

Resources for Celebrating Harvard Alumni Day

Harvard Alumni Day Overview

Harvard Alumni Day (previously called the Annual Meeting of the Harvard Alumni Association) takes place during the Friday of the week of Harvard and Radcliffe College Reunions. The day features:

- **Alumni Parade:** The alumni parade organized by class (with the eldest alumni and classes leading the procession). Classes can decide if they want to do something unique for their class during the parade to display their class identity and pride (i.e. wearing a certain item or color, carrying a prop, chants, etc.).
- **Harvard Alumni Day Speaking Program:** A program in Tercentenary Theatre featuring remarks from the HAA President, remarks from the President of Harvard University, the presentation of the Harvard Medals, recognition of the Chief Marshal from the 25th Reunion class, remarks from a featured alumni speaker, and more. The program is livestreamed and recorded for those who can't attend in person.
- **Alumni Party and Lunch:** A lunch in the Old Yard for all participating alumni.

All College and University-Wide alumni are invited to register for Harvard Alumni Day. The HAA will create and share a registration form in the spring so that alumni can register for these events. College classes celebrating their quinquennial reunion, as well as Crimson Society alumni, will attend (and register for) the Harvard Alumni Day programming as part of their reunion.

Gathering Classmates for Harvard Alumni Day

Class volunteers are encouraged to take advantage of Harvard Alumni Day as an exciting opportunity to gather classmates on campus and celebrate their class and Harvard! The HAA College Alumni Programs team can support College class volunteers with their efforts.

Non-Reunion College classes are welcome to use the day as an opportunity to connect with classmates and invite them to campus to participate in the programming as a group. This can be a light lift for volunteer organizers, as they don't need to make arrangements for any programming logistics. This is also a great opportunity for recent grads to gather and return to campus prior to the 5th Reunion.

Publicizing the Event to Classmates

The HAA will create [a set of marketing materials](#) for you to use to promote Harvard Alumni Day, including logos, banner images, social media assets, and videos. Class volunteers are encouraged to promote the event on their class social media accounts.

The College Alumni Programs team can assist classes who wish to send class-wide emails encouraging participation in Harvard Alumni Day. More information about this process, including the needed content and planning timeline, can be found on the [HAA Broadcast Email Service document](#). Your CAP staff liaison will work with you to get your email sent. For classes with a classes.harvard.edu website (which includes an email tool), you can find resources for sending email on the Broadcast Email document on the [Class Website Toolbox page](#). For classes that use a third-party platform to send out emails to their class, please see the [External Email Client Best Practices document](#) for updated process information. Your staff liaison can be a resource no matter your preferred approach.