1.1 Publicity/Promotion

1.1.1 The Job

The job of the Publicity Chair is to design, disseminate and publicize reunion information and encourage attendance. The components of the job include:

1. Develop a theme and promotional pitch to boost attendance. Coordinate with Artwork Chair to design a logo for class letterhead, website, PAW Class Notes, t-shirts, ties, etc.

2. Channels of promotion: Decide on a strategy and schedule to contact the class as a whole and to reach target groups by mail, e-mail and phone. Plan ahead to coordinate efforts with others who communicate with your class--the Class President, Reunion Chair, Class Secretary, Class Agent and Yearbook Chair. This will control the number and timing of all mailings, and make each as effective as possible.

   - Use of the PAW. Class Notes, headed by your reunion logo, is the cheapest way to reach a large number of classmates.
   - Internet. Make use of or create a class/reunion website to provide up-to-the-minute information.
   - Class mailings. Consider sending at least one paper mailing, to include information on registration, housing, program, children's activities and care, and list of registered attendees.
   - Individual outreach. Dividing the class by geographic area or by affiliation (clubs, sports teams, etc.) and assigning them to a committee member or class representative in each area facilitates communication. Other target groups include spouses and classmates who have not yet come to Reunions, or classmates who've attended in the past but are not yet registered.
   - Phonathons.
   - Facebook and other social media.

1.1.2 Related Information

Alumni Mailing Services. Alumni Mailing Services, a part of the Office of Alumni Affairs, can help you print letterhead, envelopes and meal tickets. They will process and guide your finalized letter copy through the University’s Printing and Mailing Services. They can also provide class lists, used to target your registration mailings to specific groups in order to increase attendance. Alumni Mailing Services provides their service free of charge, but Printing and Mailing will bill your reunion for the cost of printing and mailing each job. If you use an outside source for your mailings, please provide a copy of all reunion communication to the Office of Alumni Affairs.

Annual Giving. Annual Giving will also be communicating with your classmates in a major reunion year. In general, you should avoid intermingling Reunions mailings with Annual Giving mailings. However, mentioning reunion information in Annual Giving letters and calls is fine and could help remind classmates to come back to Princeton. Attendance at Reunions should not be linked with donations to the University.
**Phonathons.** Occasionally, a class will conduct a group phonathon at the University. Phonathons can be particularly helpful as a reminder to classmates around a particular deadline, such as costume ordering. Your reunion committee and/or Student Crew can make calls, but note that if you use your Student Crew members for this they must be paid on an hourly basis.

**PAW Class Notes.** PAW Class Notes are a fabulous way to publicize Reunion plans. Be sure to work with your Class Secretary to include the reunion logo in PAW notes for the entire year. Keep your Class Secretary posted on details that will entice people to register. Contact the PAW if you wish to buy advertising space.

**TigerNet Volunteer Services.** Reunion Chairs can use TigerNet Administrative tools to send broadcast e-mails and run constituent reports.

**Cost Savings Considerations.** You can save money by including your first reunions mailing with the President’s letter in August/September. However, you must have finalized your logo and artwork, and have your reunion letterhead and envelopes printed prior to August. Alumni Mailing Services will need to have all materials by **August 1** for this mailing.