

# 2022 Reunion Volunteer Timeline

Welcome to Your 2022 Reunion Year!

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Before delving into the month-by-month timeline, you might like to take note of our four major fundraising campaigns that can help boost participation toward your Reunion class!

**Proud to be a Panther – Oct 7-14, 2021**

**End of Calendar Year & Recurring Gifts – starts Nov 29, 2021**

**MidWinter Challenge – Feb 3-10, 2022 (tentative dates)**

**Countdown to Reunion – May 15 - June 12, 2022**

We will be in touch before, during, and after each of these campaigns with details and resources. You'll also be asked to thank classmates and complete a brief survey after each campaign. We appreciate your feedback. The information you provide helps us help you.

This brief overview may offer enough information for you to mark your calendar; if you also appreciate more details for planning purposes, keep reading!

And, for volunteers planning to help with Reunion events, important dates begin in February 2022.

At the end of this timeline, you'll find our Reunion Volunteer Guidelines and resource list.

# 2022 Reunion Volunteer Timeline

SEPTEMBER 2021

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## Volunteer Actions

- 9/13 – 9/30** Attend your virtual Reunion Committee meeting. The exact date for each class is TBD – your staff contact will send you an invite.
- 9/28** Attend *Update from Middlebury: In Conversation with the College's Senior Leadership*, President Patton's online panel just for alumni. The webinar starts at 12pm and you can register [here](#). You will also receive an invite by email.

OCTOBER 2021

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## Campaigns this month

- 10/7 – 10/14** Promote the Proud to be a Panther campaign to drum up early support for your class gift and Midd Athletics!

## Volunteer Actions

- 9/30 or 10/5** Attend one of two Insider's Campaign Overviews for Proud to be a Panther. [Click here to register](#). *Joining last minute? Click [this link](#) to join any of the Insider's sessions this year. Password: gomidd*
- 10/14 – 10/24** Thank your classmates who gave during Proud to be a Panther.
- 10/18 – 10/31** Tell us how it went! We'll send you a short survey asking about your experience during the campaign. This information helps us help you.

# 2022 Reunion Volunteer Timeline

NOVEMBER 2021

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## Important Reunion Planning Dates

**Mid November** Look out for your copy of the Fall Reunion Solicitation Letter from Middlebury.

## Volunteer Actions

**11/10 or 11/15** Attend one of two Insider's Campaign Overviews for End of Calendar Year. [Click here to register](#). *Joining last minute? Click [this link](#) to join any of this year's Insider's sessions. Password: gomidd*

**11/15 – 12/15** Reach out to your assigned classmates for End of Calendar Year gifts, which are good for tax deductions *and* your class gift!

DECEMBER 2021

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## Campaigns this month

**December** End of Calendar Year Outreach. This year we'll be encouraging alumni to sign up for our recurring gift program. Whether annual, quarterly, or monthly, a recurring gift keeps you True Blue!

## Volunteer Actions

**11/15 – 12/15** Reach out to your assigned classmates for End of Calendar Year gifts, which are good for tax deductions *and* your class gift!

**12/15 – 1/15** Thank your classmates who gave during this end of calendar year campaign.

**1/3 – 1/15** Tell us how it went! We'll send you a short survey asking about your experience during End of Calendar Year outreach. This information helps us help you!

# 2022 Reunion Volunteer Timeline

JANUARY 2022

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## Volunteer Actions

- 1/24 or 2/2** Attend one of two Insider's Campaign Overviews to get the full scoop on this year's MiddWinter Challenge. [Click here to register](#). *Joining last minute? Click [this link](#) to join any of the Insider's sessions. Password: gomidd*
- 1/27 – 2/3** Get yourself ready on MVP: check on your assignment list and review the templates for emailing your classmates about the MiddWinter Challenge.

FEBRUARY 2022

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## Important Reunion Planning Dates

- 2/14** **Deadline for Event Planners:** all class-specific event plans for Reunion need to be decided and communicated to your class liaisons by Valentine's Day!

## Campaigns this month

- 2/3 – 2/10** MiddWinter Challenge launches Thursday, February 3, and runs for a full week. Let your classmates know and ask your assignments to make a gift (which, you guessed it, counts towards your Reunion total!).

## Volunteer Actions

- 2/11 – 2/20** Thank your classmates who gave during the MiddWinter Challenge.
- 2/14 – 2/20** Tell us how it went! We'll send you a short survey asking about your experience during MiddWinter Challenge outreach. This information helps us help you.

# 2022 Reunion Volunteer Timeline

MARCH 2022

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## Important Reunion Planning Dates

- Early March** Reunion registration opens!
- 3/15** **Deadline for Event Planners:** all Reunion event programming details need to be finalized and communicated to your class liaison so they can be included in the Reunion program.
- Late March** Alumni receive the Spring Reunion Solicitation Letter from Middlebury.

## Volunteer Actions

- 3/1 – 5/19** **Register *early* for Reunion!** Classmates will respond better when they see friends already signed up.

APRIL 2022

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## Important Reunion Planning Dates

- 4/1** **Deadline for Program Writers:** draft copy for memorial programs and other print projects is due on April Fools, and our deadlines are no joke!
- 4/15** **Deadline for Convocation Comment Writers:** your class Convocation comments are due to your class liaisons on April 15.
- 4/15** **Deadline:** please pick your class presenter and inform your class liaisons by April 15.
- 4/15** This is the last day for any Reunion gatherings taking place online in advance of Reunion weekend.

# 2022 Reunion Volunteer Timeline

MAY 2022

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## Important Reunion Planning Dates

**5/19**                      **Deadline: online registration for Reunion closes.** Walk-in registration will be available on Reunion weekend.

Register online by May 19 or let us know you plan on waiting until arrival day!

JUNE 2022

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## Important Reunion Dates – the Big Event!

**6/9 – 6/12**                      Reunion Weekend for 25<sup>th</sup> and 50<sup>th</sup> Reunion

**6/10 – 6/12**                      Reunion Weekend for all other Reunion classes

## Campaigns this month

**5/15 – 6/12**                      Countdown to Reunion!

## Volunteer Actions

**6/15 – 7/15**                      Thank your classmates who gave during your 2022 Reunion year!

**7/1 – 7/15**                      Tell us how it went! We'll send you a short survey asking about your experience during Reunion outreach.

**7/1 – 8/30**                      Confirm your plan to participate as a volunteer for the next fiscal year or next Reunion.



# Reunion Volunteer Guidelines

## WHAT TO EXPECT FROM MIDDEBURY

## YOUR ANNUAL CHECK LIST

**Regular communication** from the Annual Giving and Alumni & Parent Programs teams

- Reunion planning updates
- Campus news
- Campaign updates
- Know your [staff liaisons](#)

**Respond to messages from your staff liaison**

- A brief email acknowledgement will let your [staff liaisons](#) know that you received and read their email
- Knowing who is up to speed allows staff to follow up with those who may have missed a message

**Training on MVP**, the Middlebury Volunteer Portal

- [MVP](#) is the volunteer side of Give Campus, the fundraising platform on which we run most of our challenges and volunteer-supported campaigns
- Please take the time to get acquainted [with MVP](#)

**Reach out & participate**

- Share information about Reunion plans with classmates
- Choose and be in touch with your classmates
- Promote and amplify Reunion messages and fundraising campaigns

**Invitations** from us to

- Plan virtual or in-person Reunion events for your class
- Take part in [Digital Middlebury](#)
- Attend [virtual programs](#)

**Make your own gift**

- [100% volunteer participation](#) is a key goal for Reunion
- Thank you for leading by example!

**Volunteer resources**

- [Reunion volunteer Information](#)
- [Class Agent information](#)
- [MVP](#) – your one-stop shop for classmate selection and outreach

**Participate in virtual events**

- [Alumni events](#)
- Insider's Campaign Overviews ([via Zoom](#), password: gomidd)

*The Annual Giving and Alumni & Parent Programs staff are here to support you in your work. Contact us anytime at [supportmiddlebury@middlebury.edu](mailto:supportmiddlebury@middlebury.edu) or 802-443-2002.*