

5th and 10th Reunion

Typical Class Emails

Class Emails Overview

This document outlines typical class-wide emails for the 5th and 10th Reunions, not including messages the HAA will manage about on-campus programming and all-reunion class virtual programs. For more information about those emails, as well as the process and best practices for drafting and sending additional class emails, see the separate Outreach and Engagement Best Practices for Reunions document.

The HAA Staff Liaison will work with the appropriate class volunteer leaders over the summer to plan a series of emails to invite classmates to volunteer for the reunion committee. This might be over two or three emails depending on the timing and numbers. Once the committee is on board and the Chairs have been selected, the Chairs will then work with the HAA Staff Liaison and any appropriate committee members on certain email communications throughout the rest of the reunion year.

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Emails will usually be sent with a sender name of “YEAR XXth Reunion Committee” and be signed by the Chairs. These emails will also feature the custom reunion year banner, rather than the class year banner like in non-reunion year emails.

The following are typical emails that might be sent throughout the reunion year. These are offered as suggestions, and the Chairs can ultimately decide what communications to send out.

- **Welcome from the Chairs:** An initial email to the class introducing the Chairs and sharing a message of excitement for the year ahead, with another ask to join the Reunion Committee. This might also include, if known, a link to a class website or any social media accounts, along with the HAA Reunions website.
- **Regional events invite:** A message featuring all of the known regional events planned. A reminder email might also be needed. It’s best to share a message with the class featuring all of the locations, rather than separate emails for each location, in case classmates are traveling or their address information has not yet been updated (the leads of the regional events can get regional classmate lists to do targeted outreach as a follow-up to the class-wide emails).
- **Class survey emails:** If the committee creates a class survey, this can be featured in an email to the class, with a reminder planned as needed. If the results won’t be shared at an event, they can be shared in a further email.
- **Memorial Service emails:** The committee can send an email to the class sharing the names of all the classmates who will be honored at the Memorial Service. This can include an opportunity for classmates to volunteer to speak in remembrance of the classmates at the event or suggest other individuals that they might want to honor. Can send a reminder as needed. This message could also include a way for all classmates to share written reflections, through something like a Kudoboard, if the committee elects to do this.

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- Merchandise store emails: If the committee creates a merchandise store, this can be marketed to the class as needed.
- Programming and pricing email: Before the first messages from the HAA with the launch of the on-campus programming registration, it can be helpful for the committee to send a message to the class sharing the full schedule, sharing the pricing, noting key deadlines, and getting ahead of any questions related to pricing, housing options, how registration works, financial assistance, and more. This will help the class be ready to go when registration later launches. This message can be sent once the programming and budget are set.
- Virtual events invites: As the class creates any virtual programming, this can be marketed to the class by email, with a reminder for each event as needed.
- Ideas for programming/volunteers for speakers: Many Reunion Committees may choose to solicit any ideas for programming or classmates to feature just through the Committee only in order to be strategic and work with those who are already engaged and can appropriately manage the outreach on a smaller scale. There may be times, however, when it would be helpful to solicit input/ideas/participant volunteers from the class, and an email covering these calls to action can be helpful.