Reunion 2015 Overview

<table>
<thead>
<tr>
<th>Reunion 2015 (10,465 members)</th>
<th>Final Outcome</th>
<th>Last Reunion 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Volunteers</td>
<td>222</td>
<td>204</td>
</tr>
<tr>
<td>Meliora Weekend Attendees</td>
<td>865</td>
<td>842</td>
</tr>
<tr>
<td>Regional Events/Social media outreach</td>
<td>3500</td>
<td>*837</td>
</tr>
<tr>
<td>Total Engagement</td>
<td>4587</td>
<td>1883</td>
</tr>
</tbody>
</table>

*Social media numbers based on 4 classes (2010= 540) vs. 8 classes.

- **Regional efforts- engage between 400-500 unique alumni outside of Meliora Weekend**
  - Mini Reunions
    - Volunteers hold organic get-togethers with classmates in their city
    - Reconnects alumni early and gets them excited about their reunion celebration
    - Plans for these events in all Blue Regions, and some Gold by class
    - 50th Reunion had two successful reunion receptions in Rochester and NYC.
    - 25th Reunion had successful events in Boston, NYC, and DC
    - For 2016 adding office driven and funded events for 50th, 25th, and 10th
    - All other reunion classes are planning volunteer driven mini-reunions; currently 15 planned

  - Reunion Perks at regional events
    - Goal is to celebrate alumni in their reunion year with special discounts or gifts at events throughout the year
    - Added perks to events as an additional way to celebrate and engage reunion alumni to connect with classmates in the region

- **Social Media - engage over 3,000 alumni**
  - On average, 10 out of the 13 reunion classes have active class-based Facebook groups
  - Facebook groups are kept active by volunteers and staff year after year
  - Of the 69 classes “active,” 49 have Facebook groups