



Reunion Volunteers Handbook

May 17 – 19, 2024

“Students for a time, alumni for a lifetime.”

Meet your

STAFF PARTNER

Ohio
Wesleyan
University



Katie Webster, CFRE

DIRECTOR OF ALUMNI RELATIONS AND ENGAGEMENT
kpwebste@owu.edu | 740-368-3329



Julia Prince Hatfield '06

DIRECTOR OF ANNUAL GIVING
jphatfie@owu.edu | 740-368-3042



Nancy Bihl Rutkowski

SENIOR ASSOCIATE DIRECTOR, ALUMNI & FAMILY
ENGAGEMENT
nbrutkow@owu.edu | 740-368-3171



Mandy Gettman

ASSOCIATE DIRECTOR OF ANNUAL GIVING
mmgettman@owu.edu | 740-368-3045



Nicholas Bowlby, Ed.D

ASSOCIATE DIRECTOR OF ALUMNI ENGAGEMENT
ndbowlby@owu.edu | 740-368-3307



Makenna Daniels '15

ASSOCIATE DIRECTOR OF ADVANCEMENT
mdaniels@owu.edu | 740-368-3319



Mallorie Watts '22

ASSISTANT DIRECTOR OF YOUNG ALUMNI
ENGAGEMENT & OUTREACH
mmwatts@owu.edu | 740-368-3060



Acadia Caryl '22

ASSISTANT DIRECTOR OF ANNUAL GIVING
aecaryl@owu.edu | 740-368-3302



Barrett Mohrmann

ASSISTANT DIRECTOR OF ATHLETIC GIVING AND EVENTS
btmohrmann@owu.edu | 740-368-3323



Emily Creasap

ASSISTANT DIRECTOR OF ANNUAL GIVING
eccreasap@owu.edu | 740-368-3303



Mindie Burke

ASSISTANT DIRECTOR, ALUMNI EVENTS AND EXPERIENCES
msburke@owu.edu | 740-368-3057



WHO IS MY STAFF PARTNER?

ALUMNI BOARD

Katie Webster

CLASS LEADER

1954–1958	Acadia Caryl
1959	Julia Hatfield
1960–1967	Acadia Caryl
1968–1979	Makenna Daniels
1980–1992	Acadia Caryl
1993–1997	Barrett Mohrmann
1998–2023	Emily Creasap

PARENTS LEADERSHIP COUNCIL

Mandy Gettman

TEAM OWU EXCELLENCE COMMITTEE

Barrett Mohrmann

WE ARE OWU CREW

Makenna Daniels

WOMEN OF OHIO WESLEYAN

Katie Webster

REUNION COMMITTEE

5TH	Emily Creasap & Mallorie Watts
10TH	Emily Creasap & Mallorie Watts
15TH	Emily Creasap & Mallorie Watts
20TH	Emily Creasap & Mallorie Watts
25TH	Emily Creasap & Nancy Bihl Rutkowski
30TH	Barrett Mohrmann & Nancy Bihl Rutkowski
35TH	Acadia Caryl & Nancy Bihl Rutkowski
40TH	Acadia Caryl & Nancy Bihl Rutkowski
45TH	Makenna Daniels & Nancy Bihl Rutkowski
50TH	Makenna Daniels
55TH	Makenna Daniels & Katie Webster
60TH	Acadia Caryl & Nancy Bihl Rutkowski
65TH	Julia Hatfield & Nancy Bihl Rutkowski
Reunion Experience & Registration: Mindie Burke	

REGIONAL LEADERSHIP VOLUNTEER

Nicholas Bowlby

Visit owu.edu/volunteer to learn more about each volunteer opportunity.

Traditional Reunion Weekend Events

(this does not include all weekend activities offered, just the main events)

SAMPLE SCHEDULE:

FRIDAY

- *50th Reunion Welcome Back Luncheon*
- *President's Reception for Leadership Donors*
- *Blues & BBQ Kick-off Dinner & Celebration*
- *Class Welcome Parties*

SATURDAY

- *All Alumni Picnic Lunch*
- *Parade of Classes*
- *Greek Open Houses*
- *Class Reunion Dinners & Class Photographs*

SUNDAY

- *Farewell Breakfast*

Other Potential Activities

- *Alumni College Sessions*
- *Campus Tours*
- *AA Meeting*
- *Celebrating Ohio Wesleyan Program*

Personalizing the Weekend

Parade of Classes

Your committee can decide on a theme/special items for your class to carry in the Parade of Classes. Past examples are wearing sunglasses, waving pennants, donning red and black apparel, playing kazoos, etc. We will provide you with a class banner that boasts your class year to lead the way. Any additional trinkets or attire you wish to add to the parade are the responsibility of the committee to pay for, acquire, and distribute.

Saturday Night Class Dinner

While we try to accommodate committee requests for dinner locations, ultimately the decision will be based on the number of attendees for your class. We have a limited amount of spaces that can be used for dinners and all vary in size. The 25th and 50th reunions are considered milestone reunions and typically have the largest attendance.

With such a large number of alumni attending Reunion Weekend, menus are selected by the University. This helps us ensure our on-site catering team can accommodate everyone within a matter of several hours.

The first hour of your scheduled dinner will be reserved for a cocktail reception. Appetizers, beer, wine & soft drinks will be served at the reception.

Accommodations

Your committee can make the decision as to where you will “suggest” that your classmates stay when they arrive on campus. You can reserve a block of rooms at local hotels or encourage your classmates to stay on campus.

On campus accommodations:

More specific information will be shared in advance of Reunion Weekend registration on the availability of on campus reservations. On campus room reservations go live on March 1 and is on a first come first serve basis.

Roles of the Reunion Committee & OWU Professional Staff

The key to a successful reunion is a robust and active reunion committee. Serving on your reunion committee is meant to be a manageable time commitment and a rewarding experience. Your role on the reunion committee is very important to making your reunion a success. As a committee member you will:

- Engage with classmates over the course of the next year to encourage their attendance at the reunion.
- Actively participate in committee planning calls
- Share exciting updates and news about Ohio Wesleyan
- Make a gift to the Annual Giving Program in honor of your reunion and encourage classmates to participate as well.
- Sign a volunteer confidentially form
- Participate in training sessions to use the Volunteer Management Software (VMS)- a software system used to communicate with classmates.

Additionally, each committee member is also asked to take the lead on one of the other roles listed below:

Reunion Planning Timeline



REUNION COMMITTEE TIMELINE

SEPT - OCT	REUNION COMMITTEE MEETING First meeting! Introductions and discussion about the committee's role.	MID-LATE FEB	SHARE REUNION WEEKEND INFO Reunion registration opens March 1. Use this time to share information using the VMS and connect with classmates.
OCT - NOV	VOLUNTEER MANAGEMENT SYSTEM Now is a great time to familiarize yourself with the VMS. Log in, assign yourself to selected classmates, and start outreach.	MARCH	REUNION COMMITTEE MEETING Determine an MC for class dinner, someone to share fundraising report.
NOV	REUNION COMMITTEE MEETING Regular committee meeting and a review of the Volunteer Management System.	MARCH 1	REGISTRATION OPENS! Registration opens for Reunion Weekend. Outreach to classmates to encourage attendance.
OCT 6&7	OWU HOMECOMING & FAMILY WEEKEND Mark your calendar if you are able to come!	MARCH - APRIL	COMMUNICATE W/PEERS Share information about Reunion Weekend as well as class gift goals. Use the VMS, social media, or other preferred outreach.
NOV-DEC	COMMUNICATE W/PEERS Calendar year end is a great time to remind peers to make a class gift	APRIL	REUNION COMMITTEE MEETING Last minute details for reunion weekend
JAN	REUNION COMMITTEE MEETING Updates on Reunion Weekend, outreach, class goals, etc.	APRIL	BISHOPS FOR BISHOPS Ohio Wesleyan's annual campaign for Team OWU. Share the word about the campaign on social media and the VMS. Gifts count toward class goals.
JAN - FEB	COMMUNICATE W/PEERS Use the VMS to send save the date for Reunion Weekend. You may also want to include information about We Are OWU - all donations count toward the class gift!	APRIL - MAY	COMMUNICATE W/PEERS Share information about Reunion Weekend as well as class gift goals. Use the VMS, social media, or other preferred outreach.
FEB 14&15	WE ARE OWU Ohio Wesleyan's annual day of giving. Share the word about the campaign on social media and the VMS. Gifts count toward class goals.	MAY	REGISTRATION CLOSES! Last day to register for your reunion weekend!
		MAY 17-19	REUNION WEEKEND Committee members who took on roles will MC and share the class giving report during dinner on Saturday.

KEY: COMMITTEE MEETINGS DATES TO NOTE HAVE FIVE MINUTES?

Reunion Class Giving: Supporting the Annual Giving Program

Reunion Class Giving

- Celebrating a reunion is an opportunity to reconnect with classmates and return to campus, and also provides an opportunity for increased financial support by strengthening individual and class ties to the University.
- **Gifts from alumni to the Ohio Wesleyan Annual Giving Program during their reunion year make up 33% of the total dollars raised each fiscal (academic) year.**

Annual Giving Program – Area of Greatest Need & University’s Top Priority

- Gifts to the Annual Giving Program ensure that our students have the fullest experience possible. A rich learning environment, passionate faculty, and eye-opening opportunities – from scholarships to travel study to research to leadership roles and more.
- Currently, 97% of our students receive some sort of financial aid – either need-based or merit. While tuition covers only 47% of the actual cost of an Ohio Wesleyan education – Annual Giving Program helps bridge the gap between tuition and the actual cost. The remaining 53% is financed through philanthropy.
- Unrestricted Annual Giving Program gifts work immediately for Ohio Wesleyan, supporting student scholarships, student programs, faculty development, campus programming, and a majority of everything else that makes the OWU experience special.

The Case for Participation in a Class Gift

- When combined, Annual Giving Program donors give the largest gift to the University each year. Your gift is an important vote of confidence in your alma mater. When you participate in giving, your gift not only impacts the students of today and tomorrow at OWU, it also ensures the value of your degree — and it attracts and retains the best students and faculty.

Annual Giving Program

- The class gift is comprised of gifts to any of the following annual giving funds:
 - **Ohio Wesleyan Fund** – area of greatest need (operating funds)
 - **Academic Departments & Programs** – annual operating funds for academic departments/programs
 - **Team OWU** – annual operating funds for athletics
 - **President's Circle** – unrestricted funds for Presidential priority projects
 - Full list of funds: owu.edu/agfunds
- Annual Giving program totals run on a fiscal year from July 1 through June 30.
- **1842 Society:** Honoring the year OWU was founded, the 1842 Society provides special recognition to those who give \$1,842 or more to one of the Annual Giving Program funds.
 - As a member you receive:
 - Invitation to the President's Reception for Leadership Donors during Reunion Weekend.
 - Young Alumni (Classes of 2014-2023) may join the 1842 Society by making gifts at the following levels:
 - 0-5 years post-graduation: \$18.42/month (\$221.04/year)
 - 6-10 years post-graduation: \$42 /month (\$504/year)

Ways to Give

Online: owu.edu/give

Phone: 855-OWU-1842

Mail: Annual Giving, Mowry Alumni Center,
61 S. Sandusky Street
Delaware, OH 43015
Make checks payable to the Ohio Wesleyan University

Additional Ways to Give: Monthly Gifts, Stock Gifts, Matching Gift Programs, Donor Advised Funds, Family Foundations, IRA Rollover Gifts, Estate Gifts

For more information on these additional ways to give please visit us online at owu.edu/waystogive or call 855-OWU-1842.

Stewardship: Thanking Our Donors

University: Every donor receives a Thank You receipt for tax purposes.

Reunion Committee: It is our intention that reunion committee members should be reaching out, via phone call, email or mail. As a member of you reunion committee, we hope you will outreach to thank your class classmates for their gifts in honor of reunion.

Reunion Outreach Call Talking Points

Make your own gift first

As a Reunion volunteer, you set the example for giving. Ideally, a Reunion volunteer will make their own commitment (at a level meaningful to them) before making solicitation calls. Our goal is 100% committee participation.

Pre-calling Preparation

Jot down a few notes prior to the call. Make the script your own! Look at your class roster BEFORE you call to see the person's gift history and engagement with the university.

Introduction

Hey [first name]! This is [your name] your former classmate at Ohio Wesleyan. I am calling today on behalf of our [reunion year] reunion committee.

Our committee is calling all of our classmates:

- To reconnect
- To encourage you to attend reunion
- And to ask you to join in making gift of the Annual Giving Program.

Bonding

How's it going? *Possibly refer to the last time you connected with this person.*

Can you believe we are celebrating our [reunion year] reunion?

When was the last time you visited campus?

Reunion Info

Are you on Facebook? Have you joined our class Facebook page? We are regularly posting updates about reunion and throwback photos.

Are you planning to come back to campus and attend our [reunion year] reunion in May? Be sure to mark your calendar for May 17-19, 2024.

Tell them why it will be great reunion! Share information and details about the reunion.

Gift Discussion

In addition, to attending reunion, I hope you will join me in making a gift to the Annual Giving Program in honor of our reunion. *Bring up the need for annual giving, and the importance of their participation.*

If they are a regular donor. I know that are you a regular donor. I increased my gift this year. I hope you will join me in increasing your gift in honor of our reunion.

You can make your gift online at owu.edu/give or by mailing back the response card from our class letter.

Closing

While I have you on the phone, I want to make sure we have your correct address and email. *Update address and email.* Thank you for taking time to speak with me on the phone today.

Answering Objections or Questions about Giving

- The more people who participate in the Annual Giving Program, the more likely it is that Ohio Wesleyan will accomplish its goals, boost its academic reputation, and attract and retain the best students and faculty.
- Please keep in mind that tuition only covers 47% of the total cost of an Ohio Wesleyan education. The additional costs are made up with help from our alumni gifts to the Annual Giving Program.
- It's not how much you give, but your participation that matters most to Ohio Wesleyan. When you give any amount to Ohio Wesleyan, you're indicating that you believe Ohio Wesleyan is an excellent institution worthy of your support.

Follow up and steward your classmates

You can never say thank you enough. Let your classmates know how much their support is appreciated and that their gift will count toward the class totals. Always send a follow up message-handwritten or email.

Report your results with your Ohio Wesleyan contact

Was someone upset, do you have new contact information? You are helping us strengthen our relationships with alumni through your outreach.