



MORAVIAN UNIVERSITY  
**HOMECOMING &  
REUNION WEEKEND**

# **Reunion Committee Toolkit**

Lighting the *Way*  
MORAVIAN UNIVERSITY

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# Welcome Letter

Dear Reunion Committee Member,

Homecoming & Reunion Weekend is always a memorable time when the Greyhound community comes together to reconnect with friends and classmates. This year's event will be especially memorable for you and your class as it marks a special reunion! We are excited to celebrate all classes ending in 3s and 8s this year.

As a reunion committee member, you have the opportunity to help plan your class's celebration! There are several ways to make your celebration special—from either planning to have your classmates gather at Tailgate or hosting a class-specific 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.

Thank you for volunteering to serve as a reunion committee member! The information in this comprehensive toolkit provides key instructions on how you can effectively serve in this important role. Your assigned Reunion Staff Liaison, a member of the Department of Development & Alumni Engagement, will 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](#) regularly for updates on events and registration throughout the summer. Please direct questions relating to the weekend's schedule (found on page 3) to [nestom@moravian.edu](mailto:nestom@moravian.edu) or (610) 861-1339. We 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](mailto:nestom@moravian.edu)  
(610) 861-1339

# General Information

## Weekend Schedule

Below is the tentative schedule for Homecoming & Reunion Weekend. Please keep in touch with your Staff Liaison to stay up-to-date on any change(s)!

Friday, September 22, 2023

- 10:30 a.m. - 12 p.m. | Alumni Brunch, Payne Gallery
- 12 p.m. | South Campus Tour, South Campus (meeting location TBD)
- 2 p.m. | Main Campus Tour, Main Campus (meeting location TBD)
- 12 - 5 p.m. | Alumni Lounge, Hauptert Union Building
- 5:30 - 7 p.m. | Blackboards & Beers, Comenius Hall
- 7 - 9 p.m. | Last Hoorah in the HUB! Reunion Parties, Hauptert Union Building

Saturday, September 23, 2023

- 10 a.m. | Alumni Association Annual Meeting & State of the University Address by President Bryon L. Grigsby '90, P'22, P'26, Hauptert Union Building
- 11 a.m. | Tailgate Opens, Steel Field Complex
- 1 p.m. | Student Organization Homecoming Parade and Alumni Band Pregame Show, Steel Field Complex
- 1 p.m. | Field Hockey vs. The Catholic University of America, Makuvek Field
- 2 p.m. | Greyhound Football vs. Morrisville State (NY) 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. For more information about the hotels, accommodations, pricing, and reservations [click here](#).

## 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: Class Reunion Committee Member

Volunteer Coordinator: Matthew Nesto '16, G'21, G'22, Associate Director of Alumni & Student Engagement, along with a specific class liaison for the year

Class Reunion Committee members are responsible for planning the reunion portion of Homecoming & Reunion Weekend for their specific classes. They serve as the connection between the class and the Alumni Office.

## Responsibilities

- Attend Homecoming & Reunion Weekend!
- Work with other members of your committee to plan reunion event(s) for your class.
- 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 Diversity Equity and Inclusion (DEI) 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 - September)

# Reunion Staff Liaisons

## Who is Your Liaison?

Class Year	Staff Liaison	Phone Number	Email
2023	Matt Nesto '16, G'21, G'22	(610) 861-1339	<a href="mailto:nestom@moravian.edu">nestom@moravian.edu</a>
2018	Matt Nesto '16, G'21, G'22	(610) 861-1339	<a href="mailto:nestom@moravian.edu">nestom@moravian.edu</a>
2013	Amanda Werner Maenza '13, G'17 Marissa Zondag '13	(610) 861-1342 (610) 625-7906	<a href="mailto:maenzaa@moravian.edu">maenzaa@moravian.edu</a> <a href="mailto:zondagm@moravian.edu">zondagm@moravian.edu</a>
2008	Luke Smith '11	(610) 861-1337	<a href="mailto:smith.luke@moravian.edu">smith.luke@moravian.edu</a>
2003	Amanda Werner Maenza '13, G'17	(610) 861-1342	<a href="mailto:maenzaa@moravian.edu">maenzaa@moravian.edu</a>
1998	Jenelle Holden '11	(610) 625-7908	<a href="mailto:holdenj02@moravian.edu">holdenj02@moravian.edu</a>
1993	Julie Kulp Ditchcreek	(610) 625-7942	<a href="mailto:kulpj@moravian.edu">kulpj@moravian.edu</a>
1988	Sherry Rodriguez	(610) 625-7969	<a href="mailto:rodriguezs02@moravian.edu">rodriguezs02@moravian.edu</a>
1983	Jessica Weaver	(610) 625-7945	<a href="mailto:weaverj02@moravian.edu">weaverj02@moravian.edu</a>
1978	Amanda Werner Maenza '13, G'17	(610) 861-1342	<a href="mailto:maenzaa@moravian.edu">maenzaa@moravian.edu</a>
1973	Matt Nesto '16, G'21, G'22	(610) 861-1339	<a href="mailto:nestom@moravian.edu">nestom@moravian.edu</a>
1968	Marissa Zondag '13 Luke Smith '11	(610) 625-7906 (610) 861-1337	<a href="mailto:zondagm@moravian.edu">zondagm@moravian.edu</a> <a href="mailto:smith.luke@moravian.edu">smith.luke@moravian.edu</a>
1963	Rachel Cupp '20 Jessica Weaver	(610) 625-7902 (610) 625-7945	<a href="mailto:cuppr@moravian.edu">cuppr@moravian.edu</a> <a href="mailto:weaverj02@moravian.edu">weaverj02@moravian.edu</a>
1958	Amanda Werner Maenza '13, G'17	(610) 861-1342	<a href="mailto:maenzaa@moravian.edu">maenzaa@moravian.edu</a>
1953	Amanda Werner Maenza '13, G'17	(610) 861-1342	<a href="mailto:maenzaa@moravian.edu">maenzaa@moravian.edu</a>
1948	Amanda Werner Maenza '13, G'17	(610) 861-1342	<a href="mailto:maenzaa@moravian.edu">maenzaa@moravian.edu</a>

## Liaison Responsibilities

- Assist committee members with ideas for their reunion celebration.
- Provide updates on the weekend events and campus happenings.
- Provide guidance to committee members on best practices for planning events.
- Distribute class lists and information on contacting their classmates.
- Serve as the liaison back to the Office of Alumni & Family Engagement.
- Collect all information on reunion plans no later than Saturday, July 15.

# Planning Your Reunion

Reunion committees should plan to host a reunion celebration during Homecoming & Reunion Weekend. The celebration can be as simple as attending an existing event that is part of the weekend or require more coordination such as hosting an additional event for your class at a local venue. Please consider location, transportation, cost, and accessibility.

## Planning Schedule

- **May 2023**
  - Attend the Reunion Committee training meeting on Wednesday, May 17.
  - Meet your fellow committee members.
- **June 2023**
  - Begin contacting classmates to save the date.
  - Update your Staff Liaison with any new contact information you receive. Decide which events you would like to attend and/or create for your class.
- **July 2023**
  - Finalize reunion activities and have your Staff Liaison share them with the Alumni Office by **Saturday, July 15!**
  - Contact classmates with final plans and Homecoming & Reunion webpage link which will provide registration links for weekend events.
  - Postcard mailer will be sent mid-July to all alumni.
  - Reunion-specific class emails will be sent mid- to late-July.
    - Review the email as soon as it is provided by your Staff Liaison.
- **August 2023**
  - 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 **Friday, August 18!**
- **September 2023**
  - Continue to provide information to your classmates about the weekend.
  - Encourage all final registrations by **Friday, September 8!**
  - **ATTEND REUNION!**

## Finances

The University is unable to provide financial support for additional reunion celebrations. If you choose to have an event outside of the planned University activities, you will need to find a way to fund the event. Our best suggestion is to plan a “pay your own way” event. This typically means that you reserve space at a nearby venue for free, and everyone can purchase any food or beverages they wish. We do not recommend anyone putting money out for an event as there is a chance that you will not recoup the funds. Moravian will not be held liable for any funds expensed for an event. We are also unable to provide registration services for groups who are interested in hosting a separate event. Please consider how to register guests if you need a headcount for your event.

## Last Hoorah in the HUB!

In an effort to provide on-campus celebrations for our reunion years, we are hosting an event open to all alumni, but tailored to the reunion years. Classes may gather for a dinner reception

and beer and wine bar to celebrate with their classmates for the last time in the existing HUB prior to its renovation starting May 2024. The dinner reception will take place in the HUB Lounge and classes will have private space, grouped by decades, in specific rooms throughout the Lounge. This event may serve as your celebration for the weekend.

### Reunions at Tailgate

- Reunion years will be able to celebrate at the Homecoming Tailgate!
- Each year 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.

### Local Venues

Below is a list of local venues that have previously hosted reunion events for classes. Moravian does not partner with these establishments for reunion events.

- [Lost Tavern Brewing](#)
- [Bethlehem BrewWorks](#)
- [Rudy's Diner](#)
- [McCarthy's Red Stag Pub](#)
- Pints & Pies
- Flying Pig Tavern -- should be open by Homecoming

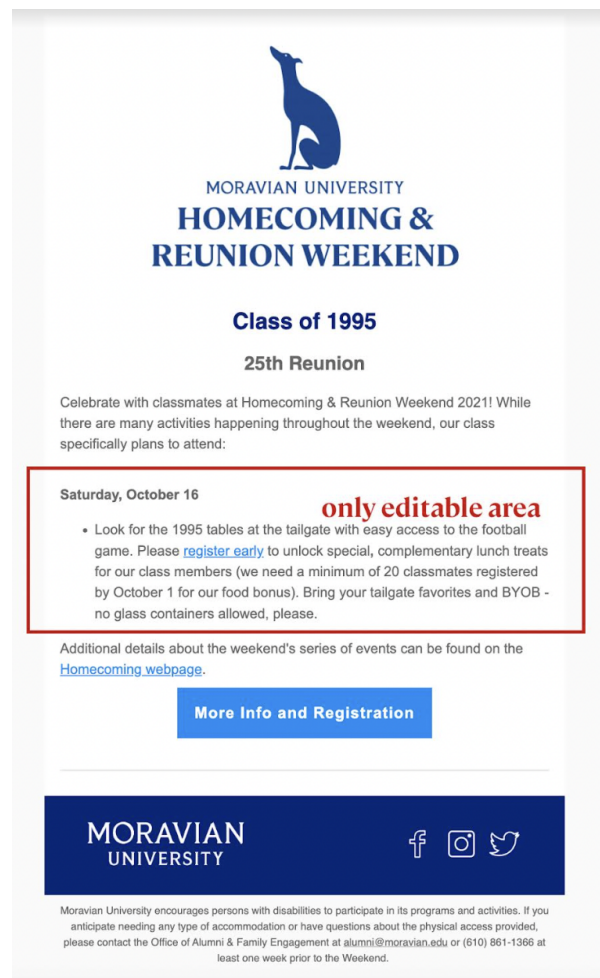


# Marketing

## Marketing Materials

The Office of Alumni Engagement is providing the marketing materials for each reunion year outlined below:

- **Postcard** - All undergraduate alumni will receive a Homecoming & Reunion Weekend postcard in mid-August. 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 regularly 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 Saturday, July 15 for posting.
- **Reunion "Postcard" Email** - Each reunion year will receive one reunion-specific "postcard" via email. This will list all your class plans to do for the weekend, including which events you plan to attend as a class and any special events planned outside of the weekend schedule. Reunion plans must be submitted to your Staff Liaison by Saturday, July 15 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—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):
  - Calling all Moravian University Class of \_\_\_\_ members! Homecoming & Reunion Weekend is September 22-23. 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](mailto: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](http://moravian.edu/homecoming) for the full schedule of events and to register! @MoravianAlumni #MoravianUniversity #MoravianAlumni #MoravianHomecoming
- Sample 3 - For use in August:
  - 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](http://moravian.edu/homecoming)! @MoravianAlumni #MoravianUniversity #MoravianAlumni #MoravianHomecoming

## Class Lists

Class 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 information over the following month(s) and then destroyed after the event. The information provided **may not be used for personal use**. Please obtain your class lists from your Staff Liaison.

## 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](#). Your Staff Liaison will provide you the class lists upon receiving the completed agreement.

# Reunion Class Giving

The Office of Annual & Affinity Giving hopes that in addition to serving as a reunion committee member, you will **give a gift in honor of your reunion**. Whether you graduated 50 years ago or five years ago, there is no better way to commemorate this milestone than to pay it forward to the next generation of Moravian students!

Please share with your classmates that your reunion is a wonderful opportunity to give a gift to the Moravian Scholarship Fund, the University's greatest need. However, gifts to any designation count toward reunion giving. The link to give a gift for reunion is [moravian.edu/reuniongiving](http://moravian.edu/reuniongiving). Please share this link via email and in your outreach beginning Saturday, July 1.

## Reunion Giving Chair Responsibilities

Volunteer Position: Reunion Giving Chair

Volunteer Coordinator: Sherry Rodriguez G'23, Assistant Director of Annual & Affinity Giving

Reunion Giving Chair volunteers aim to inspire their classmates to give a gift in honor of their reunion. The Reunion Giving Chair will be a leader in sharing why philanthropy to Moravian University is an important part of their alumni experience. This volunteer serves as the connection between their class and the Department of Development & Alumni Engagement. Volunteers are asked to invest in the University by giving a personally meaningful gift, themselves, and to attend the reunion, if possible. They communicate to their classmates that gifts given between July 1 and September 21 count as a reunion gift and in the Reunion Class Giving Challenge. Supporters from the class with the highest gift participation rate will be entered into two raffles. One supporter from the winning class will win an exclusive Moravian University swag bundle, and another supporter from the winning class will win two reserved seats at a Moravian University Christmas Vespers service in December.

## Responsibilities

- Give a personally meaningful gift to Moravian University in honor of your reunion.
- Lead outreach to classmates asking them to give a gift. See outreach examples below.
- Participate in all volunteer committee meetings.
- Keep in contact with Sherry Rodriguez, Assistant Director of Annual & Affinity Giving, between now and Homecoming & Reunion Weekend.
- Attend Homecoming & Reunion Weekend!

## Training & Time

- Onboarding meeting with the Office of Annual & Affinity Giving.
- Term limits: Through Reunion Weekend, with the opportunity to serve on the Reunion Committee as a Reunion Giving Chair again in five years.
- Feedback and assessment: Complete the feedback survey after Homecoming & Reunion Weekend.

## Anticipated Monthly Time Commitment

One hour per week for the five months leading up to Homecoming & Reunion Weekend (July - September).

## Reunion Giving Schedule

Reunion Giving Chairs should plan to conduct outreach to their classmates from July 1 through September 21 asking them to give a gift that will count toward their class participation and informing them of the Reunion Class Giving Challenge.

## Outreach Schedule

- **June 2023**
  - Attend the first Reunion Giving Chair meeting and meet your counterparts from other reunion classes.
  - Provide digital signature and draft a letter to classmates with the help of the Assistant Director of Annual & Affinity Giving.
- **July 2023**
  - The Assistant Director of Annual & Affinity Giving will mail letter to classmates.
  - Begin contacting classmates to give using the contact list supplied by the Assistant Director of Annual & Affinity Giving (via email, phone call, and social media).
  - *Does your class have a Facebook page?*
  - Draft email follow-up to classmates with the help of the Assistant Director of Annual & Affinity Giving.
- **August 2023**
  - Finalize email follow-up and work with the Assistant Director of Annual & Affinity Giving to send a class email through MailChimp. You will be the signatory.
  - Follow-up outreach to classmates.
- **September 2023**
  - Post on social media with your testimonial to give (if applicable).
  - Final outreach to classmates
    - Reminder that the cutoff date to give toward the two raffle prizes is Thursday, September 21.
  - **ATTEND REUNION!** 😊

### Interested in becoming a Reunion Giving Chair?

Contact Sherry Rodriguez G'23, Assistant Director of Annual & Affinity Giving, at [rodriguezs02@moravian.edu](mailto:rodriguezs02@moravian.edu) if you are interested.

## Outreach Examples

**Facebook:** Moravian alumni from the Class of 'XX—I'm fundraising for current and future students in honor of our reunion. Join me in lighting the way for our students by giving a gift to the Moravian Scholarship Fund, the University's greatest need, or any other area of campus that means the most to you. Find out more and give a gift here: [moravian.edu/reuniongiving](http://moravian.edu/reuniongiving)

**Twitter:** Moravian Class of 'XX—Join me in lighting the way for current and future students in honor of our reunion. Give a gift here: [moravian.edu/reuniongiving](http://moravian.edu/reuniongiving)

**Text message:** Hi! This is \_\_\_\_\_, your classmate from the Class of 'XX. I'm fundraising for Moravian students in honor of our reunion. I hope you will join me in lighting the way for our students by giving a gift of any amount. Please give a gift here: [moravian.edu/reuniongiving](http://moravian.edu/reuniongiving).

**Email:**

Subject: Celebrate Our XX Reunion with a Gift!

Dear friend(s),

I hope you will join me in lighting the way for current and future students by giving a gift—of any amount—in honor of our XX reunion. Please consider giving a gift to support the Moravian Scholarship Fund, the University's greatest need, or any other designation that means the most to you. The link to give online is [moravian.edu/reuniongiving](http://moravian.edu/reuniongiving). Checks can be made out to Moravian University with your designated area of support in the memo line and mailed to Moravian University, Department of Development & Alumni Engagement, 1200 Main Street, Bethlehem, PA 18018 before Thursday, September 21.

All reunion gifts count toward the Class Giving Challenge! Supporters from the class with the highest gift participation rate will be entered into two raffles. One supporter from the winning class will win an exclusive Moravian University swag bundle, and another supporter from the winning class will win two reserved seats at a Moravian University Christmas Vespers service in December.

Name 'XX

*Moravian University Reunion Giving Chair*