



LAWRENCE UNIVERSITY  
APPLETON, WISCONSIN

## Reunion Communications

### Themes

Reminisce  
Renew  
Reunion

Remember to celebrate **YOUR** Lawrence. Draw from your own experience.

### Methods of communication

- Letters/Print
  - 1 Reunion solicitation letters
  - 1 Legacy Circle postcard
  - 1 Registration mailer
- Emails
  - 7 volunteer emails
  - Additional emails from LU about registration and attending information
- Social Media
  - At least 1-2 posts per month
- Peer to Peer
  - Ongoing

### We need you!

- Communication written by peers is much more effective
- You are the experts on your class and what will motivate them to register
- Your voice matters

### Why Facebook?

- Easy way to share information
- Generate excitement, start early
- Recommended for...
  - Ability to limit audience
  - Ability to invite members
  - Most functionality (links, polls, documents, photos)
  - Most widely used platform still
  - Community feel

# Reunion Facebook Post Ideas

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## Giving

✨ If you haven't yet made your Reunion class gift, there's still time! Every contribution, big or small, helps. Your gift, whether it's \$1,000, \$100, or \$10, truly makes a difference in a Lawrence student's life! Think about how someone's generosity impacted you during your time at Lawrence. Now, it's your turn to give back. Make your gift today at [go.lawrence.edu/give-online](https://go.lawrence.edu/give-online) and support future generations of Lawrence students. Thank you for making a difference! 🎓 ✨

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🍷 This Reunion year, even a small gift can make a BIG impact! ✨ Whether it's \$20 or more, your contribution to Lawrence University shows that you believe in the power of our community. Be part of something big! Make your gift today at [go.lawrence.edu/give-online](https://go.lawrence.edu/give-online). Thank you for your support! 🎓 ✨






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✨ Can't make it back to Appleton in June? No worries! You can still celebrate our Reunion by making a donation. Our goal is to achieve a ##% participation rate, and we're currently at ##%. We need just ## more donors to reach our target! Your contribution makes a big difference. Help us hit our goal by giving online at [go.lawrence.edu/give-online](https://go.lawrence.edu/give-online). Thank you for your support! 🎓 ✨




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# Register

 Exciting news! Registration for Reunion 2025 (June 19-22) is officially LIVE!  
  Don't miss out on reconnecting with old friends and making new memories. Secure your spot today by registering at <https://www.lawrence.edu/alumni/reunion>. Don't wait—register NOW!  

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 Just one month to go until Reunion kicks off!  It's not too late to register and join the celebration, or to make a class gift in honor of our ##th Reunion. Don't miss out—register now and be part of the fun! See you soon!   
<https://www.lawrence.edu/alumni/reunion>




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 Reunion is just around the corner! Catch up with friends, enjoy [class programs], and so much more! 

Don't miss out—tomorrow, June #, is the LAST day to register! Secure your spot now and be part of the celebration.   [Registration link]



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## Reminisce and Engagement


 Help us create the ultimate LU playlist! What were your favorite songs while at Lawrence, or what tunes remind you of your time here? Drop your song suggestions in the comments! Let's make a playlist that brings back all those great memories!  



 We're reaching out to reconnect with those who made a difference in our lives at Lawrence! If there's any faculty or staff (current or former) you'd love to see at our reunion dinner, NOW is the time to let us know!




Who inspired you ## years ago? Who would you like to catch up with? We're compiling our guest list and want to make sure we include everyone who was important to you.




Drop their names in the comments or send us a message, and we'll do our best to invite them to our evening festivities. Help us make this reunion truly special!  

 Counting down to Reunion! The top 3 things I'm excited about are: Getting to know people I didn't during school, being in the VR again, and reconnecting with friends and professors. What you are looking forward to?



 Hey everyone! We'd love to see your photos—whether they're from your time at Lawrence or recent snapshots with classmates. Share pics of the friends you've stayed in touch with, or those memorable “blast from the past” moments!

Post your photos to our page or email them to [email]. Let's relive those great memories together!  

 I'm excited to be coming back to Lawrence for Reunion! Will you be joining us? Drop a comment and let us know your plans. Can't wait to catch up and make new memories together!  

 Reunion is almost here! I'm excited to create new memories with everyone back in the VR. Tag someone you're looking forward to having a drink with and catching up with in the VR! Let's make this a Reunion to remember!  

(Take a photo of your luggage)  Getting ready for Reunion and packed all the blue and white I own! 

Can't wait to see everyone and relive those amazing Lawrence memories. See you soon!  

## Content Ideas by Month

### September

- Save the date for Reunion June 19-22, 2025
- Start of classes at LU

### October

- Giving Day
- Reminisce about campus in the fall

### November

- Homecoming Nov. 1-2
- What are you thankful for?
- Ask people to share “Because of Lawrence” statements

### December

- Happy Holidays

### January

- On Campus update: First day of winter term
- Share memories of campus in the winter

### February

- The impact of philanthropy
- What faculty or staff members are you looking forward to seeing in June?

### March

- What does Lawrence mean to you?
- Ask people to send in photos

### April

- Registration is open

### May

- Last chance to register!
- What are people looking forward to seeing and doing when they are back for Reunion

### June

- See you at Reunion
- Share photos from Reunion

# Content Examples:



 **annedediemar**  
Lawrence Unive... Following

30 likes 10w

**annedediemar** Home. Coming right up. ♥  
[@lawrenceuni](#) [#LUReunion16](#)


**nickyjean830** Love this a thousand times 🥰👍

**lawrenceuni** LOVE THIS! Can we share it?!

**annedediemar** [@lawrenceuni](#) Absolutely! ♥

**mngrossnickle** I did not know you went to Lawrence! My husbands godmother went there and is a SUPER proud alumni. I feel like I am one too 🥰🥰

**annedediemar** [@mngrossnickle](#) That is sooooo awesome!!! I, too, am super proud and LOVED it! ♥

 **Michelle Speiser** shared a link. Admin · March 10 · 🌐

♥ Ad

Guess what?! It's a virtual Hundred Days Party! Yes, that's right: it is 100 Days until our 25th Reunion in June! Let's celebrate with a virtual Hundred Days Party by posting your favorite songs from your LU days! what songs make you think of the frat basements of the Quad? Or of hanging out in the Union? Or feverishly finishing a paper in your dorm room or the computer lab? What did you listen to on your walkman while strolling to the Seeley G. Mudd Library or to grab a bite of soft serve and cereal at Downer? Let's start posting songs here and see if we can't get a list of at least 100 songs for our virtual Hundred Days Party!!!

 **Magdalena Wąż**  
Admin · Aug 26 · 🌐

👋 Hi everyone! 👋 What are you all up to these days?

You and 7 others 19 Comments Seen by 94

Like Comment

 **Maura Cook**  
Nov 28, 2019 · 🌐

In this season of gratitude a big THANK YOU to our class for an incredible start towards reaching our reunion goals! Participation is at 20.49% (goal 30%), Lawrence fund gifts total \$17,944 (goal \$25,000).

Cheers to this generous class! Warm wishes and big love to all. [#LUgives](#) [#LUclassof2010](#)

You, Kelly Dirkman and 5 others Seen by 67

Love Comment





**Erin Chudacoff** @echud · May 5

Don't forget to submit your #TBT photos and register for #LUREunion16 today!



👤 🔄 ❤️ 3 ⋮



**Kelly Dirkman**

Admin · Oct 10, 2019 · 🌐

Friends we are so close! Ten more donations and we unlock the Official Social Headquarters Starter Pack for our reunion. 🍻🍻🍻

👍❤️ 6

11 Comments Seen by 78

❤️ Love

💬 Comment



**Bryan Althouse**

March 20

Once a Viking, always a Viking! I can't wait for reunion weekend so I can see some of my old team mates, visit the updated Banta Bowl, and reconnect with fellow Lawrentians. If you haven't already, please consider donating to any athletic team you were a part of. Your donation will help ensure that LU Athletics remains strong for future generations of Lawrence student athletes. #LUVikes4Life!

<http://vikings.lawrence.edu/athletics-giving/Crowdfund>



**Michelle Speiser** is 😊 feeling excited.

Admin · March 22 · 🌐

Daily Zoobook Flashback! Another one from the (class of) 1995 Zoo Book, from the year 1991: who is this?

