



MORAVIAN UNIVERSITY
**HOMECOMING &
REUNION WEEKEND**

Reunion Committee Toolkit

Lighting the *Way*
MORAVIAN UNIVERSITY

Table of Contents

Welcome Letter	2
General Information	3
Weekend Schedule.....	3
Hotel Accommodations.....	3
Parking and Transportation.....	3
Responsibilities of a Committee Member	4
Responsibilities.....	4
Training & Time.....	4
Anticipated Monthly Time Commitment.....	4
Reunion Staff Liaison	5
Liaison Responsibilities.....	5
Planning Your Reunion	6
Planning Schedule.....	6
Finances.....	6
Class Reunion and Affinity Parties (for all groups except 50+).....	6
50+ Dinner.....	8
Reunions at Tailgate.....	8
Marketing	9
Marketing Materials.....	9
Social Media.....	9
Sample Social Media Images and Posts.....	10
Alumni Lists.....	10
Information Agreement.....	10

Welcome Letter

Dear Reunion Committee Member,

Homecoming & Reunion Weekend is a special time when the Greyhound community comes together to reconnect with friends and classmates. This year's event will be especially memorable for you as it marks a milestone reunion! We are excited to celebrate the following reunion years and affinity groups:

- 1974 (50th), 1979 (45th), 1984 (40th), 1999 (25th), 2014 (10th), 2019 (5th), 2024 (0)
- Phi Mu Epsilon (90th), Equestrian Club (50th), Black Student Union (10th)

Thank you for volunteering to serve as a reunion committee member! This toolkit provides key instructions on how you can effectively serve in this important role. As a committee member, you will help plan your reunion celebration! There are several ways to make your celebration special—whether planning to hold a gathering at the Alumni Tailgate or hosting a reunion dinner or happy hour event. Committee members also have the responsibility of connecting with their classmates. You will be handling specific outreach to class members to invite them to the weekend's activities.

I will serve as your reunion staff liaison to guide you in the planning of your reunion events, keep you informed of the weekend's activities, and assist you in connecting with classmates. Our shared goal is to re-engage reunion class members and the University.

Please check the [Homecoming & Reunion Weekend webpage \(moravian.edu/homecoming\)](https://moravian.edu/homecoming) regularly for updates on events and registration throughout the summer. Please contact me with any questions at nestom@moravian.edu or 610-861-1339. I look forward to welcoming you home in October, and thank you for your support!

Hound 'Em!

Matthew Nesto '16, G'21, G'22
Associate Director of Alumni & Student Engagement
nestom@moravian.edu
610-861-1339

General Information

Weekend Schedule

Below is the tentative schedule for Homecoming & Reunion Weekend.

Friday, October 25, 2024

- 10:30 a.m. - 12 p.m. | Alumni Brunch, Payne Gallery
- 12 p.m. | South Campus Tour, Payne Gallery
- 2 p.m. | Main Campus Tour, Alumni House
- 5:30 - 7 p.m. | Blackboards & Beers, Comenius Hall
- 7 - 9 p.m. | Class Reunion and Affinity Parties, Priscilla Payne Hurd Academic Complex

Saturday, October 26, 2024

- 9:30 a.m. | Alumni Association Annual Meeting and State of the University Address by President Bryon L. Grigsby '90, P'22, P'26, Priscilla Payne Hurd Academic Complex
- 10:30 a.m. | Alumni Tailgate Opens, Steel Field Complex
- TBD | Student Organization Homecoming Parade and Alumni Band Pregame Show, Johnston Hall to Rocco Calvo Field
- 1 p.m. | Field Hockey vs. Juniata College, Makuvek Field
- 1:30 p.m. | Greyhound Football vs. Juniata College, Rocco Calvo Field
- 6:30 p.m. | 50+ Alumni Dinner, Sally Breidegam Miksiewicz Center for Health Sciences

Hotel Accommodations

We have partnered with several area hotels for overnight accommodations through the weekend. [Visit moravian.edu/homecoming](http://moravian.edu/homecoming) for more information about the hotels, accommodations, and pricing.

Parking and Transportation

Parking for Homecoming & Reunion Weekend is available in any of the campus lots or through legal street parking. Please be sure to abide by local parking laws to avoid being ticketed. Some hotels may provide shuttle transportation. Please check with them for details.

Responsibilities of a Committee Member

Volunteer Position: Reunion Committee Member

Volunteer Coordinator: Matthew Nesto '16, G'21, G'22, Associate Director of Alumni & Student Engagement

Reunion committee members are responsible for planning the reunion portion of Homecoming & Reunion Weekend for their specific class or affinity group. They serve as the connection between the alumni population and the Alumni office.

Responsibilities

- Attend Homecoming & Reunion Weekend!
- Work with other members of your committee to plan reunion event(s).
- Participate in all committee meetings.
- Contact classmates to inform them of reunion plans and encourage attendance at your reunion.
- Be responsive to emails and phone calls.
- Keep in contact with your staff liaison throughout the planning process.
- Submit your final reunion plans to your staff liaison by the designated date.
- Make a personally meaningful gift to Moravian University in honor of your reunion.
- All volunteers are to be educated allies for Moravian's [Center for Inclusive Excellence](#) initiatives. In this role, you will engage with underrepresented alumni and students to participate in leadership and volunteer opportunities and the life of the University.

Training & Time

- Onboarding meeting with the volunteer coordinator.
- Term limits: N/A
- Feedback and assessment: Complete feedback survey after Homecoming & Reunion Weekend.

Anticipated Monthly Time Commitment

- 1-2 hours per week for the four months leading up to Homecoming & Reunion Weekend (June - October)

Reunion Staff Liaison

Matt Nesto will serve as the liaison for all reunion and affinity groups.



Matthew Nesto '16, G'21, G'22

Associate Director of Alumni & Student Engagement

t: 610-861-1339

nestom@moravian.edu

Liaison Responsibilities

- Assist committee members with ideas for their reunion celebration.
- Provide updates on the weekend events and campus happenings.
- Guide committee members on best practices for planning events.
- Distribute class lists and guidance on contacting their classmates.
- Collect all information on reunion plans no later than Friday, July 12.

Planning Your Reunion

Planning Schedule

- **May 2024**
 - Attend the Reunion Committee training meeting on Wednesday, May 15.
 - Meet your fellow committee members.
- **June 2024**
 - Begin contacting classmates to save the date.
 - Update your staff liaison with any new contact information you receive.
 - Decide what the Friday night reunion plan is.
- **July 2024**
 - Finalize reunion activities and have your staff liaison share them with the Alumni office by **Friday, July 12!**
 - Contact classmates with final plans and the [Homecoming & Reunion webpage link](#) which will provide registration links for weekend events.
 - A postcard mailer will be sent in late July to all alumni.
 - Reunion-specific class emails will be sent following the postcard.
 - Review the email as soon as it is provided by your staff liaison.
- **August 2024**
 - Continue to make final plans for your events.
 - Contact all classmates to notify them of the class's plans.
 - Remind them that priority registration closes on **Sunday, September 22!**
- **September 2024**
 - Continue to provide information to your classmates about the weekend.
 - Contact all classmates to notify them of the class's plans.
 - Remind them that priority registration closes on **Sunday, September 22!**
- **October 2024**
 - Continue to provide information to your classmates about the weekend.
 - Encourage all final registrations by **Sunday, October 13!**
 - **ATTEND REUNION!**

Finances

The University is unable to provide financial support for additional reunion celebrations. Friday evening celebrations will have a per-person price that will be charged on the Homecoming & Reunion Weekend registration page. Should your class/affinity want to hold a gathering at the Alumni Tailgate, please make arrangements to bring food/beverages to share.

Class Reunion and Affinity Parties (for all groups except 50+)

New this year, the Office of Alumni Engagement is coordinating a new event on Friday, October 25, where each reunion group will be able to host their own reunion party. We will offer three catering packages from which the committee will select. Each party will occur in various classrooms in the Priscilla Payne Hurd Academic Complex (PPHAC). Tickets for this event will be available on the Homecoming & Reunion Weekend registration form. Priority registration opens on Thursday, July 25 and will close on Sunday, September 22. After this date, there will be a \$10 increase in price, and regular registration will close on Sunday, October 13. There will be no refunds offered after September 22.

When: Friday, October 25 at 7 p.m.

Where: PPHAC classrooms

What: Party with reunion class

Catering Packages

One package option per reunion group will be selected (no substitutions are allowed).

Package 1 - Chips, Dips & Veggies

Cost: Priority registration \$20 per person / \$30 per person after Sunday, September 22

Food

- Warm buffalo chicken dip served with tortilla chips
- Warm house-made spinach, artichoke, and parmesan dip served with pita chips
- Fresh farm crudité platter with ranch dip and hummus

Beverages

- Decanter of iced tea, lemonade, and water
- Beer and wine

Package 2 - "Make Your Own" Slider Station

Cost: Priority registration \$35 per person / \$45 per person after Sunday, September 22

Food

- BBQ pork sliders, buffalo chicken sliders, roasted veggie sliders
 - Served with mini rolls, pickles, chipotle mayonnaise, grainy mustard, BBQ sauce, lettuce, and tomato
- Dijon potato salad
- Chopped tomato and cucumber salad
- Homemade chips with dip
- Fresh-cut fruit salad
- Fresh-baked cookies and brownies

Beverages

- Decanter of iced tea, lemonade, and water
- Beer and wine

Package 3 - Dinner Buffet w/ China Service

Cost: Priority registration \$50 per person / \$60 per person after Sunday, September 22

Food

- Greek salad with feta cheese and balsamic vinaigrette
- Lemon basil chicken
- Israeli couscous
- Julienne carrots and fennel with pearl onions
- Rolls and butter
- Key lime pie and chocolate cream pie
- Coffee service

Beverages

- Decanter of iced tea, lemonade, and water
- Beer and wine

50+ Dinner

The 50+ Dinner is a celebration of the Class of 1974 in honor of their 50th reunion. Tickets for this event will be available on the Homecoming & Reunion Weekend registration form. On Saturday, October 26 at 6:30 p.m., there will be a cocktail reception for the Class of 1974 and spouses in the Sally, rooms 129/131. During this time, there will also be the 50+ Pinning Ceremony and photos with President Grigsby '90, P'22, P'26. At 6:45 p.m. we will begin check-in for all other guests.

Priority registration opens on Thursday, July 25, and it will close on Sunday, September 22. After this date, there will be a \$10 increase in price, and regular registration will close on Sunday, October 13. There will be no refunds offered after Sunday, September 22.

When: Saturday, October 26

Where: Sally Breidegam Miksiewicz Center for Health Sciences

What: 50+ Dinner

Cost: Free for the Class of 1974 / \$60 per guest / \$70 per person after Sunday, September 22

Reunions at Tailgate

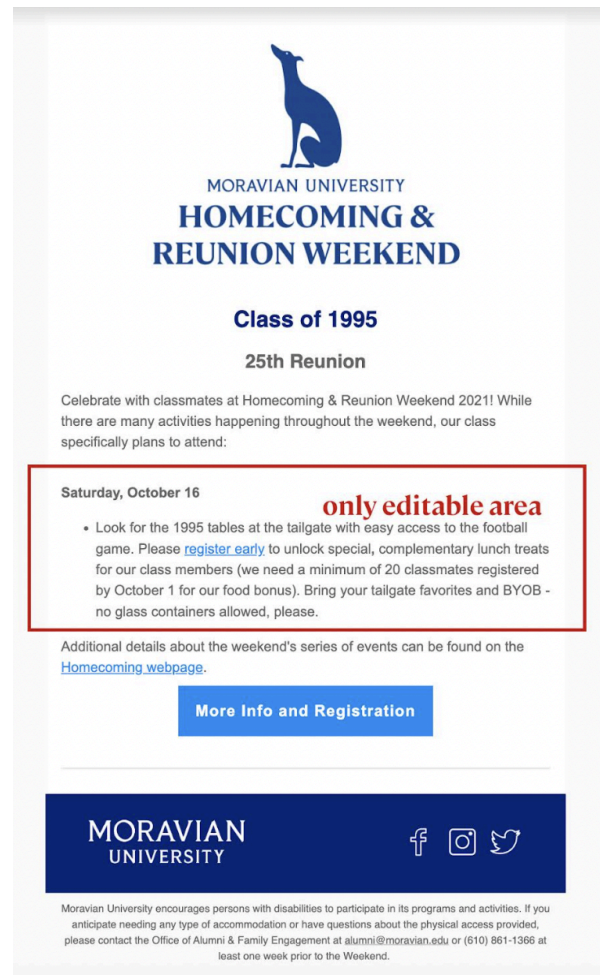
- Reunion classes are welcome to gather to celebrate at the Alumni Tailgate!
- Each reunion will receive two eight-foot tables on the Tailgate field. Additional tables will be available for rent on the registration page. Chairs are provided on the field on a first-come, first-served basis.
- Please make arrangements with your committee to provide any food or beverages.
- As a reminder, no glass is permitted on the field.

Marketing

Marketing Materials

The Office of Alumni Engagement will provide the following marketing materials for each reunion year:

- **Postcard** - All undergraduate alumni will receive a Homecoming & Reunion Weekend postcard in late July. This mailing notifies them that planning is underway and directs them to the [Homecoming & Reunion Weekend webpage](#) for additional details. This is the only hardcopy mailing we send—all other communications are electronic. This is an important detail to mention to classmates when you talk to them so they can update their contact information through you. Should you receive any updated contact information, please share it with your staff liaison.
- **Webpage** - The [Homecoming & Reunion Weekend webpage](#) will be updated with the schedule of events and include a specific section for your class's plans. Please submit your plans to your staff liaison by Friday, July 12 for posting.
- **Reunion “Postcard” Email** - Each reunion class will receive one reunion-specific “postcard” via email. This will list all your plans for the weekend. Reunion plans must be submitted to your staff liaison by Friday, July 12 to receive this special email. Please see the screenshot example of the area each committee is allowed to edit for their respective reunion postcard. **The text block outlined in red is the only area that will contain your class's reunion plans.**



Social Media

Social media is a great tool to share information about your reunion events and connect with former classmates. Below are the alumni and University handles for our main social media accounts, plus some helpful tips and suggested content.

Facebook - [@MoravianAlumni](#), [@MoravianUniversity](#)

Twitter - [@MoravianUniversity](#)

Instagram - [@moravianalumni](#), [@moravianuniversity](#)

- In all posts, tag the alumni and University handles and include #MoravianHomecoming.

- Re-share, like, and comment on any and all social media platforms you are part of to get classmates excited for the weekend.
- Social media posts will be made on the alumni and University accounts in the months and weeks leading up to Homecoming & Reunion Weekend—be sure to follow all of them.
- The week leading up to the weekend, post photos of some of your favorite memories while at #MoravianHomecoming!

Sample Social Media Images and Posts

- [Sample social media images](#)
- Sample 1 - For use in the early planning stages (May and June):
 - Class Reunion
 - Calling all Moravian University Class of ____ members 🏠 Homecoming & Reunion Weekend is October 25-26! I serve on our reunion committee, and we are looking for more members. If you're interested in serving, email Matthew Nesto '16, G'21, G'22, Associate Director of Alumni & Student Engagement, at nestom@moravian.edu. @MoravianAlumni #MoravianUniversity #MoravianAlumni #MoravianHomecoming
 - Affinity Reunion
 - Calling all Moravian University ____ alumni 🏠 Homecoming & Reunion Weekend is October 25-26! I serve on our reunion committee, and we are looking for more members. If you're interested in serving, email Matthew Nesto '16, G'21, G'22, Associate Director of Alumni & Student Engagement, at nestom@moravian.edu. @MoravianAlumni #MoravianUniversity #MoravianAlumni #MoravianHomecoming
- Sample 2 - For use over the summer:
 - In just a few months we will all be together for Homecoming & Reunion Weekend! Fellow Hounds, visit moravian.edu/homecoming for the full schedule of events and to register! @MoravianAlumni #MoravianUniversity #MoravianAlumni #MoravianHomecoming
- Sample 3 - For use in September:
 - Psst! Have you registered yet?? We are just one month away from Homecoming & Reunion Weekend and the Class of ____'s reunion! Check out the event schedule and register at moravian.edu/homecoming! @MoravianAlumni #MoravianUniversity #MoravianAlumni #MoravianHomecoming

Alumni Lists

Alumni lists with contact information, such as email addresses and phone numbers, will be available for all committee members. The information provided should only be used for official reunion announcements and then destroyed after the event. The information provided **may not be used for personal use**. Please obtain your class lists from Matthew Nesto.

Information Agreement

To obtain class lists with contact information, each committee member must complete the [Moravian University and Theological Seminary Volunteer Non-Disclosure and Responsibility Agreement](#). Matthew Nesto will provide you with the alumni lists upon receiving the completed agreement.