



REUNION COMMITTEE

Volunteer Handbook



REUNION WEEKEND

June 11-13, 2021

Thank You for Volunteering to Be on Your Reunion Committee!

Whether it's been five, 25, or 45 years since you graduated, this coming June marks a special occasion for your class. As a volunteer for Fairfield University's Reunion Committee, you are a valued member of our team. You have a specific and crucial job ahead: reaching out to classmates to encourage them to come back and to give back! We know you are up for the challenge! Reunion years are an excellent time for alumni to renew their ties to the University, recognize their place in Fairfield's history, and rekindle lifelong friendships. We are excited to host your class and, with your help, look forward to an amazing weekend. So let's get started!

The Two Goals of the Reunion Committee

1. COME BACK

The Reunion Committee is a volunteer driven effort to encourage classmates to return to Fairfield for Reunion. It's simple. Reach out to as many alumni as possible so that Reunion 2021 is the best to date!

2. GIVE BACK

In your Reunion year, consider how your Fairfield experience has shaped your life, and make a commitment to help provide the same opportunities for current and future students. Your contribution helps us recruit and retain outstanding faculty, enriches the living and learning experience on campus, and allows us to offer scholarships to talented students. Every gift of any amount made in honor of your Reunion is considered a "Reunion Class Gift."



Reunion Committee To-Do List

LEAD Make your gift before you ask your classmates to join you.

CONTACT 10-15 classmates and encourage them to attend Reunion 2021!

SHARE Fairfield University news with your classmates.

ASK each classmate you contact to participate in the Class Gift.

THANK those classmates who do participate.

STAY in touch with the Annual Giving team at 203-254-4004.

Participation Really Matters!

Fairfield is ranked among the top Master Comprehensive universities in the country by the 2021 *U.S. News & World Report* - Best Colleges. A strong ranking increases the value of your degree, but we need strong alumni participation to sustain this special school. Our goal for Fiscal Year 2021 is 20% alumni participation.

The percentage of alumni who give to the Stags for Stags at Fairfield University is significantly smaller than the number of alumni who give to Fordham, Holy Cross, and Boston College. Your efforts can help us reach our goals!

Remember, we are here to help. Please do not hesitate to reach out to us if you have any questions or even if you need a little inspiration!

Thank you for your time. *Go Stags!*

Carolyn Garibaldi
Associate Director of Reunion Giving
Fairfield University
cgaribaldi@fairfield.edu
Office: 203-254-4000, ext. 2174
Mobile: 203-494-0206

How Do I Ask My Classmates to Participate in the Class Gift?

Leading by example is the simplest way to ask classmates to participate in the Class Gift. As a Reunion Committee member, when you ask your classmates to join you by making a gift to support the school, you will help us increase alumni participation as well as keep alumni connected and engaged.

What Does My Gift Support?

Stags for Stags is the vehicle through which most alumni contribute to the University. These gifts are invested immediately, enabling Fairfield to positively impact and enhance each student's experience – both in and out of the classroom.

Your Stags for Stags gift opens the doors to:

- Academic Excellence
- A Vibrant Campus Community
- Faculty Development and Retention
- Access to Opportunity
 - Approximately 18% of our students are the first in their family to go to college, and approximately 90% of our students, of all backgrounds, receive some form of financial assistance, either merit and/or need-based
 - 98% of our 2019 graduates had secured either full-time employment, admission to graduate degree programs, or participation in a volunteer service program within 6 months of graduation
 - Career services and networking opportunities for current and former students

Tips for Making the Phone Call

- Lead by example by making your own gift or multi-year pledge to your Reunion Class Gift!
- Review the contact information provided to you for the classmate you are calling.
- Begin by introducing yourself as a member of the Reunion Committee.
- To break the ice, ask what they have been up to since you last spoke, and when they've been back to campus recently.

- Ask if they plan to attend Reunion Weekend – June 11-13, 2021.
- Share current information about Fairfield, and be sure to share your own reasons for supporting the University. The goal is to get the entire class to participate!
- Fairfield University also accepts gifts online through Venmo @Fairfield-UniversityGiveAGift.
- If they want to make a gift or pledge advise them to visit fairfield.edu/give or call our office toll-free at 1-877-748-5123. ***If you take a pledge please let us know.***
- Take a moment to verify their contact information and ask them to join the Class Facebook group.
- Email or call your Reunion Class Staff Manager with any news you discover, such as a new job, move to a new city, married, had a child.

Sample Calling Script

Feel free to personalize all these samples

Hi _____, this is (your name). We graduated from Fairfield University together in _____ and I am calling to update you about our upcoming _____th Reunion.

I hope you can join us for the celebration June 11-13, 2021. Have you made plans to come to campus yet? (pause and listen for answer) There are a lot of great activities planned.

Here are some other questions to get a conversation going ...

- What have you been up to?
- Have you been back to campus for other Reunions? When were you last on campus?
- Who have you kept in touch with over the years?
- Come back to see all the great things happening on campus: new dorms, new Charles F. Dolan School of Business, new building for the Marion Peckham Egan School of Nursing & Health Studies, the new Tully dining hall, etc.
- I also hope you will join me in making a gift to Stags for Stags to commemorate our Reunion and help today's students.
- Do you know about our tradition of making a Reunion Class Gift? Our goal is to have as many classmates as possible participate in the Class Gift.

If you would like to make your gift now by using a credit card, the easiest way is to visit the online giving form at fairfield.edu/give. You can also Venmo your gift, or I can have someone from the Alumni Giving office call you to take your (credit card gift or pledge). I can also take your pledge and notify someone to call you.

Thank you so much and I hope to see you in June!

If the answer is no ...

If the answer is “no” or if the individual is reluctant to give, encourage participation at whatever level is comfortable for him or her.

- Every gift, regardless of size, makes a difference to Fairfield.
- No matter what the outcome, be sure to thank the individuals for their time and thoughtful consideration of your request.
- The key is that gifts at all levels are needed and appreciated. It is better to have participation at some level than no participation at all.

Tips for Sending Emails

Here is an email template you can use and send as is, or you can update/edit it to make it more personal. Remember to use a subject line carefully, for example: “Alex-Question from Fairfield”. Always include the online link (fairfield.edu/give) Thanks for your help!!

Dear _____,

Our ____th Reunion Class Committee and I are looking forward to our Reunion celebration this June 11-13, 2021! I hope you'll register and join me and the rest of our class that weekend for lots of great activities.

In addition, I hope you will also join me in making a gift to Fairfield in honor of our Reunion, and for all that University means to you.

Our goal is for everyone in our class to participate. Every gift no matter the size is important. Please go to fairfield.edu/give to make your gift or pledge today. You can also email me to make a pledge and I'll make sure you receive a phone call from the Reunion staff manager on campus.

Thank you for your consideration, I look forward to seeing you in June.

Your name (class year)

P.S. In March, you can register for Reunion Weekend at fairfield.edu/reunion.

How to Make Your Gift to Stags for Stags

There are many ways to make a gift to Fairfield University. Each gift, no matter the size, makes a difference! Gifts received through June 30, 2021 will count towards this fiscal year.

- **Online Gifts:** please visit fairfield.edu/give
- **Venmo:** Send to @Fairfield-UniversityGiveAGift and include your email address, affiliation, class year, and any special instructions.
- **Recurring gift:** You can donate to Fairfield in monthly, quarterly, or yearly installments through our online giving form OR give us a call at 1-877-748-5123
- **Check:** made payable to Fairfield University, and mail to: Fairfield University Advancement Services, 1073 North Benson Road, Fairfield, CT 06824-5195
- **Phone:** Call toll-free, 1-877-748-5123, with your MasterCard, VISA, or American Express
- **Stock gifts can be made by:**
 - Electronic transfer
 - Phone: Have your broker call Lisa Sabia at 203-254-4000, ext. 2765 or email lsabia@fairfield.edu
- **Web:** Visit fairfield.edu/howtogive and complete a stock gift form

Company matches: Be sure to ask your classmate for matching gifts through their employer(s). They can find out the procedure to apply for a match by contacting the human resources department at their company. To view a database with matching gift companies, visit matchinggifts.com/fairfield.

Honor our tradition and shape our next generation by joining The President's Circle today!

The President's Circle is made up of alumni, parents, and friends who care deeply about Fairfield and support it with leadership gifts of \$1,000 or more every year. Young alumni are invited to become members by making a gift that increases by \$100 each year after graduation.

All contributions received from July 1 to June 30 (our fiscal year) – including matching gifts – qualify for membership. Monthly, quarterly, or semi-annual payment schedules may be set up.

For more information, please contact:

Kristen Fitzgerald '03

Assistant Director, The President's Circle and Annual Giving

Office: 203-254-4000, ext. 2091

Mobile: 732-801-0026

kfitzgerald11@fairfield.edu

Frequently Asked Questions

Where can I learn more about the University's current response to the Covid-19 pandemic?

For the most up-to-date information on how the University is ensuring the health and safety of our Fairfield community, visit fairfield.edu/coronavirus.

When can I register for Reunion Weekend?

The online registration opens in March. At that time we will email a link to the registration page or go to fairfield.edu/reunion.

Where can I find out more information about the weekend?

Everything you need to know about Reunion is online at fairfield.edu/reunion, select 'Reunion Weekend FAQs', on the left navigation, for answers to most questions.

What is our Reunion goal?

Goals will be posted on individual class pages, please visit fairfield.edu/reunion

What if I can't afford to give a large amount?

Every gift of any size is important to the University. Each gift helps to increase our alumni participation.

Why does Fairfield need my donation?

Every gift of any size makes a meaningful difference to our students, our faculty, and the greater Fairfield community. Your gift to Stags for Stags helps students who would not otherwise be able to receive a Fairfield education.

Do I have to give to Stags for Stags to have my gift count in our Reunion Class Gift total?

All gifts, no matter the designation, count in our Reunion Class Gift total. The most important thing is to participate. We have been encouraged to ask you to consider making an unrestricted gift (Stags for Stags), in order for the University to meet current financial aid and programming needs.

Can I give you my credit card or make a pledge?

If you would like to make your gift now by using a credit card, the easiest way is to visit the online giving form at fairfield.edu/give. Or, I can have someone from the Annual Giving office call you to take your (credit card gift or pledge). I can also take your pledge and notify someone to call you.

Important Dates

October – 8 months to Reunion!

- First committee conference call
- Choose classmates to encourage to come back and give back
- The Parent Leadership Participation Challenge kick-off

November – 7 months to Reunion!

- Continue to reach out to classmates to encourage to come back and give back

Thanksgiving

December – 6 months to Reunion!

- Continue to reach out to classmates to encourage to come back and give back
- Remind classmates of calendar year-end giving deadline

Christmas

January – 5 months to Reunion!

- Letter to your class from the Reunion Committee
- Committee conference call
- Continue to reach out to classmates to encourage to come back and give back

February – 4 months to Reunion!

- Reunion invitation in mail
- Continue to reach out to classmates to encourage to come back and give back

March – 3 months to Reunion!

- Reunion registration opens!
- Reunion early bird pricing ends March 31
- Committee conference call

April – 2 months to Reunion!

- STAGiving Day!
- Continue to reach out to classmates to encourage to come back and give back

May – 1 month to Reunion!

- Committee conference call
- Commencement for the Class of 2021
- 50th Reunion for the Class of 1971

June – Welcome Back!

Reunion Class Managers

50th Reunion..... Mary McCullough
Class of 1971 mmccullough@fairfield.edu..... 203-254-4000, ext. 3371

45th Reunion..... Carolyn Garibaldi
Class of 1976 cgaribaldi@fairfield.edu..... 203-494-0206

40th Reunion..... Carolyn Garibaldi
Class of 1981 cgaribaldi@fairfield.edu..... 203-494-0206

35th Reunion..... Carolyn Garibaldi
Class of 1986 cgaribaldi@fairfield.edu..... 203-494-0206

30th Reunion..... Kristen Fitzgerald '03
Class of 1991 kfitzgerald11@fairfield.edu..... 732-801-0026

25th Reunion..... Jenna McClain
Class of 1996 jmccclair@fairfield.edu..... 860-271-9284
Kati Miller
kmiller@fairfield.edu..... 714-277-9596

20th Reunion..... Jenna McClain
Class of 2001 jmccclair@fairfield.edu..... 860-271-9284
Kati Miller
kmiller@fairfield.edu..... 714-277-9596

15th Reunion..... Jenna McClain
Class of 2006 jmccclair@fairfield.edu..... 860-271-9284
Kati Miller
kmiller@fairfield.edu..... 714-277-9596

10th Reunion..... Agata Slattery
Class of 2011 aslattery@fairfield.edu..... 203-368-8479

5th Reunion..... Agata Slattery
Class of 2016 aslattery@fairfield.edu..... 203-368-8479

Social Media Best Practices

We have developed a social media toolkit to make it easy for you to post, promote, and share your Stag pride and enthusiasm all year long. It's tailored to best suit your social media use, and details how to share with your peers that they too can join the cause—with any size contribution—to help our Fairfield community continue creating opportunities for excellence at the modern, Jesuit Catholic University.

To review the toolkit, visit fairfield.edu/socialtoolkit.

Website: fairfield.edu/give

Facebook: facebook.com/fairfieldUniversity

Twitter: twitter.com/fairfieldu

Vimeo: vimeo.com/gostags

LinkedIn: linkedin.com/school/fairfield-university

Instagram: instagram.com/fairfieldu

Thank you!

We hope that this Reunion Committee Volunteer Handbook will help to assist you and make your volunteer work easier. Thank you for being part of this program. Through your efforts, Fairfield's reputation will continue to grow, positively impacting and making your degree more valuable each year.

We're looking forward to working with all of you. Please do not hesitate to call and/or email us with any questions/ideas, etc.

We always enjoy hearing from you!

For more information on being a Reunion Committee Member, as well as helpful resources, visit fairfield.edu/reunion.



Fairfield University Alumni App!

The one-stop resource for alumni.

- Event Calendar
- Information Update Form
- Alumni Association
- Athletics
- Transcripts and Degree Info

And lots more!

Download **FairfieldU** in the App Store. Already have it? Tap the **☰** icon, choose **"Persona Selection,"** and select **"Alumni."**



Fairfield UNIVERSITY

1073 North Benson Road
Fairfield, CT 06824

203-254-4004

#fairfieldu #GoStags #OnceAStagAlwaysAStag
fairfield.edu