



MORAVIAN UNIVERSITY

**HOMECOMING &
REUNION WEEKEND**

**Homecoming & Reunion Weekend 2022
October 28 - 29, 2022**

Reunion Committee Toolkit

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Welcome!

Dear Reunion Committee Member,

Homecoming and Reunion Weekend has always been a memorable time where the Greyhound community comes together and reconnects with friends and classmates. As you know, the weekend will be especially memorable for you and your class, as this year's celebration marks a special reunion. This year we are excited to celebrate all classes ending in twos and sevens.

As a reunion committee member, you have a special opportunity to help form your class's celebration. From gathering with everyone at Tailgate to hosting a class-specific dinner or happy hour, there are several options that can be meaningful to your class. Committee members also get to connect with all of their classmates! You will be conducting specific outreach to each member of the class to engage them in the weekend's activities.

Thank you for volunteering to serve as a reunion committee member for your class. The details and information found in this comprehensive toolkit provide key examples and ways that you can serve in this important role. Your assigned Reunion Staff Liaison, a member of the Department of Development & Alumni Engagement, will help guide you in the planning of your reunion events, keep you informed about the weekend's activities, and assist you in connecting with classmates. Our shared goal is to re-engage reunion classes with their classmates and the University.

Please check the [Homecoming & Reunion Weekend website](#) regularly for updates on events and registration that will occur throughout the summer. Please direct questions relating to the weekend's schedule (found on page 3) to me at derenzisj@moravian.edu or (610) 861-1584. We look forward to welcoming you home in October, and thank you for your support!

Go Hounds!

Justin DeRenzis, MHA, MBA
Assistant Director of Alumni & Family Engagement
derenzisj@moravian.edu
(610) 861-1584

General Weekend Information

Weekend Schedule

Below is the tentative schedule for an in-person Homecoming and Reunion Weekend. Due to the constantly changing requirements and nature of the pandemic, these plans are subject to change at any time. Please keep in touch with your Staff Liaison to remain up-to-date on any change(s)!

Friday, October 28, 2022

- 2 p.m. - Campus Tour by a 26 Point Ambassador
- 5:30 - 7 p.m. - Blackboards and Beers, Comenius First Floor Classrooms
- 7 - 8:30 p.m. - Alumni "House Party," Alumni House

Saturday, October 29, 2022

- 9 a.m. - Continental Breakfast, Alumni Association Annual Meeting, and State of the University Address by President Dr. Bryon L. Grigsby '90, P'22, HUB
- 10 a.m. - Tailgate Opens, Steel Field Complex
- 11 a.m. - Women's Volleyball vs. Juniata Eagles, Johnston Hall
- 12 p.m. - Student Organization Parade
- 1 p.m. - Greyhound Football vs. McDaniel Green Terrors, Steel Field Complex
- Approx 4 p.m. - Tailgate Closes
- Post Tailgate - Class Reunion Parties, Various Locations
- 6:30 p.m. - 50+ Dinner, Sally Breidegam Miksiewicz Center for Health Sciences
- 6:30 p.m. - Field Hockey vs. Goucher Gophers, Makuvek Field
- 6:30 p.m. - Women's Volleyball vs. Catholic University of America Cardinals, Johnston Hall

Available All Weekend:

- Payne and HUB Galleries open to the public, featuring exclusive art pieces to the Fall collection
 - Payne Gallery Featured Exhibit - Manifold/Guest Curator: Brick and Mortar Show
 - Gallery Open 12:00 - 4:00 p.m.
 - H. Paty Eiffel Gallery (HUB) Featured Exhibit - Moravian Campus History: Images and stories from the University Archives showing Campus changes throughout 280 years
 - Gallery Open 7:00 a.m. - 12:00 a.m.

Hotel Accommodations

We have partnered with several area hotels for overnight accommodations throughout the weekend. For more information about the hotels, accommodations, pricing, and reservations [click here](#).

Parking & Transportation

Parking for Homecoming & Reunion Weekend can be found in any of the campus lots or 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: Justin DeRenzis, MHA, MBA - Assistant Director of Alumni & Family 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 five months leading up to Homecoming & Reunion Weekend (June - October)

Staff Liaisons

Who is Your Liaison?

Class Year	Staff Liaison	Phone Number	Email
2022	Matt Nesto '16, G'21, G'22	(610) 861-1339	nestom@moravian.edu
2017	Matt Nesto '16, G'21, G'22	(610) 861-1339	nestom@moravian.edu
2012	Matt Nesto '16, G'21, G'22	(610) 861-1339	nestom@moravian.edu
2007	Luke Smith '11	(610) 861-1337	smith.luke@moravian.edu
2002	Julie Kulp	(610) 625-7942	kulpj@moravian.edu
1997	Matt Nesto '16, G'21, G'22	(610) 861-1339	nestom@moravian.edu
1992	Jenelle Holden '11 and Jessica Weaver	(610) 625-7908	holdenj02@moravian.edu
1987	Jessica Weaver	(610) 625-7945	weaverj02@moravian.edu
1982	Sherry Rodriguez	(610) 625-7969	rodriguezs02@moravian.edu
1977	Marissa Zondag '13	(610) 625-7906	zondagm@moravian.edu
1972	Amanda Werner Maenza '13, G'17 & Dylan Star	(610) 861-1342	maenzaa@moravian.edu
1967	Amanda Werner Maenza '13, G'17	(610) 861-1342	maenzaa@moravian.edu
1962	Amanda Werner Maenza '13, G'17	(610) 861-1342	maenzaa@moravian.edu
1957	Amanda Werner Maenza '13, G'17	(610) 861-1342	maenzaa@moravian.edu
1952	Amanda Werner Maenza '13, G'17	(610) 861-1342	maenzaa@moravian.edu
1947	Amanda Werner Maenza '13, G'17	(610) 861-1342	maenzaa@moravian.edu

Liaison Responsibilities

- Assist the committee members with ideas for their reunion celebration.
- Provide updates on the weekend events and campus happenings.
- Provide guidance to the committee 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 July 31st.

Planning Your Reunion

Reunion Committees should plan to host a reunion celebration during Homecoming & Reunion Weekend. This could be as simple as expanding your provided tailgate setup or hosting an additional event for your class at a local venue. Please consider location, transportation, cost, and accessibility.

Planning Schedule

- **May 2022**
 - Attend the Reunion Committee training meeting
 - Meet your fellow committee members
- **June 2022**
 - Begin contacting classmates to save the date.
 - Update your Staff Liaison with any new contact information you receive.
 - Start planning the events you would like to attend and/or create for your class.
- **July 2022**
 - Finalize reunion activities and have your Staff Liaison share them with the Alumni Office by **July 31!**
- **August 2022**
 - Contact classmates with final plans and let them know the Homecoming website will be updated with the link to register for various weekend events.
 - Postcard mailer will be sent mid-August to all alumni.
 - Review the postcard as soon as it's provided by your Staff Liaison
 - Reunion specific class emails will be sent mid- to late August.
- **September 2022**
 - Continue to make final plans for your events.
 - Continue to contact classmates and encourage them to register.
 - Remind them that Priority Registration closes on **September 30th!**
- **October 2022**
 - Serve as a liaison for your classmates to provide information about the weekend.
 - Encourage all final registrations by **October 14!**
 - **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. The 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.

Reunions at Tailgate

- Reunion years will be able to celebrate at the Homecoming Tailgate!
- Each year will receive 2 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.

- All reunion years that have at least 20 classmates (not including non-alumni spouses/partners) registered for Tailgate through the official Homecoming registration page will be awarded a free Hound Pack (a catering package delivered to your reunion table). The cut off for this is **October 16. *Houndpacks will include only the items that are listed in the menus. No substitutions or alterations permitted***
- Please look for registration updates from your Staff Liaison and inform them of which Hound Pack you would like when you reach 20 registrants.

Local Venues

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

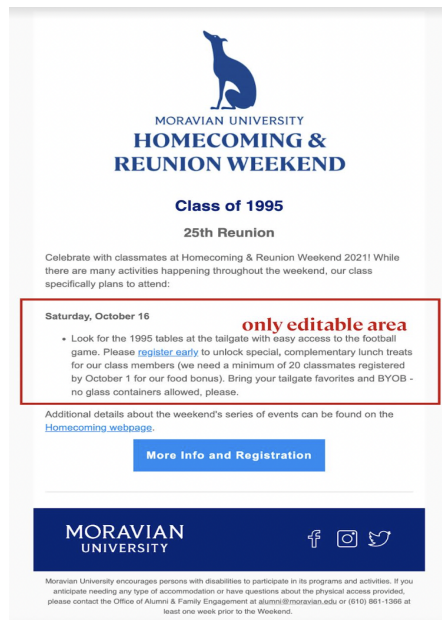
- [Lost Tavern Brewing](#)
- [21 Craffthouse](#)
- [Bethlehem BrewWorks](#)
- [Rudy's Diner](#)
- [McCarthy's Red Stag Pub](#)

Marketing

Moravian Provided Marketing

The Office of Alumni Engagement will be providing several marketing pieces for each reunion year. They are outlined below

- **Postcard** - All undergraduate alumni will receive a Homecoming & Reunion Weekend postcard in mid-August. This mailing will let them know that we are moving forward with planning, and they should check the website for additional details. This will be the only hardcopy mailing that will be provided. All other communications will be electronic. This is an important detail to point out to classmates when you talk to them so that they can update their contact information with you. Should you receive any updated contact information, please share the information with your Staff Liaison.
- **Website** - The [Homecoming & Reunion Weekend website](#) will be regularly updated with information on the schedule of events and will include a specific section for your class's plans. Please submit your plans to your Staff Liaison by July 31 for posting.
- **Reunion "Postcard" Email** - Each reunion year will receive one reunion specific "postcard" via email. This will list what your class year specifically plans to do for the weekend, which events you plan to attend as a class, and any special events that are planned outside of the weekend schedule. Reunion plans must be submitted to your Staff Liaison by July 31 to receive this special email. Please see below a screenshot example of what each committee is allotted to change for their respective reunion postcard. **Only the below identified text block is an information area that the Engagement Office will allow changes to.**



Social Media

Social media can be a great tool to share information about your reunion events and connect with former classmates. Below are all of the alumni and University handles for our main social media sites as well as some helpful tips and suggested content.

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

Twitter - [@MoravianAlumni](#), [@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 that 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 - use in the early planning stages (May and June)
 - Calling all Moravian University Class of ____ members! Homecoming & Reunion Weekend 2022 will be here before we know it - October 28 & 29. I am serving on our reunion committee, and we are looking for more members. If you're interested in serving, email Justin DeRenzis, MHA, Assistant Director of Alumni & Family Engagement, at derenzisj@moravian.edu. #MoravianUniveristy #MoravianAlumni #MoravianHomecoming
- Sample 2 - use over the summer
 - We're just a couple months away from Moravian's Homecoming & Reunion Weekend 2022. Fellow hounds, to register for Homecoming and to check out the schedule, visit the Homecoming webpage: moravian.edu/alumni/events/homecoming #MoravianUniversity #MoravianAlumni #MoravianHomecoming
- Sample 3 - use in September
 - Hounds, we are just 1 month away from Homecoming 2022 and the Class of ____'s Reunion! If you haven't checked out the weekend's schedule, visit the official Homecoming website at moravian.edu/homecoming. The site has detailed information on the various events that we have planned for this year as well as registration. #moravianuniversity #moravianuniversityalumni #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

In order to obtain any contact information on classmates, each member of the committee must complete the [Moravian University and Theological Seminary Volunteer Non-Disclosure and Responsibility Agreement](#). Your Staff Liaison will inform you when they have received the agreement and then provide the contact information.

Reunion Class Giving

The Office of Annual & Affinity Giving hopes that in addition to serving as a reunion committee volunteer, you will **make a gift in honor of your reunion**. If 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 reunion is a wonderful opportunity to make a gift to the Moravian Scholarship Fund, the University's greatest need. However, gifts to any designation will count towards reunion giving. The link to make a gift for reunion is moravian.edu/reuniongiving - please share this link via email and in your outreach.

Interested in becoming a Reunion Giving Chair?

Reunion Giving Campaigns are led by volunteers who dedicate their time and talent to inspire their classmates to make a gift. The Reunion Giving Chair will be a leader in sharing why philanthropy to Moravian University is an important part of their alumni experience. Gifts made between July 1 and October 27 will count as a reunion class gift and be part of the Reunion Class Giving Challenge. The class with the highest participation will receive an upgraded VIP food package to enjoy during the Alumni Tailgate during the football game. Donors from the winning class will also be entered into a raffle to win two reserved seats at a Moravian University Christmas Vespers service in December! One winner will be selected.

Please contact Sherry Rodriguez G'23, Assistant Director of Annual & Affinity Giving, at rodriguezs02@moravian.edu if you are interested.

Example reunion gift ask:

I hope you will join me in making a gift - of any size - in honor of our XXth reunion. Please make 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. Checks can be made out to Moravian University with the designation in the memo line and mailed to Moravian University, Department of Development, 1200 Main Street, Bethlehem, PA 18108 before October 27.

All reunion gifts will count towards the Class Giving Challenge to see which class has the highest participation rate. The class with the highest gift participation rate will receive an upgraded VIP food package for the Alumni Tailgate at the football game. Donors from the winning class will also be entered into a raffle to win two reserved seats to a Moravian University Christmas Vespers service in December! One winner will be selected.

Responsibilities of a Reunion Giving Chair

Volunteer Position: Class Reunion Giving Chair

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

Reunion Giving Chair Volunteers are responsible for inspiring their classmates to make a gift. The Reunion Giving Chair will be a leader in sharing why philanthropy to Moravian University is an important part of their alumni experience. They serve as the connection between the class and the Department of Development & Alumni Engagement. They will communicate to their classmates that gifts made between July 1 and October 27 will count as a reunion gift and be part of the Reunion Class Giving Challenge. The class with the highest participation will receive an upgraded VIP food package to enjoy during the Alumni Tailgate during the football game. Donors from the winning class will also be entered into a raffle to win two reserved seats at a Moravian University Christmas Vespers service in December. One winner will be selected.

Responsibilities:

- Make a personally meaningful gift to Moravian University in honor of your reunion.
- Conduct outreach to classmates asking them to make a gift. The Office of Annual & Affinity Giving will provide sample outreach.
- Participate in all volunteer committee meetings.
- Be responsive to emails and phone calls.
- Keep in contact with Sherry Rodriguez, Assistant Director of Annual & Affinity Giving, between now and 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 5 years.
- Feedback and assessment: Complete feedback survey after Homecoming & Reunion Weekend.

Anticipated Monthly Time Commitment: 1 hour per week for the five months leading up to Homecoming & Reunion Weekend (July - October)