Come back to VILLANOVA for Reunion 2015!

Reunion Webinar: Volunteer Leaders Conference Presentation

Judy Mulrow
Assistant Director of Volunteer Engagement

Tracy Krentzman
Annual Fund Officer
Agenda

• Reunion 2015 Overview
• Reunion Giving Program & Goals
• VLC Class Work
  – Memories
  – Class Lists
  – Next Steps
• Q&A
• Villanova Gift Basket Giveaway!
  – Nova Nation T-Shirt
  – VU sweatshirt, hat, water bottle, spirit button & cooler
Reunion Volunteer Packet

- Reunion Volunteer Guide
  - Volunteer Roles/Expectations
  - Planning Timeline
  - Reunion Giving talking points
  - Sample language to use when contacting classmates
  - Staff contact information

- Committee List
- Class Lists Description
- Reunion Class Goals
- Reunion Giving information
Reunion Highlights

Thursday

50th Reunion Welcome Reception
Reunion Highlights

Friday & Saturday
Reunion University
Reunion Highlights

Friday

President’s Lunch
Reunion Highlights

Friday
Class Parties
Reunion Highlights

Saturday
Family Picnic
Reunion Highlights

Saturday

Renewal of Marriage Vows
Reunion Highlights

Saturday
Reunion Vigil Mass
Reunion Highlights

Saturday

Donor Recognition Reception
Reunion Highlights

Saturday

Supernova Dinner Dance
Reunion Highlights

Event & Housing Registration
Serving on Your Reunion Class Committee

November – June:

• Chair Positions
• Conference Calls
• Webinars
• Personal Outreach
• Share updated contact information
• Register early!
• Make your gift!
• Relax and enjoy Reunion 2015 😊
Current Reunion Volunteers

Reunion Class Committee Members
as of 11/6/14

<table>
<thead>
<tr>
<th>Year</th>
<th>Members</th>
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<tbody>
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<td>2005</td>
<td>14</td>
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<tr>
<td>2010</td>
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Reunion Staff

Pat Gillin
Manager, Corporate Partnerships

Max Baker Jackson ’00
Alumni Relations Officer, Volunteer Engagement

Lauren Marasco
Assistant Director of Planned Giving

’55 ’60
Reunion Staff

Matt Gwin, MPA ’14
Director of Volunteer Engagement

Stephen Grouske
Director of Planned Giving

’65
Reunion Staff

Matt Gwin, MPA ’14
Director of Volunteer Engagement

Pedro Govantes
Associate Director of Planned Giving

’70
Reunion Staff

Matt Gwin
Director of Volunteer Engagement

Max Baker Jackson ’00
Alumni Relations Officer, Volunteer Engagement

Lindsay Guinan ’09
Annual Fund Officer
Reunion Staff

Judy Mulrow ’10 ’11
Assistant Director of Volunteer Engagement

Tracy Krentzmann
Annual Fund Officer

’90
’95
’00
Reunion Staff

Lael Hoegen ’13
Assistant Director of Student & Young Alumni Engagement

JC Lamb ’11 ’14
Annual Fund Officer, Young Alumni Giving

Jeanette Anthony ’14
Assistant Director, Student Philanthropy & Young Alumni Giving
Alumni Attending Reunion

Reunion Attendance
2010-2014

<table>
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<th>Year</th>
<th>Attendance</th>
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<tr>
<td>2010</td>
<td>1458</td>
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<td>1111</td>
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<td>2012</td>
<td>1520</td>
</tr>
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<td>2013</td>
<td>1710</td>
</tr>
<tr>
<td>2014</td>
<td>1842</td>
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<tr>
<td>2015</td>
<td>2000+</td>
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Reunion Attendance Goals

10% Increase from 2014

- Reunion 2010
- Reunion 2015 Goal

<table>
<thead>
<tr>
<th>Year</th>
<th>Reunion 2010</th>
<th>Reunion 2015 Goal</th>
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<tr>
<td>1955 60th</td>
<td>22</td>
<td>50</td>
</tr>
<tr>
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<td>28</td>
<td>50</td>
</tr>
<tr>
<td>1965 50th</td>
<td>65</td>
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<td>52</td>
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<td>136</td>
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<td>2000 15th</td>
<td>109</td>
<td>155</td>
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<td>2005 10th</td>
<td>109</td>
<td>155</td>
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<tr>
<td>2010 5th</td>
<td>233</td>
<td>240</td>
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IGNITE CHANGE

FOR THE GREATER GREAT®
THE VILLANOVA CAMPAIGN TO

Helping to change lives through higher education.
Reunion Giving Program: Goal Setting

• Who sets goals

• Goal setting formula
  – Dollars
    • Historical context, Incoming gift, Increase to grow the program
    – Participation

“Give Back” Reunion Giving Goals

<table>
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<tr>
<th>Class</th>
<th>Solicitable Count</th>
<th>FY15 Dollar Goal*</th>
<th>FY15 Participation Goal</th>
<th>FY14 Total Dollars Raised*</th>
<th>FY14 Participation Rate</th>
<th>FY10 Dollars Raised*</th>
<th>FY10 Participation Rate</th>
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<td>199</td>
<td>$325,000</td>
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<td>$143,364</td>
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<td>1960</td>
<td>450</td>
<td>$225,000</td>
<td>40%</td>
<td>$146,715</td>
<td>33%</td>
<td>$161,257</td>
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<td>1965</td>
<td>709</td>
<td>$1,500,000</td>
<td>35%</td>
<td>$3,477,252</td>
<td>27%</td>
<td>$865,867</td>
<td>28%</td>
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<td>1970</td>
<td>863</td>
<td>$1,000,000</td>
<td>26%</td>
<td>$735,832</td>
<td>24%</td>
<td>$143,552</td>
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<td>1975</td>
<td>1,519</td>
<td>$700,000</td>
<td>28%</td>
<td>$801,225</td>
<td>21%</td>
<td>$227,411</td>
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<td>1980</td>
<td>1,312</td>
<td>$2,500,000</td>
<td>27%</td>
<td>$3,327,560</td>
<td>21%</td>
<td>$427,572</td>
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<td>1985</td>
<td>1,457</td>
<td>$1,000,000</td>
<td>27%</td>
<td>$2,204,937</td>
<td>21%</td>
<td>$515,268</td>
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<tr>
<td>1990</td>
<td>1,634</td>
<td>$2,000,000</td>
<td>30%</td>
<td>$4,157,487</td>
<td>23%</td>
<td>$1,193,190</td>
<td>15%</td>
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<td>1995</td>
<td>1,602</td>
<td>$1,000,000</td>
<td>26%</td>
<td>$369,972</td>
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<td>$73,450</td>
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<td>2000</td>
<td>1,398</td>
<td>$150,000</td>
<td>26%</td>
<td>$94,337</td>
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<td>$44,688</td>
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<td>2005</td>
<td>1,582</td>
<td>$60,000</td>
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<td>$98,086</td>
<td>18%</td>
<td>$30,219</td>
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<td>2010</td>
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<td>$50,000</td>
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<td>$48,636</td>
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*Dollar Goal and Total Dollars Raised include gifts and pledges made during that fiscal year.
Total Reunion Giving

- 2009: $2,883,475
- 2010: $3,350,533
- 2011: $3,636,668
- 2012: $4,187,611
- 2013: $14,161,793
- 2014: $16,955,884

$18,000,000
$16,000,000
$14,000,000
$12,000,000
$10,000,000
$8,000,000
$6,000,000
$4,000,000
$2,000,000
$0
Reunion Class Gift Participation

- 2009: 16%
- 2010: 19%
- 2011: 21%
- 2012: 25%
- 2013: 29%
- 2014: 29%
Solicitations from the Annual Fund

• January Mailing
  – Brochure with class photos and letter signed by our staff
  – Provides update on goal progress to date

• April Mailing
  – Signed by the Reunion Committee Chair/Co-Chair
  – Arrives after registration is live
  – Encourages classmates to come back and give back
What counts towards your Reunion Class Gift?

• All gifts made by Alumni celebrating a Reunion from June 1, 2014 – May 31, 2015 count toward the Reunion Class Gift.

• Gifts made to any designation within the University count as part of the Reunion Class Gift; gift types include:
  – Cash
  – Stocks/Securities
  – Multi-Year Pledges
  – Corporate matching gifts
  – Planned Gifts
What are Planned Gifts?

- **45th – 60th Reunions**
  - Bequests through retirement plans and estates
    - Age 65 by 2018. No minimum
- **Charitable Gift Annuities**
  - Minimum age of 40. Minimum $10,000
- **Charitable Remainder Trusts**
  - Minimum age of 50. Minimum $100,000
- **Life Insurance (new policies)**
  - Minimum $100,000
- **Real Estate**
  - Minimum $250,000
- **Contact Office of Planned Giving with questions**
Memories

- What is your favorite memory during your time at Villanova? Introduce yourself and share with the group.
- What are memories your entire class would remember? Write them down & share.
- Now pair your memories with yearbook photos!
Class Lists

- Class Lists
  - Main List
  - “Lost” List
  - Deceased List

- Updated class lists emailed monthly - will include updated contact information, who has made a gift, who has registered for Reunion

- Google Doc – shared listing of classmate selections, no contact information
  - Link will be emailed along with the Class Lists
  - Assign yourself to 20-25 classmates
Next Steps

• Check your mail for packet next week

• First Committee Call – November/December
  – Review position descriptions and expectations
  – Establish planning & communication timeline
  – Discuss Attendance & Giving goals
  – Develop outreach strategies
Q&A

- Type your questions in the “Chat” box in the lower right corner of your screen.
- Any questions we do not get to will be answered in a follow-up email to all Reunion Class Committee members.
• Thank you to everyone who attended today’s live webinar!
• Recording will be sent out to all Reunion Class Committee members for later viewing.

• Villanova Gift Basket Winner is…