



Brock Alumni Reunion Guide



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Welcome Note

Dear Brock University Alumni,

Thank you for your interest in organizing a reunion! We are excited that you would like to walk down memory lane with your old friends, classmates, teammates or colleagues and share your current life experiences with them as well.

It is Brock Alumni Relations's mission is to facilitate meaningful opportunities for alumni engagement, and a reunion is the perfect opportunity to come together with friends, expand your professional network and get updated news on how the university is advancing.

This reunion guide has been created by Brock Alumni Relations to help you, the Reunion Leader, with your planning and organizing needs. We ask that you read through this guide as it will help you become more aware of the services that we provide, but most importantly it will provide you with the tools and information required to create a fun and successful event. Planning a reunion should not be a daunting task; with the help of a dedicated volunteer, Brock Alumni Relations and this guide, the effort you put in will definitely pay off.

Keep in mind that this is only a guide and that each reunion is different and should be tailored to suit your needs. We encourage you to add your own personal touches to make your reunion the best it can be!

Best of luck and can't wait to see the end result!

Warm regards,

The Brock Alumni Relations team



What is a Reunion?

A reunion is a great way to remember, reminisce and reconnect. As you gather with old friends, teammates, co-workers or faculty members, you can share in the memories of the past while you are part of Brock's future. Once a student, always a graduate!

The formal definition of a reunion is a gathering of two or more people after being apart for quite some time. However, a successful Brock Alumni reunion would have at least 15 people present.

There are two types of reunions that currently occur at Brock University:

- 1) **Class-based:** This type of reunion is based on the year you graduated from Brock University. Usually, these types of reunions are based on five year increments (a 5, 10, 25, etc. year reunion), but they can also happen for any year if you choose to plan them around a larger, specific event. A class-based reunion can span all faculties or you could limit your reunion to a particular department (ie: Recreation and Leisure Studies 40-year reunion).
- 2) **Affinity-based:** This type of reunion is based on a particular non-academic group that you were a part of while a student at Brock University. It could be a club, sports team or volunteer organization that you were connected with. An affinity-based reunion doesn't necessarily need to be associated with a specific year either (ie: Decew Residence reunion).



Sample Reunions

Silver Badgers - 50th Anniversary (Class-based)

2017 marked the 50th anniversary of the Silver Badgers. The Silver Badgers are the first group of students to graduate from Brock University in 1967 or 1968 (but they enrolled in 1964 when the University opened). They decided to celebrate their milestone during Homecoming weekend in September with a celebratory dinner in Pond Inlet on campus. While the entire group wasn't able to celebrate the full weekend, attendance exceeded 45 grads. Formal invitations were sent through the mail and follow up telephone calls were made in order to promote the event and increase participation.



Brock Varsity Fencing - Rusty Blade Challenge (Affinity-based)



This is an annual reunion hosted by Brock Varsity Fencing during Homecoming Weekend. It is a family-friendly event where alumni (and their children) are invited back to campus to partake in free fencing lessons, meet the new team, and to generally have a good time with one another. A personalized email is sent out to former teammates from the current Fencing coach inviting them to attend. Registration is monitored through the Homecoming registration system, but not required. This reunion has been happening for 10+ years and they get between 15-30 grads participating each year.



Roles & Responsibilities

Brock Alumni Relations will assist you as best we can when creating and planning a reunion, however, it is the responsibility of the Reunion Leader to take the lead in organizing and promoting the reunion plan.

Ideally, the Reunion Leader will surround him/herself around 2-3 other volunteers to form a committee. It is the job of the Reunion Leader to delegate tasks to their committee and make sure they stay on track. As the Reunion Leader, you are the main liaison between your committee and Brock Alumni Relations.

Reunion Leader Expectations

- Meeting with Alumni Relations on a monthly basis (and more as needed) to discuss event updates and attendance
- Reach out to personal networks to encourage reunion attendance
 - Send personal notes to prospective attendees to encourage attendance
- Assist in drafting communications for promotional materials
- Attend the reunion for the duration of the event and assist with setting up or tearing down as required
- Support recruitment of reunion volunteers
- Consider leading a [reunion giving](#) campaign (or identify those that would)

A designated member of Brock Alumni Relations will partner with you to offer support, advice and guidance. In general, we will help you with the following:

Promotions

- We can provide online promotion of your reunion (Brock Alumni Relations website and various social media platforms)
 - If you create a Facebook event, it is your responsibility to maintain it
- We can help orchestrate a small article (either promoting your reunion or a recap of your reunion) for the Brock News
- Word-of-mouth promotions at all events leading up to the reunion
- We can help prepare an email template to be sent to all possible attendees to ensure a cohesive Brock brand and increase the professionalism of the reunion as well



Attendees Management

- Once you have signed a [confidentiality agreement](#), we can provide you with a list of potential attendees and their contact information in order to personally invite them
- After the reunion, we'll record in our database who attended so we know for future reunions and engagement opportunities

Event Registration

- We can provide you with access to our online registration system to help manage participants and gather their information
- We can help recruit volunteers and/or staff members for day-of registration

Signage & Swag

- We can provide you with Brock Alumni Relations pull-up banners to put throughout the reunion venue or behind the registration table for easier identification
- We can provide you with a red Brock branded table cloth for the registration table (or table of your choice)
- We can provide you with small give-a-ways like pens or pads of paper (depending on how large your reunion is)

Event Planning

- We can guide you through the entire event planning process; help you find appropriate venues, suggest menu ideas, themes and even help to budget your reunion properly

Financial Contribution

- We can provide a small financial contribution to go towards your reunion to help enhance the guest experience (amount varies based on reunion)



Privacy & Confidentiality

Brock Alumni Relations respects the privacy of our alumni and has gone to great lengths to ensure alumni have the opportunity to choose the nature of communications they wish to receive.

That said, we realize the power of a personal invitation, and because of that Reunion Leaders may gather phone numbers or email addresses from Brock Alumni Relations in order to personally invite them to a reunion. A Reunion Leader is viewed as an extension of Brock Alumni Relations so long as the information is used for university business. Personal information will not be provided to the Reunion Leader until they sign a confidentiality agreement.

The list of potential attendees is not to be shared with anyone, including other committee members, fellow graduates or volunteers unless they too have signed the agreement. The contact information can not be used for any other purpose than inviting alumni to the reunion.

After the reunion, the list is to be returned to Brock Alumni Relations, including any updates to the contact information, and it will be shredded.

We ask that you also provide us with any pertinent copies of emails or correspondence with your committee members or fellow alumni. This way, we can ensure that we have everything on record as well.



When to host a reunion?

A great way to plan your reunion is during a large celebration on campus. Many alumni return to campus for Homecoming Weekend and other large scale events so it is a great idea to use that to your advantage.

Homecoming Weekend is typically the second last weekend in September, and people travel from all over the world to attend. There are multiple events happening during the weekend so it is easy to coordinate a specific reunion and meet up with old friends, but also participate in other events and make new friends. A reunion during Homecoming Weekend really adds value to the programming guest experience already offered.

It may make sense to host a reunion at another point in the year. For example, if Women's Hockey is looking to host a reunion, they make center it around a specific game against a rival school for the current team. The department of Sport Management may look to host a milestone reunion at a well-established event, like SPMA Alumni Day. Your reunion needs to make sense for you, and we encourage you to think about the time that would allow for maximum attendance.

Finally, Brock's 60th Anniversary will be in 2024. Similar to Homecoming Weekend, the 60th Anniversary would be a great occasion to host a reunion. There will be multiple events throughout the year, and Homecoming Weekend will center around the 60th celebrations. If you are interested in planning a large, comprehensive reunion (like an international students' reunion), it'd be a great idea to plan that far ahead. That way, if alumni would be travelling from out of town, they are able to plan in advance and make travel arrangements.

Remember, there are endless possibilities when planning a reunion. We are here to help you!

Consider going Virtual

If hosting a reunion in person does not suit your needs, consider hosting one online! We can assist you in setting up a virtual event and provide meaningful engagement opportunities for your reunion participants. A benefit of hosting a reunion online is you're able to include alumni from across the globe that wouldn't normally be able to participate!



Class Giving and Giving Traditions

Brock is one of the fastest-growing universities in Canada and in order to continue our success and growth, we must not only meet the demands of today, but also prepare for the challenges of tomorrow. The generosity of our past graduates is what makes our current experiences at Brock possible.

Class giving enables you to celebrate a significant anniversary of your graduation while ensuring a lasting legacy for future generations.

When hosting a reunion, consider starting a tradition of giving and encourage your fellow graduates to do the same. Reflect on your experiences at Brock University and what makes you proud to be an alumni. When you make a donation towards your class gift, the impact is significant, and your gift will support student awards, scholarships and bursaries.

In the 2020-21 year, almost 50% of Brock's donors were Brock alumni and we encourage you to leverage your reunion, and inspire your friends to make a lasting impact at your alma mater. Please reach out to us so we can provide the tools and support required to make your reunion giving a success.

Thank you for considering to host a reunion and we look forward to working with you! Please [reach out](#) to us with any further questions or inquiries.