communicate with Harvard alumni, we continue to find that email is an effective outreach strategy. We also recognize, however, that most of our alumni are inundated with email, both from Harvard and elsewhere. Knowing that, we aim to be strategic in the use of email throughout the year.

Class-Wide Emails: Guidelines

The separate HAA Broadcast Email Service document (which can be found here: <https://officerslounge.classes.harvard.edu/article.html?aid=210>) has more information about what the email template looks like, as well as the information that will be needed in order to send the email. If you would like to send emails to your class, we ask that you provide us with the final text 4 business days before you would like the email to be sent at the latest (more advance notice is fine too!). The process of creating and sending a broadcast email includes more steps than sending an email through a personal email client like Gmail, so we appreciate your partnership in this process to ensure content is finalized and signed off by the relevant committee members before sharing with us.

After you share your final approved text with your HAA staff liaison at least 4 business days prior to your preferred send date, they will then share this with colleagues who will build, test, and proofread the email, ensure the text and format are accessible, and check the broader Harvard email calendar to confirm the best send time to avoid conflicting with other emails that your classmates might receive

Outreach and Engagement

Best Practices for Reunions

around the same time. Given the steps involved, the HAA is unfortunately not able to send emails with fewer than four days' notice. If more time is needed to finalize the text, the send date can be adjusted.

Class-Wide Emails: Other Communications

In addition to the emails about your class programming sent out in collaboration with your HAA staff liaison, as well as the Class Report emails sent out by the Class Report Office and your Class Report Chair, the HAA's Engagement Marketing Team (in partnership with the College Alumni Programs office) will draft and send out the emails about the virtual events taking place throughout the year for all reunion classes featuring Harvard administrators and faculty.

Additionally, and as a change since your last reunion cycle, these teams will collaborate on drafting and sending marketing emails for your June on-campus programming, including registration launch, targeted reminders, and other key messages. These messages will generally look the same across all reunion classes, with the exception of the specific year, dates, and links for your class.

Class volunteers will not be part of the drafting and review process for these emails, but your staff liaison will ensure class leaders have the needed information and that class-specific emails are scheduled with these other emails in mind. The HAA will also communicate broadly to all classes about Harvard Alumni Day taking place during the June in-person events.

Peer-to-Peer Outreach and Lost Classmates

Class-wide emails are a supplement to the peer-to-peer outreach that remains the most effective way to engage with your classmates. Classes who have implemented successful outreach programs quite often see a direct correlation in reunion participation. This personal touch is often the reason classmates decide to participate.

In the five years since your last reunion, many of your classmates may have changed their contact information or address, but didn't update this in their HAA Alumni Directory profile at community.alumni.harvard.edu/person. It's important for your classmates to have both an active email and mailing address on file so they receive emails about their reunion events and the Class Report, and can also receive a copy of the Class Report. There are some classmates for whom the HAA will have an email but not a physical mailing address. Even though HAA communications will primarily be sent by email, it is important that the HAA also has a physical mailing address to ensure they are able to invite alumni to regional programming and send them a Class Report. Similarly, there might also be classmate for whom the HAA has no active email address. A list of these "Lost" classmates will be shared with the reunion committee in hopes that members can reach out to their classmates and ask them to update their information in the HAA Alumni Directory.

We understand that classmates might not want to receive all types of communications from Harvard, but if they want to participate in class events like reunions and receive the Class Report, it's important that they ensure their HAA Alumni Directory profile has their accurate email and mailing address, and that they are subscribed to emails. If classmates would like to opt-out of any other types of communications, they can do that through the Email Preferences menu in the Directory. There are now

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many options for different types of emails, allowing alumni to specify as desired. There may be cases where classmates have unsubscribed from HAA messages in the past, not knowing that this would prevent them from receiving emails about reunion and the Class Report. Your staff liaison will be able to assist any classmates who think they are missing out on communications or who need assistance with updating their email preferences.

Classmate Outreach Efforts from the HAA

As a change since your last reunion, the College Alumni Programs team will work with the HAA Engagement Marketing team over the summer to strategically begin outreach across all reunion classes to ensure that we have email addresses and mailing addresses on file, as well as ensuring that classmates are subscribed to email. Through a “resubscribe campaign,” we will reach out to unsubscribed classmates through an email account separate from our broadcast email platform, to let them know how they can resubscribe for reunion and Class Report communications, if they want to. This overall process will ensure that the class list is as updated as possible before the work of the reunion committee kicks off. Of course, there might still be gaps, and we look to partner with members of the committee to help with that additional outreach.

Websites

The HAA will build and update a reunion-specific website at <https://alumni.harvard.edu/reunions/register> that will include general updates and information about your reunion as well as a registration form for the June in-person events once launched. This website will also include information about the virtual events taking place throughout the year for all reunion classes featuring Harvard administrators and faculty, as well as information relevant to all classes for the June in-person events (housing, parking, headquarters, etc.).

This website should supplement rather than replace your own class website. For classes with a distinct class website, we recommend including a link to the HAA Reunions website somewhere that is easy to find on your own website. For classes without a separate website (and/or volunteer to manage the separate website) the HAA website provides a central place to find reunion information.

For those classes who use a classes.harvard.edu website instead of a third-party website, the training resources can be found on the College Alumni Programs Officers Lounge volunteer resources website (which can be found here: <https://officerslounge.classes.harvard.edu/article.html?aid=206>), if the assigned volunteers need a refresher on how to update the content of pages. These class websites are intended to provide simplistic management functions for volunteers like webmasters and secretaries. Some classes may wish to use a different website platform that offers additional functionality, and we encourage classes to use whatever platform best works for them!

Social Media

The HAA encourages classes to use whatever social media platforms volunteers and classmates are comfortable using. Social media can be an effective tool to allow classmates to connect and converse but note that the HAA does not require classes to create or maintain social media accounts. Any social

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media accounts will need to be managed by volunteers from the class; your HAA staff liaison will not be able to post on your behalf, join your groups, or serve as a mediator.

The HAA's virtual engagement toolkit for volunteers (which can be found here: <https://alumni.harvard.edu/virtual-engagement-toolkit>) has information on class social media accounts, as well as social media best practices and guidance like how to recruit volunteer administrators, how to develop a social media engagement strategy, how to establish group guidelines, how to build a system to approve or decline posts, how to manage inappropriate comments and other feedback, how to promote your accounts, and how to keep your audience engaged (which can be found here: <https://alumni.harvard.edu/virtual-engagement-toolkit/social-media-for-volunteers/best-practices>).

Your staff liaison won't manage your accounts but will be happy to discuss your engagement strategy.

Postcards and Mailings

In order to share information with classmates unreachable by email, a postcard or paper mailing is a good option. Your HAA liaison can price out options to help you decide if you should send a mailing to the full class, or to just those without email addresses. The HAA will also produce and send save-the-date postcards to all alumni in a reunion at the beginning of the fall. For the 55th Reunion and above, a paper mailing will be sent from the HAA to all classmates with a mailing address on file to accompany your registration launch, directing them to call our office or register online. This will allow classmates who might not use their email, or who prefer to register for events via the phone the opportunity to register in advance. Physical mailing costs are built into your reunion budget as part of the flat registration fee.

Custom Class Logos

If you do not already have one and wish to create a class logo, or a reunion year-specific class logo (this is entirely optional!) to use on your class website, social media accounts, or other locations, please discuss with your HAA staff liaison before you begin designing. If your logo has certain Harvard-related elements, it will need to be approved by the Harvard Trademark office before being used, so your staff liaison can help talk through what design might be best before you begin working on it. Once your logo is finalized, please share it with your staff liaison who will share it with Harvard Trademark for review. This process takes roughly four weeks on average. Once your staff liaison confirms it is all set, you will be able to use it on your digital accounts and other locations.

Text Messaging Program

One of our most popular services during Reunions is our text messaging program. Your HAA liaison will work with HAA Engagement Marketing colleagues to turn your final in-person schedule of events into short texts. Registrants who opt-in will receive text alerts and reminders with timing and locations before events. Text messages will also provide real-time updates in case of inclement weather or other unexpected program changes. Volunteers will not have to play a role in the creation or deployment of the texts.

HAA Broadcast Email Service

The College Alumni Programs Office (CAP) of the Harvard Alumni Association offers alumni broadcast email services to classes and student organizations. This document outlines the information CAP needs in order to create and send your email and the guidelines that govern the process.

Key Takeaways

- Expect at least a **4-business day turnaround time for reunion emails and two weeks for non-reunion emails** from when you request an email send to when it's sent out.
- Ensure your email serves a distinct purpose for your audience with no more than **one to two clear calls to action**.
- Email content should always be **concise, scannable, accessible, and properly edited**.

Benefits of HAA Email Marketing

Unlike email services like Outlook, Gmail or Yahoo (which limit the number of recipients you can email at once and put your email at greater risk to be classified as SPAM), the HAA can send a message to hundreds of alumni at once. Your email will be delivered in a way that prevents the recipients from seeing who else has received the same email, not only keeping email information private, but avoiding 'reply-all' mistakes from occurring. The HAA's HTML email platform allows you to send more than just text- your email can include a photo as well as links to external documents and websites such as a class website or Facebook page. Most importantly, our email templates are designed to avoid being filtered as spam, ensuring delivery to as many recipients as possible.

Getting Started

Looking to send out a broadcast email to your classmates? Your first step should be to ask and answer the following questions:

- What is the email purpose and value proposition?
- What do you want readers to know and/or do?
- Who is your audience?
- What is your timeline?
- How many emails are you sending?

It's essential to have these questions answered with a clear vision developed before starting your email journey. This preparation will ensure a smoother workflow and higher impact.

Value Proposition

A value proposition is a promise of value to be delivered, communicated, and acknowledged. When it comes to the value proposition of an email communication, you want to ask the following:

- Why is there a need for an email communication?
- What do we want the recipient to know?
- What action do you want the recipient to take?

HAA Broadcast Email Service

By determining a value proposition prior to generating your content, you will be well positioned to keep the email clear, concise, and appealing. You may also identify that an email isn't the right path forward depending on your goals. Remember, not all announcements need email communications. Save email communications for when they are to be the most impactful.

Content

Once you have your value proposition identified, it's time to start thinking about content. Overall, your goal is to have recipients be able to clearly answer why you are sending this email to them and what they are being asked to do. If your audience can answer these questions, then you've done your job.

Content should be personal, meaningful, and accessible. It should be easy to engage with and scannable. Most importantly, you want to limit your number of calls to action to one or two. **The HAA has found that best performing emails are short, concise, and have one clear call to action.**

Another important consideration when it comes to content is the subject line, pre-header, and sender profile. The combination of these three is what will either entice recipients to open your email or ignore it. Some quick pro-tips:

Sender profile

- Only use one name
- The more identifiable, the better
- Vary your senders

Subject line

- Keep it concise
- Work in conjunction with the email content
- Deliver on its promise
- No longer than 25 to 30 characters

Pre-header

- Should complement your subject line
- Use it to tease additional information
- Keep under 100 characters

Required Information

Please see the sample emails on the following pages for reference.

- **Recipients:** The population you'd like to receive the email (e.g. members of the Harvard and Radcliffe Classes of 1949, members of the Class of 2006 with a primary address in California).
- **Sender Profile:** The sender(s)/signer(s) of the email (e.g. Harvard College Class of '76, Sharon Smith AB '98).
- **Reply-to Email Address:** A personal email address or a class or group email address.
- **Subject Line:** The subject line. Should be 50 characters or fewer.
- **Pre-header:** This short line appears at the very top of the email and in the preview section on a mobile device; if the subject line is the email's title, think of the pre-header as the subtitle.
- **Header:** This optional line appears at the top of the email body before the salutation or image.
- **Salutation:** how you wish to address your recipients (e.g. Dear Tom, Hello Classmates)
- **To:** You can address classmates by their first name. You may also begin the email by addressing them as a group ("Tom Smith" v. "Harvard College Class of '90").
- **Text:** The body of the email.

The HAA reserves the right to reject email content in accordance with University policies and best practices.

HAA Broadcast Email Service

Sender Profile → From: John Harvard, Class Secretary
Reply-to Email Address → Reply to: johnharvard36@gmail.com
Subject: Class of 1636 Summer Reunion ← **Subject Line**

Pre-header → Reconnect with friends on July 5th



SUMMER REUNION

← **Header**

A single image →



Salutation and To → Dear Drew,

→ The next gathering of the Harvard Class of 1636 will take place at Charlie's Kitchen on Monday, July 5th, beginning at noon. Come join your fellow classmates as we eat burgers and discuss plans for our 50th reunion. Please see [this document](#) for the current agenda. ← **A linked PDF document**

Text → Thank you to those who sent me pictures of your winter mini-reunions. I have compiled them and posted them on the [reunions section](#) of our class website. Be sure to check them out! ← **Link to more photos**

→ If you have any questions, please feel free to reach out to me. Thanks, and I look forward to seeing you in July.

→ Sincerely,
John Harvard '36, Class Secretary ← **Name, year, position**

HAA Broadcast Email Service

Reunion Email Example

From: 2001 20th Reunion Committee
Reply to: 20threunion_haa@harvard.edu
Subject: Share a greeting for our 20th Reunion!

[View this email in your browser.](#)



Hi Anthony,

← Reunion year banner

We are making a class video montage for the Harvard '01 virtual 20th Reunion June 4–6 and need your help. Please add your own short video below (it's quick and easy) through the platform VidHug and you'll be part of this memorable effort.

[SHARE YOUR VIDEO](#)

← A "call to action" button with a link

Options include: a shout out to your blocking group or sports team, an introduction of your family, or just a quick hello to let us all know what you're up to. Of course, this can also be a time to spotlight your talent like a video of you reading from your latest novel or children's story, a shot of you preparing for your next triathlon, or a video of you in action at work. The sky's the limit!

So we can include more classmates, please try to keep the video under two minutes if you can! **The deadline is June 2, 2021.**

← Using bold to note a deadline

I look forward to seeing your videos and to celebrating with all of you online soon.

Cheers,

Kevin El-Hayek '01

Audience

By identifying your audience in advance, you can determine ways to personalize email content to optimize engagement. Keep in mind that you always want to meet your audience where they are with content of interest. Knowing your audience and catering to their needs will increase open rates and engagement. If it is unclear why a recipient is receiving an email, then you risk losing your ability to engage them in the future.

When people do not engage with emails or receive too many that are not of interest, it can cause a SPAM tag or unsubscribe to occur. When this happens, it not only opts the individual out from seeing our communications, but it also leaves a possible inability to reach that person's inbox in the future. Being strategic about what hits inboxes when will help keep our audience engaged in the long term.
Timing

Timeline

The process of creating, testing, and proofreading your email takes time. Please make sure that content of your email is finalized before sending it to CAP. If you are in a non-reunion year, we ask that you reach out to us at least two weeks before you would like your email sent. If you are in a reunion year, we need four business days from the time we receive your finalized content to the time we can send to your classmates. Once the required information is received, CAP will build your email and submit it for your final approval before sending it to the recipients.

Number of Emails

Depending on your overall goals of your email and/or email campaign, you may be thinking about sending more than one. Thinking through the number of sends and their cadence in advance will help you stay organized and communicate efficiently. Below is an example the number of sends the HAA typically suggests for individual class-based events.

1. General invite
2. Reminder
3. Confirmation

General Rules of Thumb

To close out, email communications are strategic platforms for communicating information to large groups of people. However, there are a lot of factors that can contribute to the success of an email campaign. Here are some simple rules to always keep top of mind. Emails should:

- ✓ Be recipient-focused
- ✓ Be relevant
- ✓ Include one or two calls to action
- ✓ Be accessible and easily scannable
- ✓ Be easy to engage with
- ✓ Deliver what you promise
- ✓ Be planned ahead for contact frequency
- ✓ Be a shared resource and an asset to be preserved

External Email Client Best Practices

The College Alumni Programs Office of the Harvard Alumni Association encourages Class Secretaries to use an email client that works best for them in order to regularly communicate with their classmates. If using a third-party broadcast email client (such as Mailchimp) instead of sending class-wide emails out through the HAA's broadcast email system or a classes.harvard.edu website, please consider these best practices:

- Request a new class list from your HAA staff liaison annually. This will be shared by a secure download link over email. Please save this locally on your computer (i.e. not in a Google Sheet, cloud storage, or shared with others).
- If you hear from anyone who wants to be added to your class list or from those who want to be taken off because they affiliate with a different class, please let your HAA staff liaison know, and they can make the edits on their end too. Similarly, if your HAA liaison hears from anyone about these points, they'll let you know so you can make the updates on your end. If these changes result in an alum needing to be removed or added to a different class list, the HAA staff liaison will follow up with the appropriate Class Secretary.
- If anyone reaches out to you with any updates to their contact preferences, please ask them to also update their preferences in their profile at community.alumni.harvard.edu or by emailing ADS@harvard.edu (since you updating their preferences in your email system won't result in a change on Harvard's end unless they take this action).
- Create a test list that includes the rest of the leadership of the Class Committee (often called the Cabinet for recent graduate classes), and any relevant staff members. Share with this group what your preferred plan is for them to give feedback on the tests (whether you will send them a reminder note after every test asking for feedback, or if they should just plan to send you feedback whenever they receive a test message).
- Once the test has been reviewed and finalized by the necessary people, share a preview of it with your Class Committee just for their awareness before it goes out to the class (so they can be ready for any questions they might receive from classmates).
- Ensure any relevant HAA or HCF staff members are included on your class list so they can also receive your emails and see what your class is up to!
- If email replies are going to a Class Committee email account you created instead of your own personal email account, be sure to check it frequently, especially after an email is sent or as you approach any key dates or deadlines mentioned in your message.
- Reminder emails are often very helpful! Plan to market each of your events/action items at least twice. Consider if a final additional reminder is needed depending on the prior cadence of email sends, the current response, and the date of the event/deadline for the task.
- Personal email accounts should never be used to email your entire class (only broadcast email clients should be used). If you will use your personal email (or a Class Committee email account

External Email Client Best Practices

you created) to message smaller groups of classmates, please be sure to put them on the BCC line so their names and emails aren't revealed to each other. An exception would be if this is about something they have specifically opted into and have given permission for their information to be shared within that group.

- If your email client provides analytics about the email send (open rates, clicks, etc.) it might be helpful to review the data regularly to see how your emails perform. Based on that, you might find a send date and time that works best for your class, or a preferred type of subject line.
- Based on the preferences of your classmates, or any analytics on your email sends, you can decide if multi-topic digest-style emails might work best, or if you should send (possibly with more frequency) emails with a single call-to-action.

Pre-Reunion Events Overview and Best Practices

Pre-Reunion Events Roadmap

In addition to the reunion programming on the Harvard campus in the spring (as well as the virtual programs for all reunion classes planned by the Harvard Alumni Association), reunion committees may also choose to organize pre-reunion events that can either be held virtually or in-person regionally. The key to a successful pre-reunion event is someone (or a small group) willing to take the lead on planning the event. There are many great ideas for both virtual and in-person events, but both models require willing stewards.

Questions to Consider Before Planning

The biggest question is format: Will this be in-person or virtual?

In-person

- Who will host/plan the event?
- Where and when will it take place?
- What costs need to be taken into account? (*Please note, there is no budget for in-person pre-reunion events unless specifically discussed with the committee)
- What will the invite pool be? Is it just classmates or are partners/families invited?
- How will the event details be communicated to these classmates?

Virtual

- Who will host/plan the event?
- When will it take place?
- What kind of event is this? Will it be a panel/talk/social?
- What costs (if any) need to be taken into account? (*Please note, there is no budget for virtual pre-reunion events unless specifically discussed with the committee)
- What details need to be communicated to the class?

Things To Keep in Mind

As noted above, neither the Harvard Alumni Association nor the Harvard College Fund provide a budget for virtual or in-person, class-specific pre-reunion events. If you anticipate needing to pay for a service as part of a pre-reunion event, this needs to be discussed with the Reunion Committee Chairs and your College Alumni Programs staff liaison as the budget is being built. Please note the College Alumni Programs team is not resourced to take payments for pre-reunion events.

Be mindful of financial inclusivity. In-person regional events should be no-cost/low-cost, although some events might require classmates to pay a small amount (i.e., buying their own food or drink at a restaurant or bar gathering or buying a ticket to an event). Be sure to market that an event requires such payment when sending class communications. It is not an expectation that the volunteer has to spend any money to hold an event; you are really just the organizer to convene everyone.

Pre-Reunion Events Overview and Best Practices

Some classes choose to plan their entire schedule of pre-reunion events at the beginning of the year, while others plan as an idea arises. Either approach can work as long as there are volunteers within the class who will own the events.

How the CAP Team Can Help

The College Alumni Programs team – and your Reunions & Classes staff liaison more specifically – can help with the following:

- Sharing lists of classmates in a particular region for in-person events. This can help inform where it might make sense to hold an in-person event, alongside the interest of the volunteer organizers.
- Sending monthly class-wide emails highlighting upcoming pre-reunion events.
- Providing limited Zoom support if needed, but ideally planners will leverage the Zoom licenses the HAA has available for classes in a reunion year, or volunteers will use a personal Zoom account (or a platform of their choosing).

Please note that the College Alumni Programs team is not resourced to help with the following pieces:

- Coordinating logistics or content for any pre-reunion events (virtual or in-person).
- Managing event RSVPs and registration forms. Volunteers are encouraged to use a system that works best for them to quickly have access to the information they need. Past processes by volunteers have included using a Google Form for sign-ups, or asking registrants to email them.

For more information about virtual event best practices, see the [Virtual Events Overview and Best Practices](#) document.

Reunion Virtual Events Overview and Best Practices

Virtual Events Overview

A year-long approach to class engagement allows for a reunion experience to be inclusive, flexible, and adaptive. Virtual events give you the ability to gather your classmates for discussions in response to current events, and at no financial cost to your class or individual classmates.

The appetite for virtual programming during your reunion year will vary by class. The HAA does not require reunion classes to organize class-specific virtual reunion programming, but know that it is available as an option as desired by the class and volunteers. Faculty and administrator programming for all reunion classes organized by the HAA will still be available as a virtual program option for your classmates.

Without the constraints of time and space limitations imposed by in-person gatherings, reunion leaders are encouraged to design a schedule of virtual programs and activities that would be most attractive to and engaging for classmates. No matter when you hold your programming, you have the opportunity to make it more accessible and inclusive.

- Be deliberate about how you schedule programming to limit drop-off and screen fatigue. Have fun with your formats, topics, and formality. Prioritize interactivity.
- Based on past experiences from classes and volunteers, we'd recommend (if interested) no more than one event per month from whenever you kick off, through May. This is not a hard and fast rule, and reunion leaders can determine what works best for your class. You may find that there is interest in more social events, for example, that your class can run independently and with greater frequency. Many classes find that starting with a simple social event virtually—light on programming content—gets the ball rolling.
- In addition to real-time events, consider asynchronous activities in which classmates can participate on their own schedule. Examples of such activities include posting on social media accounts or Facebook groups, sharing food or drink recipes, short reflective writing activities, athletic challenges, watching videos online, or participating in wellness activities.
- You might also organize class gatherings or discussions following the virtual programs that the HAA is planning for all reunion classes (either immediately after each session, or sometime shortly after). This can be a great way to engage your classmates around these topics, with the benefit being that you don't have to plan a lot of content for this event.

Please refer to the HAA's virtual engagement toolkit for volunteers (which can be found here: <https://alumni.harvard.edu/virtual-engagement-toolkit>) for more details in addition to the information listed below.

Virtual Reunion Events Best Practices

Below is a selection of highly engaging virtual reunion formats for classes. Resources such as the Class Report or class surveys can be utilized to help identify topic areas and classmates to feature. Have a suggested idea to share? If you see something missing or that you would like to add, please let your HAA staff liaison know.

Reunion Virtual Events

Overview and Best Practices

- **Diversity and Inclusion:** Harvard University is committed to fostering a campus culture where everyone can thrive, a key to which is ensuring that we each experience a profound sense of inclusion and belonging. Events must be developed to make all members of a class feel welcome and included. Your leadership and featured speakers should be reflective of your class community, and language used in the class surveys, emails, and other materials should be reviewed for inclusivity.
- **New Volunteers:** Many classes recently found that by offering virtual programming, new classmates emerged as volunteers and potential leaders to host future programming. Make time to conclude all event sessions with an opportunity for participants to share informal feedback and raise new ideas. If you hear from classmates looking for programming, enlist their help in pulling it together.
- **Time zones:** Your HAA staff liaison can provide you with a class overview to determine where your classmates are located throughout the world. As you develop programming, mix up the day and timing of offerings to allow for more participation across time zones.
- **Sharing of Zoom/platform links:** For real-time events, share the Zoom (or alternative platform) event link with participants and invitees at least two days in advance to prevent last-minute confusion and requests for help (or if it will be sent closer to the event, be sure to note that in a communication).
- **Recording and Sharing Video:** Record content-rich sessions to share with classmates unable to attend the event (note: you must receive advance permission to record from featured speakers and/or participants). It is important to note if a program will or will not be recorded in the event messaging. Reunion Committee members will be responsible for determining where to host the videos (and uploading the videos to the platform).
- **No Shows and Attrition:** The HAA has observed a higher rate of no-shows and attendance attrition for virtual programs vs. in-person programs. If your event's numbers drop, please know that this is to be expected and prep your featured classmates or speakers accordingly. Expect your final event registration numbers to drop by 40 to 50 percent as a general rule. On the positive side, the virtual format also makes it easy for non-RSVPs (or "walk-ins") to join the program at the last minute.
- **Alcohol:** If you host social programming and include recipes for drinks, consider nonalcoholic options. This is particularly appreciated by those in different time zones, as well as those who don't drink.
- **Guests/Children:** Where appropriate, be explicit about including children and loved ones in virtual sessions. Many sessions can be adjusted to include those eager for a window into the Harvard experience, while some might be most appropriate only for classmates.

Reunion Virtual Events Overview and Best Practices

Virtual Event Platforms

The HAA College Alumni Programs team recommends using Zoom for your virtual programs. We recognize that volunteer-led groups may want to experiment with other platforms, but for the reasons listed below, we highly recommend the use of Zoom to optimize class participation and predictability. Zoom is accessible and inclusive for your classmates in the following ways:

- Captioning and transcribing: Zoom offers automated captions that are largely accurate.
- Recordings: Capturing and sharing Zoom recordings is a straightforward process that allows content to be shared quickly and easily with class members who cannot attend in real time.
- Zoom has been widely adopted: Nearly anyone who has participated or plans to participate in a Harvard virtual event or meeting has some Zoom experience. If a class chooses a different digital event platform, many participants may need to learn how to use it.
- Regular updates: Zoom's regular updates continue to offer more call in options.
- Please visit the Zoom Resources page of the College Alumni Programs Officers Lounge volunteer resources website for additional assistance (which can be found here: <https://officerslounge.classes.harvard.edu/article.html?aid=223>). Your HAA staff liaison also has extensive experience using Zoom and can assist with your events or help train volunteers on the features of Zoom.

We have compiled a collection of Harvard-themed Zoom virtual backgrounds if you want to direct your classmates to the individual links on this page to choose a background for your events: <https://officerslounge.classes.harvard.edu/article.html?aid=224>.

This being said, we encourage classes to ultimately use whatever platform they are interested in or comfortable with, but HAA staff are only equipped to staff and support Zoom events.

Faculty Outreach

The HAA organizes faculty and administrator programming for reunion classes throughout the reunion year, so we encourage reunion committees to create classmate-focused content for their class-specific virtual events. However, if your class would like to invite Harvard faculty to be part of a speaking event or a panel, please be in touch with your HAA staff liaison to determine the best way to move forward with an ask.

Each class can decide if they want their panels or speaking events to only feature classmates, or if they would like to feature guests from other classes, Harvard faculty, or speakers without a Harvard affiliation. Your HAA staff liaison can help you think through the appropriate speaker(s) depending on your goals for the event, and availability of speakers. If you would like to feature a Harvard faculty member, please let your HAA staff liaison know as soon as possible. They will then connect with a team in the HAA that manages event invitations to faculty who can advise on the best way to make the ask or offer additional/alternative names depending on the event.

Reunion Virtual Events

Overview and Best Practices

Norms for Virtual Events

Some classes find it helpful to set a positive tone for classmate discussion. Below are some draft norms for your edit or inclusion as you deem useful. At the start of your session, you may want to review norms, post on screens (if applicable), or ask participants to share any additions.

- Listen actively – seek to understand not respond; respect others when they are talking.
- Participate to the fullest of your ability – our community depends on the inclusion of every individual voice. And give space for others to speak.
- Embrace discomfort – be open to vulnerability and willing to challenge yourself to participate beyond your comfort level. When needed, step out of the room (or mute video) and rejoin when you are ready.
- Expect and accept non-closure – these are deep, challenging, and highly nuanced issues and this is an ongoing dialog. We can decide on meaningful actions, but we may not resolve everything (or maybe anything).
- Speak from your own experience instead of generalizing ("I" instead of "they," "we," and "you"). Share your own story as you are willing.
- Be open, curious, and respectful – invite and consider new ideas and perspectives.
- Focus on ideas – do not be afraid to respectfully challenge one another by asking questions.
- Assume positive intent – but honor the learning opportunity and own the impact of the words we use.
- Keep confidence – take actions, lessons learned, and continuing conversations forward without compromising the confidentiality of participants' identities, experiences, or viewpoints.

Social Mixers

- Approach:
 - Gather classmates together informally and assign breakout rooms to chat.
 - This format most closely mimics the experience of walking through a tent at reunions.
 - Breakout rooms can be randomly assigned in groups for time limited cycles, or set up as self-selecting to allow class participants to choose their smaller group discussions and move between different breakout groups. Offer discussion topics in the chat to get the conversation started.
 - Option to host game night/trivia nights in this format.
 - Host roughly five breakouts depending on duration to allow for active mixing.
- Roles:
 - Designate a host or hosts to welcome participants at the start, check in between breakout groups, and “host” any revelers at the end.
- How your HAA staff liaison can help:
 - Provide guidance on format adjustments, “run of show,” and past invitation samples.
 - Train class leaders to host the Zoom session and work with features like breakouts.
 - Send class communications marketing the event.

Reunion Virtual Events

Overview and Best Practices

House Events

- Approach:
 - Gather classmates together informally to celebrate House-based traditions, such as Lowell House Tea, stein nights, or a new take on your House formals.
 - If the event is for one single House, all participants can be in one large “room.” Depending on the size of the group, you might decide to go to breakouts at some point.
 - If hosting a multi-House event, consider having everyone together for the start and then have breakouts by House.
 - If holding a multi-House event (perhaps by House neighborhood), consider how attendees can represent House affiliation/spirit by wearing House attire, using custom Zoom backgrounds, and changing Zoom display names to include House.
- Roles:
 - Designate a host or hosts to welcome participants at the start and facilitate dialogue.
- How your HAA staff liaison can help:
 - Provide guidance on format adjustments, “run of show,” and past invitation samples.
 - Train class leaders to host the Zoom session and work with features like breakouts.
 - Send class communications marketing the event.

Affinity Group Meet-Ups

- Approach:
 - Gather classmates together informally to celebrate affinity groups. This might include career and professional interests, ethnicity and identity groups, hobbies, student organizations, or other groups that might be of interest to your class.
 - If the event is for one single group, all participants can be in one large “room.” Depending on the size of the group, you might decide to go to breakouts at some point.
 - If hosting a multi-group event, consider having everyone together for the start and then have breakouts by group.
- Roles:
 - Designate a host or hosts to welcome participants at the start and facilitate dialogue.
- How your HAA staff liaison can help:
 - Provide guidance on format adjustments, “run of show,” and past invitation samples.
 - Train class leaders to host the Zoom session and work with features like breakouts.
 - Send class communications marketing the event.

Alumni Panels/Guest Speakers

- Approach:
 - This format most closely mimics the experience of a traditional symposium panel or guest speaker session at reunions.
 - A Zoom webinar or a meeting are both appropriate formats for a panel, each with its own pros and cons. A webinar allows for greater control by the host over who is seen, who can speak, and how questions are sent to the moderator. Many classes prefer to use Zoom meetings, however, as it allows for a more social experience than a webinar.

Reunion Virtual Events

Overview and Best Practices

- Roles:
 - Designate a host or moderator to welcome participants at the start, facilitate active participation by all panelists, and manage Q&A at the end.
 - Designate a classmate co-host to help moderate the chat, as it can be difficult for one person to moderate the discussion and chat at the same time.
- How your HAA staff liaison can help:
 - Provide guidance on format adjustments, “run of show,” and past invitation samples.
 - Train class leaders to host the Zoom session and work with features like breakouts.
 - Send class communications marketing regarding the event.
 - Facilitate introductions to Harvard faculty or members of other classes whom you wish to invite to speak to your class.

Glimpses/Classmate TED-style Talks

- Approach:
 - This format most closely mimics the experience of a traditional session at reunions. Glimpses are short, personal talks by classmates about their lives (3-5 minutes each).
 - The virtual setting allows for more classmates to participate as speakers and gives them the option to pre-record their talk if there are any time conflicts or if a speaker is uncomfortable presenting live.
 - A Zoom webinar is most appropriate for this type of event, as it allows for the greatest administrative control over what the virtual attendees are seeing and hearing during the session. The webinar format does prevent some social interaction between classmates during the session, but the Zoom administrator can circumvent this challenge by designating all participants as presenters near the end of the event.
 - Examples of topics from past Glimpses include:
 - Almost becoming “first gentleman” of the State of Vermont
 - Building one of the most eco-friendly homes in America (as the fulfillment of unfulfilled dreams of becoming an architect)
 - Returning to acting after 30 years
 - Being on the plane that went down in the Hudson River.
 - Teaching 5th grade
 - Losing a cherished old family home to fire
 - Losing the ability to walk in college
 - Launching a not-for-profit later in life
- Roles:
 - Designate a host or moderator to welcome participants at the start, facilitate active participation by all panelists, and manage Q&A at the end.
 - Designate a classmate co-host to help moderate the chat, as it can be difficult for one person to moderate the discussion and chat at the same time.
- How your HAA staff liaison can help:
 - Provide guidance on format adjustments, “run of show,” and past invitation samples.
 - Send class communications marketing the event.
 - Facilitate introductions to members of other classes whom you wish to share firsthand experience in organizing a similar event.

Reunion Virtual Events

Overview and Best Practices

Roundtable Discussions

- Approach:
 - This format most closely mimics the experience of a “dining hall” conversation at reunions and creates the opportunity for reflection and discussion of topical issues.
 - This is a great format to host alumni discussion around timely topics, encourage reflection, or illuminate new connections (such as caring for aging parents, career changes, etc.).
 - If hosting one topic, keep all participants in one large “room.”
 - If hosting a multi-topic event, assign breakout rooms.
- Roles:
 - Designate a host or hosts to welcome participants at the start and facilitate dialogue. The host sets the tone for the meetings, conveys official guidelines for communication, and encourages participants to share their perspectives and create a respectful and dynamic conversation.
 - If hosting multiple concurrent discussions, each breakout room needs a facilitator.
- How your HAA staff liaison can help:
 - Provide guidance on format adjustments, “run of show,” and past invitation samples.
 - Train class leaders to host the Zoom session and work with features like breakouts.
 - Send class communications marketing the event.

Virtual Book Clubs

- Approach:
 - Many classes have published writers. Consider establishing a virtual book club series or standalone event to discuss their works.
 - If possible, invite the classmate (writer) to join the book club and/or speak to the group as a capstone discussion upon completion of the book/work.
- Roles:
 - Designate a host to welcome participants at the start and facilitate dialogue. The host will agree to read the book, manage the technology, and prepare questions for the session. The host sets the tone for the meetings, conveys official guidelines for communication, and encourages participants to share their perspectives and create a respectful and dynamic conversation.
 - If the author takes part, consider a discussion to start, followed by Q&A.
 - Review the Virtual Engagement Toolkit for a step-by-step guide on virtual book clubs (which can be found here: <https://alumni.harvard.edu/virtual-engagement-toolkit/virtual-events/virtual-book-club>)
- How your HAA staff liaison can help:
 - Provide guidance on format adjustments, “run of show,” and past invitation samples.
 - Assist with surveying the class to identify authors (if unknown).
 - Train class leaders to host the Zoom session and work with features like breakouts.
 - Send class communications marketing the event.

Reunion Class Surveys

Overview and Best Practices

Class Surveys Overview

Many classes conduct a class survey in their reunion year and share the results during a virtual event or during in-person programming in June. The survey can be a good way to get the pulse of the class. If you plan to present your survey results at an event, we recommend keeping it light and fun.

Much like with publicizing class events, you'll want to ensure that you have plenty of time to build your survey, market it to the class, obtain the results, analyze the results, create the presentation, and plan the event to present it to the class. With this in mind, be sure to let your HAA staff liaison know if you would like to do a class survey as early as possible. Since class surveys can take some time for your classmates to fill out, and since you want high participation, it's important to be mindful of when the class survey is marketed vis-a-vis other major communications (such as the Class Report deadline and the registration for June in-person programming). In addition to email marketing, social media marketing and peer-to-peer outreach will be helpful here.

More information about this work can be found on the separate Outreach and Engagement Best Practices and HAA Broadcast Email Service documents.

Class Surveys Best Practices

- To maximize class control of survey questions and compiling results, class leaders are encouraged to host their survey on an independent platform with which they are comfortable. Classes have successfully used Google Forms and SurveyMonkey to host their surveys.
- Every class is different and no one knows the tone of a class better than its own leaders. Whether your class is looking to hear about the interesting, timely, poignant, heart-warming, or funny interpretation of the results, it's up to you to find and highlight those moments from within the data.
- Please keep in mind that the class survey and presentation should be inclusive and representative of your class. The HAA can help you in identifying resources or suggesting inclusive language for your survey.
- It is common for a class to delegate the management of a survey to at least two classmates: A person (or groups) who crafts the survey, collects, and analyzes the data, and a second person (or group) who reviews the data, finds the points of interest, and presents to the class. Ultimately, committees can decide what works best for them.

Your HAA staff liaison can help by providing you with samples of previous class surveys and sending class communications.

Disclaimer Language

Please include the following language as the header to any class demographic surveys:

“This survey has been developed by members of your class for your class's use alone. The views and questions expressed in this survey are that of your classmates and do not represent those of Harvard University. Your participation in this survey is voluntary and anonymous.”

Reunion Class Surveys

Overview and Best Practices

Approach for Presentation of Results

A class survey results presentation can work well in both a virtual setting and an in-person one, giving classes flexibility depending on the plans for other events and what might work best for each specific class.

For a virtual presentation, a Zoom webinar or a meeting are both appropriate formats. Alternatively, classes may opt to use the presentation of the survey results as one of the events for their May/June in-person programming.

Presentation of the results through an event is optional, and classes are also welcome to share summary information by email or on their class website.

More information about this work can be found on the separate Virtual Events Overview and Best Practices and In-Person Events Overview and Best Practices documents.

Recommendations for Personal Information Questions

The following are recommendations for inclusive language for questions and answer options related to personal identity information (gender, orientation, race/ethnicity, and religion), if you choose to ask these questions as part of your survey.

- Do you identify with the gender that corresponds with your sex at birth?
 - Options of Yes (Cisgender), No (Transgender), Decline to State, Prefer to self-select (please specify)

- How do you identify?
 - Options of Female, Male, Non-binary, Decline to State, Prefer to self-select (please specify)

- What is your racial/ethnic background?
 - Options of Black or African-American, Asian – East Asian, Asian – South or Southeast Asian, Asian – Middle Eastern, White (Non-Hispanic), Hispanic/Latine White, Hispanic/Latine Non-White, Native American/Indigenous, Native Hawaiian/Pacific Islander, Multi-racial (or, option of check all that apply), Decline to State, Prefer to self-select (please specify)

- What is your sexual orientation/identity?
 - Options of Heterosexual, Gay/Lesbian, Bisexual, Queer/Pansexual, Asexual (no sexual attraction), Decline to State, Prefer to self-select (please specify)

- What is your spiritual affiliation?
 - Recommended that this has options of Decline to State and Prefer to self-select (please specify) rather than listing out the many different options.

Reunion Merchandise and Favors Overview

Merchandise and Favors Overview

Some reunion committees might choose to offer a favor (a merchandise item) to classmates who attend the in-person finale programming. Please note this is completely optional. Committees also have the alternative or additional option of working with the HAA staff liaison and campus partners to offer online on-demand merchandise stores to classmates throughout the year. Management of merchandise and favors may only need to be managed by the Chairs and the Reunion Treasurer in partnership with the HAA staff liaison, but there might be the opportunity for other volunteers to play a role depending on interest from committee members.

Merchandise Stores

To create a sense of engagement and excitement around your reunion year, consider offering an online store featuring class-branded merchandise. Classes are encouraged to partner with either the Harvard COOP or Harvard Student Agencies (HSA) as a vendor, to offer custom reunion merchandise stores. Your HAA staff liaison can connect you to a COOP or HSA representative directly if you are thinking of pursuing this.

- The vendors can share what the pricing might be on possible items.
- Some items might require a minimum number of orders in order for the item to be produced, while some may be able to be produced individually on-demand. The vendors can share which items fall into each category. Try to avoid items with high minimums.
- Be sure to offer items in a range of price points.
- The vendors can help create design mockups to include your class year, reunion year, or class logo on the merchandise, and will work with the Harvard Trademark office for approval before the items go on sale.
- The vendors can create a website where your classmates (and loved ones) can shop and pay for the items (with credit card payment) so you do not need to manage this aspect.
- The vendors will also manage delivery of the items following the orders being placed. Items will be mailed directly to classmates.
- The process of selecting items, identifying pricing, making design mockups, getting Trademark approval, and launching the website store takes time, so please be in touch with your HAA staff liaison as soon as you are thinking about pursuing a merchandise store.

Note that when reunion classes have offered these stores in the past, it was up to the individual classmates placing orders to pay for their own items (i.e. they were not subsidized or paid for with class treasury funds). This is a recommended approach, but with this in mind, we ask you to be mindful of the pricing of your items vis-a-vis other expected expenses for your classmates in your reunion year, like the registration for your June in-person programming. It's also recommended to space out the launch of your merchandise store from the launch of your June in-person registration for this reason.

Some reunion committees will choose to use class treasury funds (with the approval of the Chairs and the Class/Reunion Treasurer) to order extra items to be used for raffles/giveaways at virtual and in-person events. Your HAA staff liaison can help you determine the best way to move forward with this

Reunion Merchandise and Favors Overview

if you decide you want to do this. One-size-fits-all items are best for giveaways (i.e. hats, mugs, glasses, water bottles, etc.).

Logo Approval

As of 2023, The Trademark logo process can take up to a month, so we recommend starting this process by January 1. All logos must now say, "Class of", as well.

Reunion Favors

Reunion favors are a great way to provide your class with a memento of the reunion year. For reunion committees that choose to offer a favor to their class, they have usually offered these to registrants of the in-person programming, and offered these to the alumni only (not their guests). The cost for the items is built into the flat registration fee that all in-person registrants will pay, so the classmates are indirectly paying for the item when they register.

Recent classes have foregone the favor in order to lower overall registration costs, or selected a COOP Gift Card which enables classmates to select their own class merchandise. We strongly advise against choosing size-based apparel (like a jacket, t-shirt, sweatshirt, or vest) as a reunion favor. One-size-fits-all items are best for favors (i.e. hats, mugs, glasses, water bottles, etc.). Your HAA staff liaison can help you determine what might work best given your interests, and connect you with the Harvard COOP or Harvard Student Agencies for assistance.

Gifts

While not required, some reunion committees or leaders may choose to use class treasury funds (with the approval of the Chairs and the Class/Reunion Treasurer) to offer gifts to key speakers (whether they be classmates or faculty) as a thank you. If you are thinking of doing this, your HAA staff liaison can help you determine what might work best and assist with the purchase, so no one needs to be reimbursed (unless volunteers are planning to do this with their own personal funds). Due to Harvard expense policies, gifts to individuals cannot be more than \$99. If you have a merchandise store and/or favors and have extra items, you may choose to use these as the gifts rather than buying additional items.

More information about this work can be found on the separate Budgeting Process and Best Practices document.

Reunion Memorial Services Overview and Best Practices

Memorial Services Overview

The Memorial Service, honoring deceased classmates, is one of the most treasured events of the reunion experience, and many classes maintain their own traditions regarding program elements. The HAA looks forward to honoring those traditions.

Typically, 5th—20th Reunion classes hold their service in a smaller space on campus. For the 5th and 10th Reunions, the committees can decide if they want to honor all classmates who have passed since they started their time together as students, or only those who have passed away in the past five years. For the 15th and 20th, it is common to honor those who have passed in the past five years since the last reunion. Beginning with the 25th Reunion, the service is held in Memorial Church.

The planner(s) will work directly with the HAA staff liaison on all details related to the service and not with the Church staff. The HAA staff liaison will share all details with their Events colleague, who will coordinate with Church staff on all programming for the service. Once all the details of the service are finalized, the HAA staff liaison will put the planners in contact with clergy, organists, etc. as needed. Your HAA staff liaison will also coordinate any rehearsal requests with the church staff – please do not reach out to the church staff independently.

Your HAA staff liaison will share the time and location of your Memorial Service. The Church requires specific timing between services, so timeslots will be assigned. Your staff liaison will work with you and discuss your class's traditions and goals to determine the best approach depending on your reunion year, your assigned location for the service, and the number of classmates who have passed away. While there are recommended best practices, these programs will ultimately be tailored to the experiences and personalities of your class and of those who have passed away.

While it can be difficult to gather to speak about classmates who have passed away, volunteers and alumni have shared how important these services are to their reunion experience and their class community and appreciate the chance to celebrate the lives of their classmates.

For a more inclusive service, we highly encourage the organizers to find ways to incorporate multiple religious faiths. Classes will select clergy and all musical contributors.

Memorial Service Planning

The volunteers focused on the memorial service will be dedicated to the organization of the Memorial Service program, which may include the integration of music, readings, and participation from both the class and clergy.

Your HAA staff liaison can share a list of classmates who have passed away since your last reunion. It is helpful for class leaders to review this list to ensure it is accurate, as sometimes Harvard is not notified of the death of a classmate. This list can be reviewed up until the service to ensure all are honored.

Reunion Memorial Services Overview and Best Practices

The lead volunteers will:

- Select classmates to participate in the Memorial Service as service coordinators, ushers, readers, clergy, and musicians (many of these roles are for the 25th and above).
- Select readings and music for program and service
- Create the final copy for the printed memorial program based on the template provided by your HAA staff liaison
- Submit the final copy of the memorial program to the HAA (usually by the start of April) where the content will be proofread, fact-checked (spelling of alumni names, etc.), and placed in layout and design
- Review and approve the final copy of the program before it goes to press

Generally, only the classes beginning with the 25th Reunion will have a formal printed program, so volunteers from the 5th—20th can decide if they want to create an alternative or forgo it (a simple digital-only run of show program or no program at all is completely fine).

Honoring Deceased Classmates

Listing and reading the names of deceased members of the class is central to the memorial program and service starting with the 25th Reunion. Reunions classes through the 20th Reunion can determine the best way to honor their classmates. For the 25th and beyond, the HAA updates a printed program with a current list of deceased classmates, obtained from the Class Report Office and updated just before the print deadline for the program, with asterisks next to the names of those who have been reported deceased in the last five years. The print deadline will likely be at least three weeks prior to the service. If a classmate passes within this time period, they cannot be added to the printed program, but can still be honored during the service verbally.

The class volunteers determine the format for the reading of the names during the service—some classes read the list aloud in its entirety and others read only the names of those who have died in the last five years. At the close of the reading, a solemn silence is observed during which The Memorial Church bell is tolled “in memory of voices that are hushed,” as the inscription on the bell reads.

When Reunions were held virtually during the COVID-19 pandemic, many classes chose to use a platform called Kudoboard to create a digital memorial board to honor the classmates who have passed away. There is a fee to create a memorial board, but classmates can be invited to post text and images of memories of classmates, and the board can also be downloaded. This is just an option to consider in addition to your in-person memorial service as another way to gather stories and memories from your classmates. If your class would like to pursue this, your HAA staff liaison can advise on next steps.

Recommendations for Music and Readings

The lists below represent music and readings that past classes have used for their memorial services.

Music

- Prelude in E-flat Major, BWV 552, Johann Sebastian Bach (1685–1750)
- Prelude and Fugue in G Major, Op. 37, No. 2, Felix Mendelssohn (1809–1847)
- Hymn, no. 4, “For the Beauty of the Earth”

Reunion Memorial Services Overview and Best Practices

- Hymn, no. 5, “Now We Thank All Our God”
- Hymn, no. 27, “We Gather Today to Ask the Lord’s Blessing,” Anonymous
- Hymn, no. 29, “This is My Song, O God of All the Nations,” Jean Sibelius
- Hymn, no. 23, “Joyful, Joyful, We Adore Thee,” Hymn to Joy
- Hymn, no. 40, “Morning Has Broken”
- Hymn, no. 83, “For All the Saints”
- Hymn, no. 210, “Our God, Our Help in Ages Past”
- Hymn, no. 327, “God the Omnipotent! King, Who Ordainest”
- Hymn, no. 358, “Fair Harvard”
- Hymn, “Radcliffe Now We Rise to Greet Thee”
- Spiritual, “Deep River”
- Spiritual, “Peace Like a River”
- Spiritual, “Swing Low, Sweet Chariot”
- Hymn, “Amazing Grace”
- Hymn, “Still, Still with Thee”
- Anthem, “For He Shall Give His Angels,” Felix Mendelssohn (1809–1847)
- “The Last Invocation,” Walt Whitman
- Postlude in E-flat Major, BWV 552, Johann Sebastian Bach (1685–1750)
- Postlude “Alleluia”

Readings

- Psalm 23; Psalm 46; Psalm 139: 1–8
- Ecclesiastes 3: 1–8
- Isaiah 43: 1–2, 18–21
- Revelation 21: 1–7
- Matthew 5: 1–16, The Beatitudes
- 1 Corinthians 13: 1–13
- Readings from the Holy Qur’an, “True Servants of God,” 25: 63–64, 67–68a, 72–76
- Readings from Hindu scriptures
- Teaching on death and impermanence from the Buddhist traditions
- Prayer of St. Francis of Assisi
- “When Death Comes,” Mary Oliver
- “At That Hour,” James Joyce
- “Fear No More the Heat o’ the Sun,” William Shakespeare
- “The Truly Great,” Stephen Spender
- “Remember,” Christian Rossetti
- “Let Evening Come,” Jane Kenyon
- “Dear Lovely Death,” Langston Hughes
- “We Need One Another,” George E. Odell

Prayers

- Interfaith Prayer
- The Kaddish
- The Lord’s Prayer

Leadership and Motivation

Best Practices for Reunion Leaders

Volunteerism at Harvard

One of the most valuable ways in which alumni can be involved with Harvard is through volunteering. Our volunteers are what help shape and sustain our institution. They take great pride and satisfaction in giving back—and we welcome all alumni to join our volunteer community. Volunteering with your reunion program committee can be one of the most memorable and meaningful experiences. Attending your own reunion and encouraging others to do so is also a vital way to ensure that your class stays connected over the years.

As volunteer leaders, you can work with your HAA staff liaison to support the work and enthusiasm of volunteers to set goals, expectations, and norms for how you will all work together and ultimately ensure that everyone is having fun with the work they are doing!

As the leaders of your class, you understand your class (and their needs) best, and we look to you to create an inclusive and engaging culture of programming, communication, and volunteerism that best speaks to your community.

Resources for Reunion Volunteers

Chairs and other reunion committee leaders should be knowledgeable about all informational resources available to reunion volunteers. Many of these can be found on the Reunion Volunteer Resources page of the College Alumni Programs Officers Lounge website (which can be found here: <https://officerslounge.classes.harvard.edu/article.html?aid=233>).

These have been put together based on the experiences of past classes and volunteers, so it's important that volunteers continue to use them to identify what might be missing or what might need to be updated. Some of these resources include:

- Reunion Year Overview for Class Volunteers
- Support of Reunions and Volunteers
- Reunion Committees Roles and Responsibilities
- Outreach and Engagement Best Practices for Reunions
- Pre-Reunion Events Overview and Best Practices
- Reunion Virtual Events Overview and Best Practices
- Reunion Class Surveys Overview and Best Practices
- Reunion Merchandise and Favors Overview
- Reunion Memorial Services Overview and Best Practices
- Leadership and Motivation Best Practices for Reunion Leaders
- Reunion Budgeting Process and Best Practices
- Reunion In-Person Events Overview and Best Practices

A thorough understanding of this information will help you best support your reunion committee, while also ensuring that they are fulfilling their responsibilities and taking advantage of the resources available to them. It's best to always direct volunteers to the copy of the document on the Officers Lounge website instead of sharing the document directly, as it may be updated on the website.

Leadership and Motivation

Best Practices for Reunion Leaders

Meeting Norms and Best Practices

Meetings provide a time for us to come together, share updates, and brainstorm ideas. Reunion Committee Chairs, subcommittee leaders, and other ad-hoc leaders should work in partnership to determine when meetings should be held, who should be invited, what should be on the agenda, and what attendees should plan to do before and/or after the meeting. While many of these meetings may include your HAA staff liaison (or another HAA staff member) volunteer leaders should work with their staff liaison to determine what works best. For example, it might make sense for members of a subcommittee to meet on their own, if they don't have questions for or need input from the Chairs or staff liaison.

Managing Reunion Committee Members

As mentioned above, a primary leadership role for chairs and other leaders to play includes ensuring that reunion committee members are fulfilling the responsibilities of their role and taking advantage of the resources available to them. There may come a time when you need to approach a member about their ability to continue to effectively serve in the role (or they might come to you with similar concerns). This might then lead to a conversation about how you may be able to move forward with them still in the role (such as with help or with pivoting the goals/scope of the work), or if there might need to be a discussion about them stepping down and determining a replacement. Your HAA staff liaison can be a great resource for these conversations.

Psychological Safety and Productive Dialogue

Psychological safety is the belief that someone can freely and comfortably speak their mind. This allows for stronger volunteer communities as well as more productive volunteers who enjoy their work. This can also lead to a culture of more creativity, speaking up, and trying new things. While not every idea may be able to be pursued, there might be ways to get at the heart of what a volunteer is suggesting and empower them to see it through as part of another initiative. Classes are diverse communities, and someone's experience may have not been an experience you were aware of (a "blind spot") and it's important to make sure these experiences are honored not only within the committee, but also within the culture of the class and the reunion programming.

With this in mind, there might be comments or ideas that are not appropriate (or need to be pivoted in another direction while honoring the original intention). It's important to ensure your other volunteers know you hope this group serves as a positive and inclusive place for you to continue to build class community, and that it's important to maintain a fun and psychologically safe space for all members.

Motivating Committee Members

With reunion year programming running across a year, it's important to work with your HAA staff liaison to determine the best way to motivate your committee members depending on their interests in the work (since, again, we all want this to be fun!).

Leadership and Motivation

Best Practices for Reunion Leaders

Foster a community where volunteers can be honest about their bandwidth and interests to ensure all volunteers are on the right projects, and you can reassess your goals and scope as needed. Volunteer leaders should also be mindful of the volunteers (whether new or veterans) that are going above and beyond, as they might be potential future leaders of the class (or have interests in other HAA volunteer roles).

As you identify the strengths and interests of committee members, feel free to encourage them to play a role in an event, program, or task where they will be able to make the biggest impact. Look for volunteers that have particular skill sets that match up with your needs. Very importantly, be sure to show appreciation for your fellow volunteers on a regular basis - you are all volunteering your time after all! Regular check-ins, reminders, and honest conversations can help committee members stay motivated and ensure you all meet your goals of creating great programming for your class.

Reunion Budgeting Process and Best Practices

Budgeting Overview

The Reunion Committee Chairs and Reunion Treasurer will work with their HAA staff liaison to create a reunion program that is as inclusive and accessible as possible with regards to the cost of events.

The virtual events that the HAA will organize for all reunion classes throughout the year will not have a cost to attendees. Outside of partnering with a third-party organization that might require payment by individual attendees, classes should plan to offer all of their virtual programming throughout the year for free. Many virtual events, by the nature of their setup, do not have a cost to them. For virtual class events that might have a cost, the Reunion Committee Chairs and Reunion Treasurer can decide what may be appropriate to pursue using class treasury funds to cover the cost so that classmates do not need to pay a fee to attend. Examples might include hiring a third-party performer (musician, comic, etc.) that requires a fee, or if you are producing a video or other multimedia piece that requires more advanced work. Before looking to hire third parties in these examples, it's best to start with your own reunion committee and classmates - you might find a classmate who is willing to volunteer their time and services (without a payment) as part of their reunion.

If your class organizes regional in-person gatherings throughout the year, a common approach is for these to be "pay-as-you-go" for the attendees, meaning that there is no fee to set up or attend the event, but if food or drink is available, and they choose to buy it, that would be the responsibility of that individual. Please keep in mind that there is no budget from the HAA to finance these regional events.

Planning the Reunion Budget

The spring in-person programming will require payment to attend, and your HAA staff liaison and other colleagues in Alumni Affairs & Development will work with the Reunion Committee Chairs and Reunion Treasurer to create a budget based on your plans that charges your classmates the appropriate amount.

The HAA and Alumni Affairs & Development have created a budget tool that allows for greater financial transparency with volunteers and minimizes risk to the class. All budgets are now finalized and approved by the AA&D finance team to ensure precise numbers. Budgets are built at cost and include a small contingency. However, this contingency should not be counted on for expenses that may arise later in the planning after the budget has been finalized.

The HAA will need to have written approval of the reunion budget and pricing from the treasurer(s) before the reunion registration form for in-person campus programming launches. If any additional elements are added to the budget following the budget-approval period, the treasurer(s) will need to provide written consent. Following the reunion year, the treasurer(s) will either be given a check if the class accrues a surplus or will be asked to reimburse the HAA from the treasury if the class incurs a deficit.

As part of the costs of the in-person programming, classmates will pay a flat fee regardless of how many events they plan to attend. This could cover general expenses that are not event-specific (such as supplies or other materials that will be used across many events), the reunion favor, or to create a pool

Reunion Budgeting Process and Best Practices

of funds to use for financial assistance if classes would like to have more funds available than what they are allotting from their class treasury. See more on this below. If classes do not offer a favor or are not planning to raise funds to use for financial assistance, then there might not be a flat fee. Classes can also determine if the flat fee is specific to the classmate or if it covers their guest as well. It is generally the case that classes will not offer a favor or financial assistance to any guests, so there is usually just the flat fee for the classmate.

Expense Categories

Harvard subsidizes many reunion expenses for all classes, meaning that some expense types will be paid for completely by the HAA. The chart below details expenses subsidized by Harvard and expenses that are the responsibility of the class.

University Subsidized Expenses	Class Covered Expenses
<ul style="list-style-type: none"> • Permit Licenses (liquor, entertainment, etc.) 	<ul style="list-style-type: none"> • Space rentals directly chosen by Class (Harvard Art Museum, etc.)
<ul style="list-style-type: none"> • Space Rentals (for space designated by HAA and not driven by the Class) 	<ul style="list-style-type: none"> • Memorial Event Services (organist, bell toll fee, minister, A/V, extra attendant for choir rehearsal)
<ul style="list-style-type: none"> • Basic supplies (lanyards, badges, etc.) 	<ul style="list-style-type: none"> • Catering
<ul style="list-style-type: none"> • Rentals (tent, table, chair, equipment) 	<ul style="list-style-type: none"> • Alcohol
<ul style="list-style-type: none"> • Tech for Reunion (laptops, ipads) 	<ul style="list-style-type: none"> • AV/Media Services
<ul style="list-style-type: none"> • Facilities Services 	<ul style="list-style-type: none"> • Flowers and Event Décor
<ul style="list-style-type: none"> • Student/Temporary labor to support overall events 	<ul style="list-style-type: none"> • Musical Entertainment (DJ, band, etc.)
<ul style="list-style-type: none"> • Shuttle services around Campus (organized by HAA) 	<ul style="list-style-type: none"> • Discretionary Expenses (field day, tickets to an event, POPS, Museums etc.)
<ul style="list-style-type: none"> • Children's Program (partial subsidy) 	<ul style="list-style-type: none"> • Favors
<ul style="list-style-type: none"> • Security Detail 	<ul style="list-style-type: none"> • Printing/Mailing (save the date postcards, etc)
<ul style="list-style-type: none"> • Memorial Event Services (space, first attendant, & admin fee) 	<ul style="list-style-type: none"> • Photography
<ul style="list-style-type: none"> • Communications (printed campus maps, radio, HQ phones, etc.) 	<ul style="list-style-type: none"> • Event Parking
<ul style="list-style-type: none"> • Bank/credit card Fees 	<ul style="list-style-type: none"> • Transportation services off campus (not including to the hotels for post-50th Reunion classes and the Crimson Society)
<ul style="list-style-type: none"> • Class photo photographer 	<ul style="list-style-type: none"> • Business meals (Reunion committee meetings)
<ul style="list-style-type: none"> • Recording/streaming of Memorial Service 	<ul style="list-style-type: none"> • Miscellaneous Other
<ul style="list-style-type: none"> • Hotel Shuttles for Post-50th Reunion Classes 	<ul style="list-style-type: none"> • Recording/streaming of events besides the Memorial Service

Reunion Budgeting Process and Best Practices

Making Purchases and Signing Contracts

The HAA staff liaison should be making all approved purchases for the reunion committee (i.e. members should not be making purchases with the intention of being reimbursed). In order to plan ahead for purchases, the Reunion Committee Chairs and Reunion Treasurer should be in regular communication regarding planned expenses. These steps should be followed for any expenses:

- All contracts must be reviewed and approved in advance by the Harvard Alumni Affairs & Development Finance and Administration team to ensure University compliance. No contract should be signed by a volunteer or under a volunteer's name.
- Goods and services must be procured and approved by a member of the Harvard Alumni Affairs & Development organization to ensure University compliance.
- All expenses must also be approved by the reunion volunteer leaders and treasurer.
- Class members/leaders will not be reimbursed for any out-of-pocket expenses.

Pricing Options

There are two types of pricing options for in-person programming. These are in addition to the flat fee, as applicable.

- Full Package: For classmates who are planning on attending every in-person reunion event, the full package is a slightly better value than paying for each event individually.
- A La Carte: This option is for classmates who are only able to attend select in-person reunion events. Due to the nature of the programming, evening events are more expensive than daytime events.

In addition to the flat fee and programming expenses, classes with the option to live in campus housing will pay a housing fee per night (housing costs are per each person, not per room). This is separate from your reunion budget and doesn't impact your class funds. That being said, it's worth being mindful of all of these expenses in total when planning the budget for your own programming.

Pricing Tiers

There are also typically three tiers of pricing. This encourages classmates to sign up early, which allows your committee and the HAA to better plan for the expected number of attendees and ensure spaces and meals can best accommodate your class. Pricing for each adult guest will be the same as the pricing for classmates.

- Early Bird Pricing: For planning purposes, it's most beneficial that your classmates register early. To encourage this, early registrants will receive the most affordable price. Early bird pricing is at cost and an early bird full package is at cost without contingency. Classmates will not pay a price for any event that is below the cost for that event. Early bird pricing will end by a specific common date, regardless of registration launch date.

Reunion Budgeting Process and Best Practices

- Standard: Classmates who register after the early bird window but before the form closes will receive regular pricing, which is more expensive than early-bird pricing (roughly \$20 more per event or group of events on average over early bird pricing) but still a significant discount from walk-in pricing.
- Onsite: Inevitably, there will be walk-in attendees to reunion events. While this is a fact of reunions, we are making efforts to limit the number of walk-ins, as they make planning difficult for our catering partners, events teams, and impact staffing needs. Pricing will be roughly \$20 more per event or group of events on average over standard pricing.

Budget Creation Process

Once all of the expected expense amounts are known, the reunion leaders will work with the HAA staff liaison and Alumni Affairs & Development Finance to create the budget and pricing before registration launches.

The first phase involves reviewing menus, finalizing program components, and finalizing a budget worksheet with any other quotes. Meals (catering and bar) make up the majority of the expenses for reunions, so obtaining contracts for all meals will be an essential first step. Your HAA staff liaison will work with the caterer to determine counts that might work best based on an average of past attendance for your class and for that reunion. Once all major contracts and budget items are known, your staff liaison will then work with AA&D Finance to build out the budget.

The second phase involves the budget being drafted and approved by Finance. This can take up to two weeks. The team reviews the program components, as detailed in the budget worksheet and historical fixed costs, to create the budget. The Finance team then reviews the budget before setting a pricing model and approving.

The third and final phase is budget approval by the committee. First the Chairs and Treasurer will review the proposed budget and pricing and raise any questions to Finance. Pending this, the Chairs and Treasurer will then approve the budget.

Once the budget is approved, your HAA staff liaison will then begin working with other colleagues in AA&D to build the registration form for your in-person programming. **Once the registration form build is in process (and especially once registration has launched), it will not be possible to further change pricing.** With that in mind, the reunion committee should avoid making any additional major expenses not captured in the budget planning, unless these are expenses that the treasurer has approved the use of class treasury funds for.

Financial Assistance

Reunion Chairs and the Reunion Treasurer should decide how they want to offer financial assistance to classmates to lower the cost for classmates if they need assistance in attending the reunion. A pool of funds can be made available for this by charging all classmates a flat fee as part of the registration

Reunion Budgeting Process and Best Practices

process and/or allotting a specific amount of class treasury funds, if available. Classes need to make some provision for financial assistance.

To ensure a frictionless and inclusive registration process for those seeking financial assistance, there will be a front-facing promo code for 50% or 100% off registration costs for alumni registrants only. Financial assistance typically does not apply to housing, childcare, or guests. Those needing additional, non-standard assistance will be able to call the College Alumni Programs Office for assistance. Caregivers and aids can be registered at no cost to alumni by calling the College Alumni Programs Office. If your class has a cap on financial assistance, your staff liaison will monitor use of financial assistance, and if needed, remove the option for alumni registrants. Additionally, financial assistance cannot be used to cover non-campus housing (hotels, independent arrangements, etc.) or their transportation to, from, and around Cambridge.

Reunion Subsidy Program

In addition to using class treasury funds or a flat fee for financial assistance, classes can also decide if they want to utilize a reunion subsidy. This program can be used for classmates who request assistance in attending the reunion events (as mentioned above, the HAA manages these requests).

Reunion program and fundraising committees are deeply committed to strengthening and supporting their class communities and the financial priorities of the Faculty of Arts and Sciences.

The goal of establishing a reunion subsidy is to raise spendable funds to offset some or all costs for alumni to register for and attend their **in-person reunions**. Subsidies are intended to promote accessibility and participation for all classmates. Subsidies cannot be used to expand standard reunion programming.

The decision and responsibility of whether to raise a subsidy lies with the class's reunion program planning committee. Should a class decide to raise a subsidy, **all gifts should be received by Harvard by January 31, 2024**.

Reunion subsidy contributions are considered gifts to the University and receive tax, class, and University credit. Because they receive tax credit, they are not refundable.

A class-appointed subsidy chair will work in close coordination with their class's Harvard Alumni Association (HAA) and Harvard College Fund (HCF) liaisons, in partnership with the Harvard Alumni Affairs & Development (AA&D) Finance team.

Reunion Subsidy Requirements

- The class must appoint a subsidy chair
- The class treasurer must agree to join and transfer funds to the HAA Partnered Treasury Program by January 31, 2024
- The class must agree to the accounting and reconciliation protocols outlined by Harvard's AA&D Finance team
- All gifts must be paid full by January 31, 2024

Reunion Budgeting Process and Best Practices

Reunion Subsidy Chair Responsibilities

The decision and responsibility to launch and execute a reunion subsidy campaign lies with the reunion program committee and should be a volunteer-led effort.

- A designated member of the class must serve as the primary volunteer solicitor (aka “subsidy chair”) and owner of this effort, which includes the following responsibilities:
 - Join the reunion program committee and provide regular updates to the committee (or to the HAA staff liaison if they cannot participate in committee meetings)
 - Work with the class HAA and HCF liaisons to review the list of potential contributors and subsidy messaging
 - As gifts are made, share donor names, and intended amounts with the HAA and HCF liaisons
 - When soliciting classmates, make clear that this is a separate effort from the reunion gift campaign and that subsidy gifts should be considered in addition to an individual’s reunion gift to Harvard
 - Ensure all gifts are made and pledges fulfilled by January 31, 2024

Participant Guidelines and Best Practices

- Many classes already have substantial funds in their class treasuries that could be used to mitigate reunion costs. This should be explored prior to the launch of a subsidy effort, to see if it is needed.
- Solicitation is targeted to class leadership (program and fundraising committees); it is not a class-wide or crowd-funding effort
- In some classes, there may be a small group of non-committee members who are solicited (the subsidy chair will work with their HAA and HCF officers to determine potential contributors beyond committee members)
- It is expected that any subsidy donors will make a commensurate gift to the Faculty of Arts and Sciences through the reunion gift campaign
- With the exception of very special circumstances, subsidy funds will only be allocated to classmates and only for their program costs. Subsidy funds are not intended to cover the cost of housing, childcare, guest attendance, or transportation to and from campus. Any decisions about exceptional allocations of funds will be made by the reunion manager, Program Committee co-chairs, and class treasurer.
- To minimize misallocation of subsidy funds:
 - Donors should be encouraged to make subsidy gifts as a standalone gift (i.e., not as part of a larger gift)
 - Donors should be encouraged not to make a subsidy gift through a DAF (donor-advised fund)
 - Donors should include the fund name/number in the online description/check memo, as well as their class year (Harvard Alumni Assoc Class Activities Fd (610-368081RG))

Subsidy Use

The reunion subsidy will be used only to directly offset reunion expenses for those classmates who request financial assistance to cover their ticket cost at 50% or 100%.

Reunion Budgeting Process and Best Practices

Timeline for 2024 Reunions

- **September/October 2023:** Class leaders determine participation in subsidy program and identify a subsidy chair
- **September/October 2023:** Subsidy chair meets with HAA and HCF liaisons to review role, guidelines, and timeline
- **September 2023 – January 2024:** Subsidy chair engages in peer outreach and provides monthly updates to HAA and HCF liaisons
- **January 31, 2024:** Deadline for the class treasury to move into the [HAA Partnered Treasury Program](#) (if not already participating)
- **January 31, 2024:** All subsidy gifts must be received by January 31 (no pledges; cash in hand). Reunion registration cannot go live until the budget has been confirmed.

Reunions Budget Decisions for Program Committee Chairs and Reunion Treasurer

- Financial assistance
 - Will you coordinate a class subsidy?
 - If there's no subsidy, how will you account for financial assistance?
 - From registration fee
 - From class treasury funds (and if so, how much)
 - From both registration fee and class treasury funds
- Favors
 - Will you offer a favor to registrants?
 - How much will the favor cost per item?
 - What will the favor be?
 - Are favors per classmate only or per person (i.e. guests get one too)?
- Catering
 - Are there meals when you'll offer beer and wine?
 - Are there meals when you'll offer full bar?
 - Do you want a mimosa/Bloody Mary bar at brunch?
- Entertainment
 - Are you planning to have a DJ or band? If so, when?
 - Are you planning to have a photobooth or photographer? If so, when?
- Printing
 - Do you plan to send a save-the-date postcard?
 - Do you anticipate other printing costs/printed projects?
- Programming
 - How many content sessions will you offer?
 - Will you need AV for these sessions? If so, which ones?
 - Will you need complex AV for any sessions?
- Memorial service
 - If your service is in Memorial Church, will you need a rehearsal on a different day?
 - If your service is in Memorial Church, will you need the organist to play?
 - Will you need a member of the Memorial Church clergy to participate in your service?
 - Do you want a printed program?

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- If your service is not in Memorial Church, will you need AV support (beyond HAA-covered streaming/recording)?

Reunion In-Person Events Overview and Best Practices

More information about reunions, including the dates for in-person programming in 2024 can be found on the Harvard Alumni Association website here: <https://alumni.harvard.edu/reunions/register>. More information for you and your classmates will be added here as it becomes available.

We invite you and your class to think of your reunion as a year-long celebration rather than an in-person celebration taking place over a single weekend. This new approach is an opportunity to strengthen the bonds of community by emphasizing inclusion and welcoming those who might otherwise not be able to engage in a typical reunion. This will also allow your class to feature more content-rich sessions throughout the year, ahead of your celebratory gathering on-campus in June.

There could be four different types of programming in your reunion year:

- Virtual class programming in the fall, winter, and spring, as desired, planned by your reunion committee in partnership with your HAA staff liaison.
- Regional in-person class programming in the fall, winter, and spring, as desired, planned by your reunion committee in partnership with your HAA staff liaison. These were previously referred to as “pre-reunion events” but should be thought of as your reunion programming.
- Virtual programming planned by the HAA for all reunion classes and the Crimson Society featuring Harvard faculty, administrators, and other special guests in the fall, winter, and spring. Your staff liaison will keep you informed as these programs are planned and will ensure that these broader programs are integrated into your reunion schedule.
- In-person reunion finale programming on-campus in Cambridge in June, now the week after Commencement, planned by your reunion committee in partnership with your HAA staff liaison.

The HAA will host Harvard Alumni Day (previously called the Annual Meeting of the Harvard Alumni Association) during the in-person reunions on Friday, May 31. This will feature the alumni parade and a featured speaker.

Your in-person programming on the Harvard campus will be a celebratory conclusion to your reunion year, building on the months of virtual/regional program your reunion committee will plan and taking advantage of the type of programming that can only be done in-person!

Planning the Schedule

Your HAA staff liaison will share an initial schedule with you at the beginning of the year. This will include placeholders for larger events like your meals and dances, as well as when your memorial service and class photo will be. The schedule will also indicate where open time blocks for programming are available, so that the reunion committee can create custom programming during this time, if interested.

This phase of planning, which will ideally take place in the fall, is the time to determine the components of your reunion that will have an impact on the budget. Once you have a budget set, you will be on the path to opening registration in the spring.

Reunion In-Person Events

Overview and Best Practices

Committee members can consult Class Reports (Red Books) from previous reunions or work with the HAA to obtain a draft copy of the current Red Book, as they work to identify topic areas and recruit participants for programs. A class survey can also be used to help identify areas of focus and classmates to feature.

Please note that you do not need to create programming for every open hour on the schedule. Your classmates will appreciate the opportunity to have some unstructured downtime, whether that's on their own/with their family, meeting up with other classmates informally, taking a break (or nap!), or changing for the next event (and this is some of the most common feedback we've heard from alumni post-reunion).

Class Programming: Social, Intellectual, and Memorial Service

Social programming can take many forms during the reunion and may include the lunches, evening events, networking sessions, affinity group mini-reunions, or other gatherings. You and your committee will decide what form you would like these events to take. We also recommend building in time on your schedule for informal socializing to allow classmates to do what they're most excited about: see each other!

Intellectual programming is an opportunity to balance the social activities with some thoughtful content. Your committee might decide to hold some sessions concurrently so classmates can pick a topic that is most interesting to them. Based on survey results from past reunions, we do not recommend more than two concurrent presentations at a time. Additionally, please plan to allow at least 15 minutes in between back-to-back sessions.

- **Alumni Panels/Guest Speakers:** Class panels and symposia provide classmates with an opportunity to reconnect through events of direct relevance and interest. Specific panel topics vary by reunion. A successful symposia event draws on the collective wisdom of the class and presents stories from a diverse group of classmates. Many classes invite speakers who have not presented at a previous reunion. The committee should strive to include panelists representing the various demographics of the class. A symposia/class panel should last no longer than 90 minutes, allowing 15–30 minutes for open questions. Panels should have no more than six people, including the moderator; panels with more than six people do not allow each panelist adequate time to speak and additional microphones lower the audio quality of the symposia. Class symposia are a unique opportunity to generate conversations among classmates, but it's important to avoid the trap of over-programming your reunion. When planning your days, make sure enough time remains for follow-up conversations between symposia!
- **Glimpses/Classmate TED-style Talks:** Glimpses is a unique reunion program during which a handful of classmates will give a glimpse into their life through a short presentation. These aren't lectures, but rather reflections on life and can be funny, poignant, difficult, and powerful. Many alumni consider this program to be a highlight of their reunion.

Please see the Memorial Services Best Practices document for information about how to plan for your memorial service and what to expect at the event.

Reunion In-Person Events Overview and Best Practices

Venues

For on-campus spaces: Harvard's campus offers reunion classes many options for a wide variety of different types of events. Using approved on-campus spaces allows alumni to have a more personal and immersive Harvard experience, whether it be listening to a panel discussion in a lecture hall, sitting down to a meal in one of the Houses, or dancing at a concert in Harvard Yard.

For off-campus spaces: Most classes hold all of their Reunion events on campus but some may elect to host at least one event off campus. The HAA has existing relationships with several venues in the area, including the Harvard Club of Boston, Museum of Science, and a number of local hotels. While we do enjoy working with these venues, we highly recommend that classes aim to be on campus as much as possible. If a class chooses to host off-campus events, the associated costs will be passed along to the class and classmates. The charges incurred when working with an off-campus venue (rental fees, transportation, etc.) can significantly increase the cost of the reunion.

Once your committee has determined its program needs, spaces will be assigned based on anticipated attendance and other events happening on campus. While committees can express preference for spaces, the HAA will make all final decisions on space assignments. Your HAA staff liaison will share your programming plans with colleagues on the Alumni Affairs & Development (AA&D) Events team, who will provide oversight of space allocation, logistical support, staffing models, vendor management, and caterer management related to all of the reunions. Event spaces will be assigned by the AA&D Events team, allowing reunion committees to focus their efforts on customizing program content to capture the spirit of your class and engaging your classmates and encouraging them to attend through strategic outreach.

Catering

Catering outreach and planning is done in close partnership with HAA staff and reunion leaders. Committees will work with their HAA staff liaison to review menus based on provided templates and options. Please note that we will not be creating menus from scratch for any events. Catering costs will make up the majority of the expenses for your reunion, so it's best to determine the pricing for meals as early as possible so the rest of the budget can be built with that in mind.

Several spaces on campus require the use of Crimson Catering as the sole catering provider (Annenberg Dining Hall, Residential Houses, Science Center Plaza Tent, Meyer Gate Tent, Knafel Center, Smith Center (if not using the Harvard Faculty Club's catering service), and the Queen's Head Pub).

The Faculty Club's catering service provides catering services at the Faculty Club, Loeb House, and the Smith Campus Center. Events at the Harvard Art Museums are catered by A Catered Affair. For other venues, the HAA works with a number of other local caterers, including Cuisine Chez Vous, Whole Foods, Blue Ribbon Barbecue, Baker's Best, Ipswich Clambake, Flour, and others. External caterers must be approved by the HAA and all catering contracts must be signed by the AA&D finance team.

Please see the Reunion Budgeting Process and Best Practices document for information expense types that are covered by Harvard and which are covered by the class, and how purchases will be made.

Reunion In-Person Events Overview and Best Practices

Faculty Outreach

The HAA is organizing monthly faculty and administrator programming for reunion classes throughout the reunion year, so we encourage reunion committees to create classmate-focused content for the in-person events. However, if your class would like to invite Harvard faculty to be part of a speaking event or a panel, please be in touch with your HAA staff liaison to determine the best way to move forward.

Each class can decide if they want their panels or speaking events to only feature classmates, or if they would like to feature guests from other classes, Harvard faculty, or speakers without a Harvard affiliation. Your HAA staff liaison can help you think through the appropriate speaker(s) depending on your goals for the event, and availability of speakers. If you would like to feature a Harvard faculty member, please let your HAA staff liaison know as soon as possible. They will then connect with a team in the HAA that manages event invitations to faculty who can advise on the best way to make the ask or offer additional/alternative names depending on the event.

Other Event Logistics

- **Accessibility:** Making reunions accessible for all attendees is a priority for the HAA. We make an effort to ensure all spaces where reunion events will be taking place are accessible, and for our senior reunions, we seek to choose spaces that are close to each other to reduce walking time and distance. All shuttle vans are also accessible.
- **Audio/Visual:** The HAA and AA&D Events work closely with our on-campus partner, Education Support Services, as well as third-party companies such as Bergsten Music and Bay State Sound to provide high-quality audio and visual support to reunion programs ranging from a panel discussion to an outdoor concert. Your HAA staff liaison will help your committee volunteers determine an event's AV needs and will make sure those needs are communicated with the vendor. Please note that once AV requests are finalized, we are not able to make changes.
- **Recording/Streaming:** The HAA will arrange and cover the costs for livestreaming and recording of the memorial service for all classes (to be posted on the HAA's YouTube channel). Any further video editing or hosting (or costs) for the memorial service will be the responsibility of the classes. If your class is looking to explore recording and/or streaming other events during your reunion, please connect with your staff liaison to discuss approach and logistics.
- **Bar Service:** The HAA works with professional bartending services to provide a high-quality experience. Classes may select a non-alcoholic bar, beer and wine, or full bar service for meals and events. Mimosa/Bloody Mary bars are also available for breakfasts. Reunion Committees will not need to play a role in choosing the specific alcohol brands offered beyond choosing the general bar package types noted above. Committees are encouraged to choose a bar package based on the experience they want for their classmates at the event, rather than based on the costs. Typically, there is minimal pricing difference between a beer and wine bar and a full bar. Additionally, all bar service at on-campus class events will be open bar for a smoother experience for attendees. Please note that per Massachusetts state law, some amount of food must be offered alongside an open bar.

Reunion In-Person Events

Overview and Best Practices

- **Decorations:** We typically include limited flower arrangements in requests with Crimson Catering, as well as for the Memorial Service, but do not provide any additional decorations unless the class has specifically budgeted for them. Most classes prefer not to budget for decorations, and we do not recommend it.
- **Entertainment:** Reunion entertainment options depend entirely on your class's preferences. Many of the reunion classes choose to have a DJ and dancing for at least one of their evening events. Other classes elect to have a class band perform or to host a class cabaret/talent show. For Yardfest, the combined program for the 5th and 10th opening party, the HAA team will work with reunion committees to identify the optimal performer. AA&D Events will book a DJ we regularly work with unless a class has a specific preference. They can also book photo booths for any events you want them at.
- **Security:** The HAA takes security at reunions very seriously and seeks to ensure the welfare of all reunion guests, staff, and other workers at all times. We share all reunion schedules with the Harvard University Police Department prior to the reunion. You can expect to see HUPD officers at any of the large-scale events taking place during the week and at any event where alcohol is being served.
- **Transportation:** Harvard provides a free reunion shuttle service throughout campus. This shuttle makes several stops on campus, including Reunion Headquarters, several of the Houses, and any Harvard parking garages where attendees have been instructed to park. Chartered buses will be provided for the 55th-70th Reunions between the hotel and event locations.

Please see the Reunion Budgeting Process and Best Practices document for information on what expense types are covered by Harvard and which are covered by the class, and how purchases will be made.

Housing

There are many options for housing across the reunions. Options might include staying at local hotels or in on-campus housing in the dorms and Houses. While the HAA will offer you options depending on your reunion year, you may also choose to stay at a different hotel or at another location off-campus (an Airbnb, at a classmate's house, etc.).

Hotels: Hotel reservations should be made by classmates directly with the hotel, and this will be separate from the process for registering for the in-person programming. The HAA will not be able to assist with hotel booking. Information about hotel blocks will be available by visiting the Reunions website.

On-Campus Housing: Alumni celebrating their 5th-50th Reunions have the option to reserve dorm housing on-campus. While staying on campus offers the opportunity to relive your College days and enjoy a convenient location, the dorms are simple and will not come with the same amenities as a hotel room would, so please plan accordingly. You can register your guests for housing as well.

Reunion In-Person Events

Overview and Best Practices

On-campus housing requests and payment (housing costs are per each person, not per room) will be part of the registration and payment process for the in-person programming. There will be a deadline to register for housing, and walk-in housing registration is not available. Due to the limited availability of dorm beds, housing requests will be filled on a first-come, first serve basis.

Those who request campus housing will learn their dorm/House and room assignment when they arrive at Reunion Headquarters (see below). They will not be notified of their room assignment ahead of time. Note that alumni will not be able to make requests for adjacent/shared reunion housing with classmates or other reunion attendees (besides immediate family members). We have the wonderful challenge of growing numbers of reunion attendees each year, and with the growth in numbers also comes the growth in housing demand. In determining housing assignments, our priority is making sure our assignments match the accessibility, health (refrigeration for breast milk, insulin, etc.), and religious (non-electronic access on the sabbath, etc.) needs of reunion attendees. However, we will be housing reunion classes in clusters/Houses with one another. For reasons of safety, comfort, and convenience, we also try to assign housing near where a given class may be hosting an evening event. Information about on-campus housing will be available by visiting the Reunions website.

Registration for In-Person Programming

The HAA will manage the creation and launch of the registration form for the in-person programming on-campus. There are different ways to register, depending on your reunion, and these are outlined below.

Please note that the reunion budget and pricing must be finalized before we can begin building the online form, and it typically takes about three weeks to build and test the form. Please see the Reunion Budgeting Process and Best Practices document for information on how the budget will be determined after programming plans are finalized and before the registration form is created.

You can register and pay for any guests as part of your own registration. Pricing for each adult guest will be the same as the pricing for classmates.

- **Online Registration:** All reunion registrations can be completed online. The HAA works with an internal AA&D team to create a registration form for your reunion. For data security purposes and to ensure that only your classmates are registering for your reunion, online registration requires a HarvardKey login. Classmates will be reminded to sign up for their HarvardKey in the early fall, at the beginning of the Class Report submission process.
- **Paper Mailings:** Mailings will be sent out to alumni for the 55th Reunion and above concurrent with the launch of online registration. This will include the schedule, detailed information, and the URL to register online or the phone number to call the College Alumni Programs Office for assistance registering. Alumni will not need to fill out a paper form to register.
- **Phone Registration:** If your classmates require assistance registering, they may register over the phone by calling 617-496-7001 once registration is live. Your classmates will be connected to a member of our staff who will be able to assist in the registration process.

Reunion In-Person Events Overview and Best Practices

Please see the Reunion Budgeting Process and Best Practices document for information about the pricing tiers and pricing options offered for in-person programming, as well as information about financial assistance and the reunion subsidy program.

Checking in at Reunion Headquarters

Reunion Headquarters, located at the Cabot Science Library, will be the check-in site for most reunions. Those who registered in advance (either online or over the phone) should go here before attending any events to receive a nametag, which will be their ticket to many events, any other important information. Alumni may also return to headquarters during the operating hours if they have any questions for staff.

The 55th-70th reunions may have an alternate headquarter location which will be designated in their schedule.

For reunions where committees decided to have a merchandise favor for registrants, these will be available for pickup when checking in at headquarters. If alumni elected to stay in on-campus housing, they will be able to get what they need to check into their room at headquarters as well (their room assignment, key, swipe card, etc.).

25th Reunion: Chief Marshal Overview and Selection Process

Chief Marshal Overview

The Chief Marshal, a member of the Harvard College class celebrating its 25th Reunion, serves as the honorary leader of all University alumni, presiding over the Harvard Alumni Day celebrations. This person will greet classes as they process into Harvard Yard, designate “marshal’s aids” to help with duties as part of the Harvard Alumni Association’s Happy Committee, and preside over the Chief Marshal’s Spread luncheon.

Serving as Chief Marshal of alumni during Harvard Alumni Day is a special honor and a longstanding Harvard tradition that dates back to 1899. The honor of selecting the Chief Marshal is delegated to members of the College class holding its 25th Reunion who are asked to select one of their classmates to serve in this role. The Chief Marshal role is separate from the Marshal roles on the Class Committee (although Class Committee Marshals certainly might be nominated to be Chief Marshal).

Chief Marshal Nominating Committee

Each July (at the start of the reunion year), the HAA College Alumni Programs staff liaison to the 25th Reunion Class will reach out to the 25th Reunion Committee leaders about the process for kicking off the Chief Marshal selection. This begins with an email being sent to the whole class seeking members to join the Chief Marshal Nominating Committee. This might involve inviting members of the class broadly to participate. The committee will meet twice during the month of September.

The work of the Chief Marshal Nominating Committee will be led by the Co-Chairs (note that this is different from the Chairs of the 25th Reunion Committee). The Co-Chairs are traditionally two members of other classes and these alumni have typically chaired the nomination process in the past.

Chief Marshal Nominations and Election

The Chief Marshal Nominating Committee invites nominations from the class.

The criteria are as follows:

- Contribution to one’s community and the larger society
- Success in one’s career(s), vocation(s), and/or avocation(s)
- Service and support to the 25th Reunion Class and/or Harvard University

While it may be unlikely that any one classmate would be exceptional in all three areas, nominees should demonstrate distinction in at least two of the three.

Classmates will be asked to submit recommendations in late summer along with thoughts as to why their nominee(s) would be ideal candidates, by completing a form that will be sent to the nominating committee.

The Chief Marshal Nominating Committee will then meet to discuss all nominees and work toward putting together a slate. Nominees will be notified before the slate is announced and to confirm their availability to participate in Harvard Alumni Day if they are elected as Chief marshal. In the fall the

25th Reunion: Chief Marshal Overview and Selection Process



Nominating Committee will propose a slate of 9-12 candidates from all the nominees to the HAA Board of Directors during their fall meeting. The slate will then be reviewed and approved by the Board.

The slate of 9-12 will then be put to a vote by the 25th Reunion class. The election will take place online in January of the reunion year. Following the election, the winning candidate will be notified, and once they confirm, the other candidates on the slate will be told the results. Once all the candidates have been notified, the results will then be announced to the class and to the HAA Board of Directors at their winter meeting.

More information about recent Chief Marshals can be found at <https://alumni.harvard.edu/college/chief-marshal>.

HAA Crimson Society Overview and Volunteers

HAA Crimson Society Overview

The HAA Crimson Society is the organization of all Harvard College and Radcliffe College alumni/ae starting the year after their 50th Reunion. As members of the Crimson Society, these classes will still have the traditional 55th, 60th, 65th, and 70th Reunions, while also providing annual opportunities for fellow classmates to come together from all classes and celebrate the Harvard community. The HAA Crimson Society events will be held annually in addition to milestone reunions.

Membership in the HAA Crimson Society starts immediately following the 50th Reunion year (eligible alumni/ae are automatically part of this group and do not need to apply). Harvard and Radcliffe alumni/ae from classes more than 50 years out from graduation, and who are not celebrating a milestone reunion in a given year, will be invited to the HAA Crimson Society programming that will take place that year.

In effect, the HAA Crimson Society Programming in a given year can be thought of as similar to a reunion experience, much like the 5th-70th Reunions. Traditional class-based reunion programming like the class photo and memorial service will remain unique to the quinquennial class reunions.

The HAA Crimson Society was founded in the 2019-2020 academic year, with virtual programming being offered in spring 2020 and spring 2021. The in-person programming launched in spring 2022. Going forward, the Crimson Society will host a mix of both virtual and in-person programming throughout the year.

HAA Crimson Society Planning Committee

The HAA Crimson Society Planning Committee works in partnership with a staff liaison from the College Alumni Programs office to plan an annual program inviting all non-reunion alumni/ae back to campus for festivities and programs to foster alumni/ae connections in the years between Harvard's traditional milestone Reunions. Programming on the Harvard campus in the spring, to be held the day before and the day of Harvard Alumni Day will include opportunities to connect with other alumni, including the Tree Spread Luncheon and the Alumni Parade on Harvard Alumni Day.

In addition to the spring on-campus programming, virtual programming will be planned by the HAA for all reunion classes and the Crimson Society featuring Harvard faculty, administrators, and other special guests in the fall, winter, and spring. These programs will be held roughly once per month. The Crimson Society Planning Committee might also organize additional virtual programs or experiences specifically for the HAA Crimson Society members.

Representatives from across the classes will be asked to join the HAA Crimson Society Planning Committee to help with the planning process as well as reach out to their classmates in the in-between years to get them excited about returning to campus!

Answers to frequently asked questions can be found at <https://alumni.harvard.edu/reunions/fag#crimson-society>; other questions about the HAA Crimson Society can be directed to the College Alumni Programs office at haa_crimsonsociety@harvard.edu.