**REUNION CLASS CHALLENGE ADVOCATE TOOLKIT**

**QUICK FACTS**

**CHALLENGE DATES:**
October 19 - November 2

**GIVING WEBSITE:**
austincollege.edu/reunionchallenge/

**EVENTS:**
austincollege.edu/alumni/homecoming

**GOAL:**
>20% alumni participation. We aim to encourage alumni to attend Homecoming Weekend, visit the reserved space for reunion classes in the Larry Kramer Outback, and generate support for today’s students.

**REUNION CLASS YEARS:**
3’s and 8’s:

**HASHTAG:**
#Homecoming2023

**WHAT IS THE REUNION CLASS CHALLENGE?**
Over Homecoming & Family Weekend, our Advocates invite alumni to join one another on campus for the celebration and show their ‘Roo pride while supporting the area of Austin College they love most.

The class with the highest participation rate wins Top Class honors and bragging rights — as well as the satisfaction of supporting the Austin College experience for today’s students.

**WHAT DO I DO AS AN ADVOCATE?**
Spread awareness using your preferred forms of communication — email, text, social media, etc. — to encourage others in your network to join you in attending Homecoming and/or supporting their Austin College Reunion Class! We’ll give you everything you need: a digital toolkit, images, and assets.

/austincollege
@AUSTINCOLLEGE
@AUSTINCOLLEGE
LINKEDIN.COM/SCHOOL/AUSTIN-COLLEGE
ENCOURAGE SUPPORTING WHAT THEY LOVE

Gifts to every area of Austin College count toward the Reunion Challenge, so we encourage everyone to contribute to the area of Austin College that means the most to them!

THAT MIGHT BE:

- The Annual Fund, which impacts every corner of ‘RooNation.
- Scholarships
- An academic program
- Athletics
- Any other fund or area of the College!

STEP 1.

Sign up for Give Campus, the online platform we use for challenges like this.

1. Visit givecampus.com/schools/AustinCollege.
2. Select SIGN UP (in desktop, top right corner; in mobile, select dropdown in top right first).
3. Fill in your email and select Next.
4. Fill in your name, create password, and complete other required information.
5. Check your email for verification.
6. Once the campaign is live, you will have access to the Advocate Dashboard with a digital toolkit, images, and assets to use as you spread the word.

STEP 2.

Use the images and assets above to share the Reunion Class Challenge through social media, emails, carrier pigeon, shouting from the rooftops — whatever works for you!

Austin College will also post from its official social media accounts. Share from these accounts and/or create your own posts to get the word out.
SAMPLE EMAIL

Hi, [NAME],

Hope you’re doing well! [Insert personal rapport.]

As you know, this is our Austin College Reunion year — I can’t believe it’s been [XX] years since we [insert personal anecdote/started our friendship in Sherman/etc.].

During Homecoming Weekend, Nov. 3–5, we have the chance to show our ‘Roo pride and support the students following in our footsteps through the Reunion Class Challenge. Plus, the class with the highest alumni participation will win Top Class honors and bragging rights!

Join me in supporting the College we love: austincollege.edu/reunionchallenge/. Or if a gift isn’t right for you right now, help spread the word! Post on Facebook, Twitter, Instagram and LinkedIn to get our classmates involved.

Thank you, [NAME] — and Go ’Roos!

SAMPLE SOCIAL POST

Join me for the Austin College Reunion Class Challenge 🏆 and make a gift to change students’ lives! We know our class is the best; let’s show the rest of RooNation and win Top Class honors. 😊

SAMPLE VOICEMAIL

Hi, [NAME], this is [NAME]. I’m calling to make sure you know this is our Class of [YEAR] [INTERVAL, e.g. 10th] Reunion year at Austin College! During the two weeks leading up to Homecoming, our class will be competing in the Reunion Class Challenge. The class with the highest percentage of alumni who give any amount, to any area of the College will win Top Class honors! I hope you’ll join me. Thanks, and talk to you soon!

SAMPLE TEXT MESSAGE

It’s our Class of [YEAR] [INTERVAL, e.g. 10th] Reunion! Join me in showing our ‘Roo pride and making a gift to any area of Austin College you love — every gift will add up to change students’ lives and help us win Top Class bragging rights. Go ‘Roos! austincollege.edu/reunionchallenge/
WHAT'S NEW AT AUSTIN COLLEGE THIS YEAR?
As you reach out to your classmates, you may receive questions about the latest news from campus. Below are talking points:

• On the North Lawn area, work continues on a pergola shade structure outside Caruth Hall, wide sidewalks, and drainage improvements.

• Austin College’s SEPA program (Social Entrepreneurship for Poverty Alleviation) pairs students with nonprofits. Students complete internships writing grants for the needs of local agencies. Since its beginning in 2013, SEPA grant writers have earned almost $5 million for area nonprofits.

• Austin College was named a 2024 Best College by College Raptor, which helps pair families with college matches.

HOW DO I ASK MY FRIENDS FOR MONEY?
Asking for money can be uncomfortable, but please rest assured: We’re asking you to spread the word about celebrating your Reunion and the College that you love. Don’t be intimidated; share what you loved about Austin College and others will join you!

WHAT SHOULD I POST?
You know your friends best: Post what will resonate most with them. A few ideas include:

• Explain the challenge:
The Reunion Class Challenge is a friendly competition between Austin College reunion classes to make a difference for the students following in our footsteps while showing our ‘Roo pride.

• Share your story:
Post pictures from your time at Austin College. Talk about how the College made a difference in your life. Share a memory of your favorite class, professor, student club — whatever matters most to you!

• Be creative:
Share why you support Austin College. Post a video, share an appropriate meme, take a picture of you in your ‘Roo gear — have fun with it!

• Challenge your friends:
The highest participating class will win Top Class honors and bragging rights, and every gift counts. Encourage your friends to give to the area that matters most to them!

THANK YOU!