COME BACK TO VILLANOVA FOR REUNION 2018!
MAY 31-JUNE 3, 2018

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THANK YOU FOR VOLUNTEERING AS A REUNION CLASS COMMITTEE MEMBER!

Reunion is a long-standing tradition at Villanova University, dating back to 1936. Reunion welcomes alumni back to campus to rekindle old friendships and to strengthen bonds to the University. It affords alumni the opportunity to revisit a very special time in their lives, and to experience the Villanova of today.

“Come back and give back.” You will hear this phrase a lot as a Reunion Volunteer. That is because Villanova has two measures of Reunion participation: attendance and gifts. There is no substitute for personal contact by phone, email, social media or mail to encourage classmates to attend Reunion and participate in their class gift.

As a Reunion Volunteer, you have demonstrated your passion for the University. You’ve been an important part of the tradition, transformation and expansion of this great University. We now urge you to share that energy with your friends and classmates over the next few months. Use this handbook as your guide—and enjoy the connections you re-establish.
CONTACT INFORMATION

The Office of University Advancement (which includes Alumni Relations, Annual Giving and Gift and Estate Planning) serves as the support team to the Reunion Class Committees. Our office will help your committee to plan, market and execute events and fundraising efforts for your class. Staff contact assignments are subject to change.

Office of Alumni Relations
800 Lancaster Avenue
Villanova, PA 19085
Garey Hall
1.800.VILLANOVA
1.800.845.5266
Fax: 610.519.7583
alumni@villanova.edu
alumni.villanova.edu

Office of Annual Giving
800 Lancaster Avenue,
Villanova, PA 19085
Picotte Hall at Dundale
West Campus
1.800.486.5244
theannualfund@villanova.edu
www.villanova.edu/annualfund

Office of Gift and Estate Planning
800 Lancaster Avenue
Villanova, PA 19085
Garey Hall
1.800.486.5244
plannedgiving@villanova.edu
www.villanova.edu/plannedgiving

STAFF CONTACTS

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REUNION 2018 SCHEDULE HIGHLIGHTS (tentative)

Thursday, May 31, 2018
• Class of 1968 50th Reunion Welcome Reception

Friday, June 1, 2018
• Reunion University—classes without quizzes!
• President’s Lunch with Rev. Peter Donohue, OSA, ’75
  Honoring Top Cats (‘67 and earlier)
• Class of 1968 Half Century Dinner
• Class of 1993 25th Reunion Celebration
• Reunion Class Parties for classes ending in a “3” or “8”

Saturday, June 2, 2018
• Buffet Breakfast
• Reunion University (continued)
• Campus Tours
• Picnic
• Vigil Mass and Blessing of Marriage Vows
• Donor Recognition Reception
• Supernova Dinner Dance

Sunday, June 3, 2018
• Farewell Brunch
EVENT REGISTRATION

Pre-registration is mandatory for Saturday night’s Supernova event, as well as for on-campus housing. We strongly encourage pre-registration for all other events to ensure proper space and meal planning. Walk-ups will be accommodated if space is available.

Accommodations
Given that many alumni travel from out of town and require housing, the Alumni Association offers limited on-campus housing in the West Campus apartments and residence halls. Some of our hotel partners also offer room blocks with discounted rates. All information can be found on the Accommodations page of our Reunion website (available Spring ’18).

Who May Attend
Villanova alumni from all class years are invited to attend! For Reunion 2018, members of class years ending in 3 or 8 will have special Reunion events. Spouses, children and other family members and guests are welcome and encouraged to attend. There are family-friendly events held throughout the weekend, most popular being the picnic which includes entertainment for children (no child care will be provided).

Reunion Online!
Additional information, updates and registration links for Reunion 2018 will be posted online as soon as it becomes available at www.villanova.edu/reunion as well as on VUAA social media sites.
VOLUNTEER COMMUNICATION SCHEDULE

Recruitment  
(Former Volunteers and Referrals)  
April-August 2017

Mass Recruitment (All 3’s & 8’s)  
August-October 2017

Webinar 1: Round Table Recap  
Early November 2017

Zoom Connect Group Meeting #1  
Early January 2018

Webinar 2: Reunion Giving  
Early February 2018

Zoom Connect Group Meeting #2  
Early March 2018

Webinar 3: Reunion Weekend  
Mid March 2018

Registration LIVE  
Late March 2018

Zoom Connect Group Meeting #3  
Early May 2018

Last chance to make a Gift!  
Fiscal year ends May 31, 2018

Debrief Post Reunion  
June

*Conference line available upon request for Chairs to schedule committee-only “strategy” calls.
**REUNION GIVING OVERVIEW**

The Reunion Giving program is a fundraising tradition at Villanova that continues to achieve historic success year after year. Each class celebrating a reunion is encouraged to reach dollar and participation goals determined in advance of Reunion. Reunion committees work in collaboration with University Advancement staff to realize these goals through direct mail, personal outreach, phonathon calls and peer-to-peer outreach strategies.

**What do I need to know about making my Reunion gift?**
- All gifts made by alumni celebrating a Reunion from June 1, 2017–May 31, 2018 count in the Reunion Giving Program.
- Gifts can be made to any designation within the University. Designations include but are not limited to:
  - The Villanova Annual Fund
  - The Villanova Scholarship Fund
  - School and College Fund
  - Athletics
  - Capital Projects (ie. Performing Arts Center, Pavilion, etc.)
  - Endowment
- You can make a one-time gift or schedule monthly recurring credit card gifts.
- Check with your company to see if they will match your gift.

**How can I make my Reunion gift?**
- Mail your check to:
  Villanova University, Advancement Office
  800 Lancaster Avenue, Villanova, PA 19085
  Please note that if you respond to a mailing during the year, your gift will count toward your class Reunion Giving totals.

- Call us at **1.800.486.5244** to give via credit card over the phone.
- Visit our secure online giving site: [www.villanova.edu/makeagift](http://www.villanova.edu/makeagift).
- Make a gift of stock. For more details call **1.800.486.5244**.
- Contact the Annual Fund Office regarding multi-year commitments via email at theannualfund@villanova.edu or by phone at **1.800.486.5244**.
- Contact the Office of Gift and Estate Planning regarding planned gifts and estate planning via email at plannedgiving@villanova.edu or by phone at **1.800.486.5244**.
GIFT SOCIETIES

President's Club
• Recognizes donors who give $2,500 or more annually.
• These gifts represent a commitment to advancing the University's mission and values and provide donors with the opportunity to become better acquainted with the University, senior administrators and our President through exclusive events and communications.

President’s Club Associates
• Undergraduate alumni of the past 1-15 years are eligible to join with an annual gift of $1,000 or more. President's Club Associates enjoy the same inside look at the University as President’s Club members.

Young Alumni Circle
• The Young Alumni Circle is a leadership giving society designed for undergraduate alumni of the past ten years who make a significant philanthropic contribution to the University through incremental gifts.
• Undergraduate alumni who are celebrating their 5th or 10th Reunion are eligible for membership with a gift of $500 to any area of the University.

Villanova Loyalty Society
• Recognizes donors who give any amount to any designation for three or more consecutive years.

Caritas Society
• Recognizes donors who offer consistent support of any amount and designation to the University for 20 or more consecutive years.

The Matthew Carr Society
• Honors exceptional donors who have made lifetime gifts of $1 million or more.

1842 Heritage Society
• Composed of alumni, parents, faculty, staff and friends who support the University through estate gifts, life-income gifts, or the transfer of assets.
FOR THE GREATER GREAT®:
THE VILLANOVA CAMPAIGN TO IGNITE CHANGE

In October 2013, Villanova launched the largest Campaign in its history. The University goal was to raise $600 million to support all areas of campus. Through December 2017, more than $710 million has been raised and four campaign priority goals have been exceeded.

• $250 million goal for the Endowment ($306.1 million through December 2017)
• $125 million goal for Academic and Programming Initiatives ($164.7 million through December 2017)
• $150 million goal for Facilities ($162.5 million through December 2017)
• $75 million goal for the Annual Fund ($77.3 million through December 2017)

• Gifts of any amount to any designation count towards this comprehensive campaign.
• In order to reach this monumental goal, we need the support of each and every one of our proud donors. Participation rates at Villanova have grown tremendously over the past seven years. We need your help to reach 30% by the end of our Campaign!
• In Fiscal Year 2017, more than $920,000 was raised from gifts under $250. Donors of all levels are vital to our success!
WHAT IS THE VILLANOVA ANNUAL FUND?

The Villanova Annual Fund helps to meet the University’s greatest needs and is an essential component of the $600 million Villanova Campaign to Ignite Change.

The Villanova Annual Fund:
• Provides financial resources to meet urgent needs and maximizes exciting opportunities;
• Creates flexibility for Villanova to meet the changing needs of students through unrestricted donations;
• Immediately impacts the lives of students as each donation provides current use financial support to the University.

The Villanova Annual Fund supports campus-wide priorities including the recruitment and retention of expert faculty, increased financial aid, meaningful student programming and organizations, enhanced technology, lab and research tools and maintaining a beautiful campus.

It is important to support the Annual Fund with a gift of any size.
• Did you know that any gift to Villanova, no matter the size, can help the University qualify for additional funding from corporations and foundations?
• These organizations often consider the alumni participation rate—the percentage of undergraduate alumni who donate any amount to Villanova—when making their own investments in the University.
• The alumni participation rate is also widely viewed in higher education as a measure of how the University’s alumni feel about their alma mater. We want to increase our participation rate to demonstrate that Villanova alumni are proud of their University, and reinvest in its future.
• This rate is one of several factors that publications like U.S. News & World Report use to compile their annual rankings. (Villanova’s alumni participation goal for fiscal year 2018 is 30% by May 31, 2018).

Please see Reunion Giving Talking Points and Fun Facts in Appendix D for more details.
THE 1842 HERITAGE SOCIETY

The 1842 Heritage Society honors and recognizes individuals who pledge their support to Villanova through planned gifts.

As a Villanovan, you have benefitted from a long tradition of giving, supported by generations who came before you. Always mindful of the generations to come, over 1,000 Villanovans—alumni, parents, faculty, staff and friends—have been inspired to build their legacy and make an impact on the lives of students through gift and estate planning at Villanova. A planned gift may help you increase income, reduce taxes, avoid capital gains tax or pass assets to family at a reduced tax cost. A planned gift can be a wonderful way to support Villanova in honor of your class reunion. If you are 65 years or older, your planned gift may also help your class to reach their Reunion giving goals.

The 1842 Heritage Society stands as a reflection of our Villanova community, past and present. Members enjoy special recognition events and exclusive communications from the University President. If you have already included Villanova in your estate plans, please let us know so that we may thank you for your generosity.

To learn more about planned giving and the 1842 Heritage Society, visit www.villanova.edu/plannedgiving or contact:

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VOLUNTEER RESOURCES AND TOOLKIT

Please refer to the appendix for detailed information on the resources provided for Reunion volunteers.

Reunion Class Committee Volunteer Description (Appendix A): The position description explains the Reunion Class Committee role in depth. Please use this document as a guide throughout the Reunion volunteer cycle and utilize your staff liaisons as resources to help you implement the goals and responsibilities defined within.

COMMITTEE COMMUNICATION TOUCH POINTS:

Zoom Meetings (Appendix B): Utilizing the Zoom platform, volunteers will be invited to attend an online meeting series throughout the year to receive up to date information on class giving progress, weekend event updates and much more. This interactive platform will allow volunteers to ask questions, share best practices and receive important information to share with their classmates to encourage them to come back and give back.

Webinar Series: This webinar series will be comprised of several live webinars leading up to Reunion that will provide an “insider’s look” into the planning and execution of Reunion 2018. See the Reunion Planning Timeline (pg. 4) for tentative dates and discussion topics.

Conference Calls (Appendix C): Committee Co-Chairs will be given access to a conference line through which they will be able to schedule and lead class-specific committee calls, focused on discussing outreach strategies such as utilization of the Google Doc as an outreach tool, class lists, data/address changes and social media outreach and best practices.
OUTREACH TOOLS:

Villanova staff will provide the materials and support needed for effective classmate-to-classmate contact.

You will receive:
- Class List with contact information, upon completion of the confidentiality agreement (pg. 28)
- “Lost” List (contact information is missing or known to be inaccurate)
- Deceased List
- Google Doc access to track committee specific outreach to classmates
- Up-to-date information on Reunion events and Reunion Giving totals

Sample Scripts & Suggested Talking Points (Appendix D): You will find sample scripts which include suggested language that can be used when connecting with classmates via phone/voicemail or email. Please feel free to use these as a guide and/or verbatim, depending on your comfort level.

Social Media Toolkit (Appendix E): Please read the social media guidelines thoroughly so that you can adhere to University policy and best practices to ensure social media being used by your committee is conveying appropriate and correct information while ensuring maximum effectiveness in your messaging.

Strategy Docs (Appendix F): These documents are provided as optional resources to use among your committees and encourages creative and unique ways of developing outreach strategies.
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APPENDIX A: VOLUNTEER POSITION DESCRIPTION

Reunion is a long standing tradition at Villanova University, dating back to 1936. Alumni return to campus to rekindle friendships, revisit a transforming landscape and strengthen bonds to the University. Reunion volunteers are passionate leaders of their class who help to share their enthusiasm with friends and classmates leading up through Reunion weekend.

As part of my service to Villanova’s Reunion Committee, I agree to:

COME BACK: Attend Reunion Weekend, May 31-June 3, 2018
- Conduct personal outreach to classmates, encouraging them to “come back” to campus for Reunion events; serve as primary point of contact for Reunion questions.
- Participate in online group meetings and webinars hosted by Alumni Relations and Development staff liaison and conference calls led by chairs to discuss progress, new initiatives, deliverables and deadlines.
- Register early to encourage others to sign up for Reunion events once registration goes live.

GIVE BACK: Make a personally meaningful gift to Villanova University
- Lead by example by making your gift/pledge, and lending your name in Committee communications to encourage others to support the Reunion Class Gift.
- Assist the class in achieving its giving and event attendance goals for the fiscal/Reunion year.

RECRUIT: Assist in the process of forming a committee of varying interests and undergraduate campus experiences
- Work with Staff Liaisons and Committee Co-Chairs to utilize class lists to identify, contact and inform classmates about volunteering (the recommended Class Committee size is 12-15 members per class).
- Encourage full participation by reaching 100% committee participation, taking part in committee activities and attending reunion.
VOLUNTEER POSITION DESCRIPTION (continued)

Reunion program staff liaisons will support the committees by:

- Providing timely information, resources and up-to-date class data to assist committees in reaching their goals.
- Assisting with recruitment of committees through individual and class outreach.
- Being respectful of committee members availability and time.
- Answering questions in a timely manner to assist with assigned outreach and correspondence.
- Facilitating mass communications to Reunion classes via direct mail and email.

IMPORTANT DATES

DECEMBER 31, 2017  Committee members encouraged to make their gift and/or pledge

MARCH, 2018  Reunion Registration LIVE

APRIL 1, 2018  Committee members asked to fulfill outstanding pledges (recommended)

MAY 1, 2018  Begin last round of personal outreach to classmates encouraging registration and giving

MAY 31, 2018  Final day of fiscal year (all gifts made between June 1, 2017 and May 31, 2018) count in the Class Gift total

MAY 31-JUNE 3, 2018  REUNION 2018!
APPENDIX B: ZOOM GROUP MEETINGS

ZOOM BEST PRACTICES

Zoom unifies cloud video conferencing, simple online meetings, group messaging, and a software-defined conference room solution into one easy-to-use platform. We will utilize Zoom for online group meetings, hosted by your staff liaisons. Zoom meetings will cover pertinent information such as but not limited to: updates on Reunion giving and attendance (when registration goes live), programmatic updates, communication plans, pertinent University news to share with classmates and answer questions volunteers may have.
BEST PRACTICES FOR USING ZOOM AS A PARTICIPANT

To ensure that all Presenter and Participant experiences are optimized, please follow these tips below:

• We recommend using a wired headset/microphone NOT the computer’s built-in speakers/mic.
• Both hosts/presenters and participants should always run the Audio Setup Wizard at the beginning of every meeting (found under the Meeting menu)
• When Audio is turned on for all participants, participants should be advised to mute their microphones when not speaking.
Committee Co-Chairs will be given access to the below conference lines to schedule intermittent strategy calls following the GoTo Meeting webinars and/or group Zoom meetings. The purpose of these calls will be to discuss specifics of who will contact whom from the committee utilizing the class lists and Google Doc tracking system. Additionally, we encourage discussion regarding social media use, unique strategy approaches as well as sharing successes and challenges found during classmate outreach.

Co-Chairs will be able to provide staff liaisons with questions and meeting minutes, which will then be distributed to the committee.

During a predetermined time, committees will call in to the conference line and enter the access code, also found below. Calls cannot be recorded.

Using a Google calendar provided by Staff liaisons, Chairs will be given access to schedule calls, based on availability of the line as well as chair codes.

Conference Line: 1.800.501.8979
Access Code: 6320003
APPENDIX D: SAMPLE SCRIPTS & TALKING POINTS EMAIL

TEMPLATE

Hello <NAME>,

It’s hard to believe that XX years have passed since we graduated from Villanova! Campus looks better than ever and Villanova is concluding a comprehensive capital campaign that has propelled our University to new levels of excellence while serving the greater great.

I am serving on our reunion committee this year and am reaching out to encourage you to come back to campus May 31-June 3, 2018 to celebrate our Reunion. The weekend is filled with a wide variety of events including:

1) Our Class Party on Friday night
2) Campus tours and informative campus update sessions
3) Family Picnic on Saturday afternoon
4) Supernova Dinner Dance on Saturday evening

We are hoping to have a great turnout from our class and I hope you will join us. Registration will begin in the spring, so mark your calendars! For more information visit alumni.villanova.edu, call 1.800.846.5266 or email alumni@villanova.edu.

Also, we are asking each member of our class to make a gift to support Villanova and the Reunion Giving Program. We are striving to have XX% of our class make a gift. All gifts are important and make a difference. You can designate your gift to the area at Villanova that means the most to you.

Gifts to the Villanova Annual Fund will support the most pressing needs of the University and have an immediate impact on the lives of current students. You can make a gift online at www.villanova.edu/makeagift. For questions or more information, call 1.800.486.5244 or email theannualfund@villanova.edu.

I hope to see you back in campus in June. Let me know if you have any questions and be sure to pass on the message to all of your friends!

Thank You and Go Nova!

<Your Name>
 PHONE SCRIPT

Hello. This is <Your Name> from the Class of <Year> at Villanova. How are you doing tonight?

I am a part of the Class of <year> Reunion Committee and I am calling some of our classmates to make sure you have heard about Reunion Weekend which is May 31-June 3, 2018. Do you plan on attending?

To register or for questions:
• Website: alumni.villanova.edu
• Phone: 1.800.846.5266
• Email: alumni@villanova.edu

Also, I wanted to let you know about the Reunion Giving Program. We are striving to have XX% of the class participate and raise $ XX in honor of our XX Reunion. All gifts count in our class’s total and you can designate your gift to the area that means the most to you.

If they would like to make a gift, or have questions:
• Website: www.villanova.edu/makeagift
• Phone: 1.800.486.5244
• Mail a check to:
  Villanova University Advancement Office
  800 Lancaster Avenue, Villanova, PA 19085
• The online registration form will include a place to make a gift
• Can also contact (AF Staff Member) directly: email and phone

Thank you so much for your time. Again, if you have any questions, please contact the Alumni Office. I hope to see you back on campus for our XX Reunion in June!

The Annual Fund
Phone: 1.800.486.5244
theannualfund@villanova.edu
www.villanova.edu/annualfund

Office of Planned Giving
800 Lancaster Avenue
Villanova, PA 19085
Picotte Hall at Dundale
Phone: 1.800.486.5244
plannedgiving@villanova.edu
www.villanova.edu/plannedgiving
VOICE MESSAGE

Hello <Name>,

This is <Your Name> from the Class of XX at Villanova. I am on the Reunion Committee and am calling to invite you back to campus to celebrate our XX Reunion. Reunion Weekend is May 31-June 3 and we are trying to get as many of our classmates as possible to come back to Reunion and to support our class’s reunion giving total by making a gift to support Villanova. For more information, you can reach me at (Your Phone) or you can visit alumni.villanova.edu or call the Alumni Office at 1.800.845.5266. I hope to see you at Reunion Weekend!

TEXT MESSAGE

Hello! This is <Your Name> from the Class of XX at Villanova. As a Reunion Committee member, I hope you will “come back and give back” in honor of our XXth Reunion. Reunion Weekend is May 31-June 3, 2018. For more information, visit alumni.villanova.edu or respond directly to me. The XXth committee hopes to see you there!
REUNION TALKING POINTS

When talking about coming back to Reunion, explain the Reunion Giving Program in a way that educates and interests your classmates about how their gift impacts Villanova.

Why is supporting the University so Important?
- Demonstrates that Villanova alumni are proud of their University, and want to invest in its future.
- Ensures a dynamic learning environment and guarantees a level of flexibility to meet the needs of our students.
- Supports campus-wide priorities including the University Strategic Plan and Campus Master Plan.
- Affirms the University’s commitment to student achievement and Augustinian values.

What is all the fuss about participation?
- Villanova alumni are fiercely loyal and dedicated to guaranteeing continued success.
- Participation is paramount to how we are measured against other institutions and can effect:
  - Essential funds from outside foundations and corporations;
  - Rankings in publications especially in areas such as alumni satisfaction;
  - Prospective students’ and parents’ views of how alumni feel about their alma mater.

A strong alumni participation rate:
- Reveals a vote of confidence among those who belong to the Villanova community;
- Creates positive buy-in because people identify with the core mission and vision;
- Generates more income so that we can remain the nation’s top Augustinian university.
REUNION TALKING POINTS (continued)

Alumni need to know that they are the ones who make the difference.

• Create importance around any gift they would like to make, as they are all going toward ensuring Villanova’s continued quality of success.
• Some of your classmates may want to make a special gift in honor of their reunion, or would like to talk to someone further about giving.
• Encourage them to speak with Villanova and share the Annual Fund Staff’s contact information.
• Ensure them that talking with someone in Villanova’s Advancement Office does not mean they are obligated to give.

Fun facts to share with your classmates:

• Your class participation goal and how each gift plays a significant role in the overall success of the reunion giving efforts for your class.
• Total dollars raised by your class so far. Remember, all gifts count toward your class’s total.
• Recognition as a class throughout the weekend.
• The fiscal year runs from June 1, 2017 until May 31, 2018.
• All gifts made in this time frame count in the Reunion Giving Program.
APPENDIX E: SOCIAL MEDIA

Social Media Guidelines & Best Practices
Adapted from the Villanova University Office of University Communication Social Media Handbook

The Alumni Association implements the following guidelines for creating and maintaining official VUAA Chartered Organization social media accounts. These guidelines ensure that communications taking place on official VUAA social media accounts on behalf of the University represent the best interests of the institution.

Proper Use of the Villanova University Brand
If you intend to create or maintain an official recognized social media site, you should use simple approved graphics that represent the Villanova University brand. The University's name, in any word form, logos and other registered trademarks are protected by intellectual property laws. No unofficial social media account should ever use a Villanova logo or any other University graphics, symbols or wordmarks, and the University reserves the right to take any steps, including legal action, necessary to protect its intellectual property interests. Any questions about the proper use of the Villanova name or brand-related iconography (logos, symbols, wordmarks, etc.) should be directed to your Alumni Relations staff liaison.

Social Media Best Practices
University Communication recommends that Villanovans who are involved in social media understand and employ the following best practices to increase the likelihood of success in building a vibrant online community.

Be Strategic
Because of the significant commitment required for effective social media activity, the Villanova entity that you represent should have a well-reasoned and clearly defined purpose for wanting to establish and maintain a social media account. What objective does your group desire to achieve using social media; does that objective align with larger University objectives and what strategies will be employed to attain it? Remember, too, that a clearly articulated rationale for engaging in social media is a factor in the decision to grant (or deny) official status to your group’s account.
SO​CIAL ME​DIA (continued)

Make Time to Post
Don’t start a social media effort unless you intend to dedicate time and resources to post new, interesting content regularly. Good content—both original posts as well as responses to comments and inquiries from followers—is critical to nurturing and maintaining social media communities. Accounts that are updated infrequently are considered stagnant or dormant, which is grounds for denial or revocation of official status.

Conduct Research
Tune in to successful social media accounts that you believe are working toward objectives that are similar to yours. Take note of the frequency of new posts and their content. As important, note whether or not the account engenders any response from followers.

Be Respectful
As a Villanovan, you should understand the University’s commitment to respecting the dignity of others and to embracing civil and thoughtful discussion of opposing viewpoints. Feel free to respectfully disagree with a position. However, don’t be confrontational or acrimonious, and under no circumstances should you resort to a personal attack. Such behavior reflects poorly on both you and the University.

Be Positive
Being upbeat and cheerful in your social media interactions requires no more effort than projecting acrimony and cynicism. You may attract regular followers simply by being a consistent bright spot in their day.

Be Accurate, Give Credit
Do not speculate—know the facts before posting. Also, properly attribute content to sources using citations and links whenever possible. Above all, correct your errors quickly and visibly. This is vital to building credibility and earning the respect of others in your online community. The following post to a Twitter account (i.e., a “tweet”) is an example of proper attribution: Sheila Reid named National Women’s Track Athlete of the Year http://bit.ly/jmPdRl (via @NovaAthletics).

Be a Valued Member
If you join a social network or comment on someone’s blog post, contribute valuable insights. Don’t write on a topic unless you are reasonably sure that it will be of interest to other community members. Account managers or discussion leaders in particular should pay attention to their selection of discussion topics. Topics should be timely, relevant and also align with the overarching strategy that is guiding social media involvement.
SOCIAL MEDIA (continued)

That’s Why it’s Called the Web!
A significant part of the utility and appeal of the Internet is the interconnectedness of websites and the content within them. Whenever possible, your social media posts should be briefly informative and redirect followers to relevant, more detailed content within Villanova’s main website or microsites.

Stay On Topic
Engage in open discussion about Villanova University and local events and activities. Posts and updates that have little or no relevance to your target audience community are of no strategic value to your overall social media efforts.

It’s a Conversation
Listen to people and respond with constructive feedback to as many comments as possible. Encourage feedback by asking questions. Examples of conversation starters include “Where’s the best place to study on campus?” or “What’s your favorite menu item in Dougherty?”

If it Gives You Pause, Pause
If you are about to publish something that makes you even the slightest bit uncomfortable, then take some time to review these guidelines and think about your post. If you still are unsure, voice your concerns to your Alumni Relations staff liaison.

Comments are Great
In general, commentary—whether positive or negative—that is thoughtful, respectful and relevant to an ongoing conversation should be approved for publication. Comments of community members add depth to a discussion and provide credibility and gravity to your original posts. Moreover, as social media communities grow, they trend toward engaging in self-corrective behavior.
Monitor and Evaluate

Social media initiatives yield the most value when time spent posting thoughtful content is counterbalanced by efforts to listen to what others are saying about the group you represent. The feedback you obtain from listening allows you to gauge prevailing attitudes and perceptions that, in turn, allow you to modify your actions and converse more effectively.

Beyond listening to conversations, social media account administrators should become familiar with any built-in analytics functions of their social media platforms and regularly monitor the data captured. No long-term improvement in account metrics that are relevant to the objectives underlying your involvement in social media might be cause to reevaluate that involvement.

University Communication recommends thinking about the following questions to determine the efficacy of your social media efforts and whether or not you should proactively downgrade your account to unofficial status.

- Does your Villanova organization or group have a potential audience large enough to need its own account and sustain it over a longer term?
- Are your posts authentic and relevant to your audience?
- Are you posting too often—spamming your audience—or posting too rarely?
- Do your posts start conversations or are you engaging in a monologue?
- Is anyone commenting?
APPENDIX F: STRATEGY DOCS

BOOSTING REGISTRATION

HOW DO I DO IT?

- PHONE
- EMAIL
- SOCIAL MEDIA

DIRECT CLASSMATES TO
www.villanova.edu/reunion

HELP! I NEED INFORMATION ABOUT...

- REUNION DETAILS
  alumni.villanova.edu
  1.800.845.5266

- REGISTRATION
  www.villanova.edu/reunion
  1.800.845.5266

- GIVING
  www.villanova.edu/annualfund
  1.800.486.5244
APPENDIX G: CONFIDENTIALITY AGREEMENT

CONFIDENTIALITY AGREEMENT FOR VOLUNTEERS

In consideration of our volunteers’ engagement with Villanova University (hereinafter “University”) to provide support to the Office of University Advancement (hereinafter “Office”) and intending to be bound hereby, the Volunteer names below (“Volunteer”) agrees to the following:

1. The Volunteer acknowledges that in the course of his/her association with Office he/she will be responsible for handling confidential information, and will have access to documents, data or other information, some or all of which may be confidential, whether or not labeled or identified as “confidential.”

2. Except as approved by authorized persons in the Office as part of his/her responsibilities, the Volunteer agrees to keep confidential and not disclose to any person or entity at any time, whether during or after the association with the Office, any information relating to prospects or donors or the Office’s business methods, or any other confidential information acquired in the course of performing services.

The Volunteer’s obligations under this Agreement shall not apply to information (a) that the Volunteer acquired outside of his or her association with the Office and is publicly known at the time of disclosure under this Agreement or subsequently becomes publicly known through no fault of the Volunteer, or (b) was lawfully in the Volunteer’s possession prior to receipt from the Office, without obligation or confidentiality. Further, Volunteer may disclose information required to be disclosed pursuant to the lawful order of a government agency; however, prior written notice must be given to the University.

We agree to treat our interactions, and information provided by these, as confidential.

_________________________  __________________________
Name and Volunteer role (please print)  Date

_________________________  __________________________
Signature  Date