



LAWRENCE UNIVERSITY
APPLETON, WISCONSIN

Reunion Communications

Themes

Reminisce
Renew
Reunion

Remember to celebrate **YOUR** Lawrence. Draw from your own experience.

Methods of communication

- Letters/Print
 - 1 Reunion solicitation letters
 - 1 Legacy Circle postcard
- Emails
 - 7 volunteer emails
 - Additional emails from LU about registration and attending information
- Social Media
 - At least 1-2 posts per month
- Peer to Peer
 - Ongoing

We need you!

- Communication written by peers is much more effective
- You are the experts on your class and what will motivate them to register
- Your voice matters

Why Facebook?

- Easy way to share information
- Generate excitement, start early
- Recommended for...
 - Ability to limit audience
 - Ability to invite members
 - Most functionality (links, polls, documents, photos)
 - Most widely used platform still
 - Community feel

Reunion Facebook Post Ideas

Giving

Whether you choose to give \$1,000, \$100 or \$10, your gift helps to make a difference in a student's life at Lawrence. You may not have realized or noticed, but someone else's gift made a difference when you were a student. We encourage you to go online today and make a gift in honor of Reunion if you have not yet done so. Go.lawrence.edu/give-online

This reunion year you can make a huge impact with even a small gift. When you make a gift to Lawrence University of any amount, even \$20, you are sending a clear message that you believe in Lawrence. When a significant percentage of alumni give back, publications, corporations and major donors notice and feel confident in Lawrence which can lead to large gifts and grants to support the students. Go.lawrence.edu/give-online

Even if you absolutely cannot make it back to Appleton in June, we would like to ask that you consider making a donation in honor of our Reunion. Our committee set a goal to have a ##% participation rate. Currently, we are at ##%. We need about ## more donors! Go.lawrence.edu/give-online

Register

Registration for Reunion (June 13-16, 2024) is now live!
<https://www.lawrence.edu/alumni/reunion> Don't wait... register TODAY!

One month from today, Reunion will be officially underway! It's not too late to register to attend and/or make a class gift in honor of our ##th Reunion. See you soon! <https://www.lawrence.edu/alumni/reunion>

At reunion, you'll be able to catch up with friends, *LIST SOME CLASS PROGRAMS*, and so much more!! Tomorrow, June # is the last day to register!

Reminisce and Engagement

We need your help making a playlist! What were some of your favorite songs while at LU or what songs make you think of LU when you hear them?!?!?!?
Ready....go!

Is there are any faculty/staff (present or former) that you would like to invite to our reunion dinner, NOW is the time to let us know! Who would you like to reconnect with? Who inspired you ##-years ago as we were leaving Lawrence? We are compiling lists and connecting with those individuals to invite them to our evening festivities and don't want to miss someone who was important to you!

Top 3 things I am looking forward to at reunion are: Getting to know people I didn't during school, being in the VR again, and reconnecting with friends and professors. What you are looking forward to?

Lawrence students are currently in the middle of finals. What was your most stressful final?

Hey All! Send us photos! Photos can be pre or post graduation. We'd love to see the classmates you stayed in touch with or maybe you recently reconnected with a classmate you haven't seen in years! We could always use some good "blast from the past" pictures too! Post them to our page or send them to (email).

I will be coming back to Lawrence for Reunion. Will you? Comment and let us know your plans.

Reunion is just around the corner! I can't wait to make some new memories with everyone back in the VR. Tag someone who you want to have a drink with in the VR.

Hello Class of ####! Reunion is creeping closer and we are in need of photos! If you would like to be represented in the slideshow, please post photos to this group or send to (email). All photos must be submitted by DATE.

(Take a photo of your luggage) Getting ready for Reunion. Packed all of the blue and white that I own. Can't wait to see you!

We are compiling photos for Reunion. We'd love to see what you have been up to since graduation or send us down memory lane with some oldies but goodies! Post them to our page or send them to EMAIL. I'll start. Here's one of my favorites!

Content Ideas by Month

September

- Save the date for Reunion June 13-16
- Start of classes at LU

October

- Giving Day
- Reminisce about campus in the fall

November

- What are you thankful for?
- Ask people to share “Because of Lawrence” statements

December

- Happy Holidays

January

- On Campus update: First day of winter term
- Share memories of campus in the winter

February

- The impact of philanthropy
- What faculty or staff members are you looking forward to seeing in June?

March

- What does Lawrence mean to you?
- Ask people to send in photos

April

- Registration is open

May

- Last chance to register!
- What are people looking forward to seeing and doing when they are back for Reunion

June

- See you at Reunion
- Share photos from Reunion

Content Examples:



annedediemar
Lawrence Unive... Following

30 likes 10w

annedediemar Home. Coming right up. ♥
@lawrenceuni #LUReunion16

nickyjean830 Love this a thousand times 🥰📷

lawrenceuni LOVE THIS! Can we share it?!

annedediemar @lawrenceuni Absolutely! ♥

mngrossnickle I did not know you went to Lawrence! My husbands godmother went there and is a SUPER proud alumni. I feel like I am one too 🥰🥰

annedediemar @mngrossnickle That is sooooo awesome!!! I, too, am super proud and LOVED it! ♥

Michelle Speiser shared a link. Admin · March 10 · 🌐

Guess what?! It's a virtual Hundred Days Party! Yes, that's right: it is 100 Days until our 25th Reunion in June! Let's celebrate with a virtual Hundred Days Party by posting your favorite songs from your LU days! what songs make you think of the frat basements of the Quad? Or of hanging out in the Union? Or feverishly finishing a paper in your dorm room or the computer lab? What did you listen to on your walkman while strolling to the Seeley G. Mudd Library or to grab a bite of soft serve and cereal at Downer? Let's start posting songs here and see if we can't get a list of at least 100 songs for our virtual Hundred Days Party!!!



Magdalena Wąż
Admin · Aug 26 · 🌐

👋 Hi everyone! 👋 What are you all up to these days?

You and 7 others 19 Comments Seen by 94

Like Comment

Maura Cook
Nov 28, 2019 · 🌐

In this season of gratitude a big THANK YOU to our class for an incredible start towards reaching our reunion goals! Participation is at 20.49% (goal 30%), Lawrence fund gifts total \$17,944 (goal \$25,000).

Cheers to this generous class! Warm wishes and big love to all. #LUgives #LUclassof2010

You, Kelly Dirkman and 5 others Seen by 67

Love Comment



Erin Chudacoff @echud · May 5

Don't forget to submit your #TBT photos and register for #LUREunion16 today!



👉 🔄 ❤️ 3 ⋮



Kelly Dirkman

Admin · Oct 10, 2019 · 📧

Friends we are so close! Ten more donations and we unlock the Official Social Headquarters Starter Pack for our reunion. 🍻🍻🍻

👍❤️ 6

11 Comments Seen by 78

🔴 Love

💬 Comment



Bryan Althouse

March 20

Once a Viking, always a Viking! I can't wait for reunion weekend so I can see some of my old team mates, visit the updated Banta Bowl, and reconnect with fellow Lawrentians. If you haven't already, please consider donating to any athletic team you were a part of. Your donation will help ensure that LU Athletics remains strong for future generations of Lawrence student athletes. #LUVikes4Life!

<http://vikings.lawrence.edu/athletics-giving/Crowdfund>



Michelle Speiser is 😄 feeling excited.

Admin · March 22 · 📧

Daily Zoobook Flashback! Another one from the (class of) 1995 Zoo Book, from the year 1991: who is this?

