



THE ROAD TO

REUNION

FORDHAM UNIVERSITY

FORDHAM REUNIONS

Jubilee

FORDHAM COLLEGE AT LINCOLN CENTER

Alumni Reunion

FORDHAM COLLEGE AT LINCOLN CENTER

Alumni Reunion

Graduate School of Social Service

Graduate School of Education

Gabelli School of Business, MBA, EMBA

School of Professional and Continuing Studies



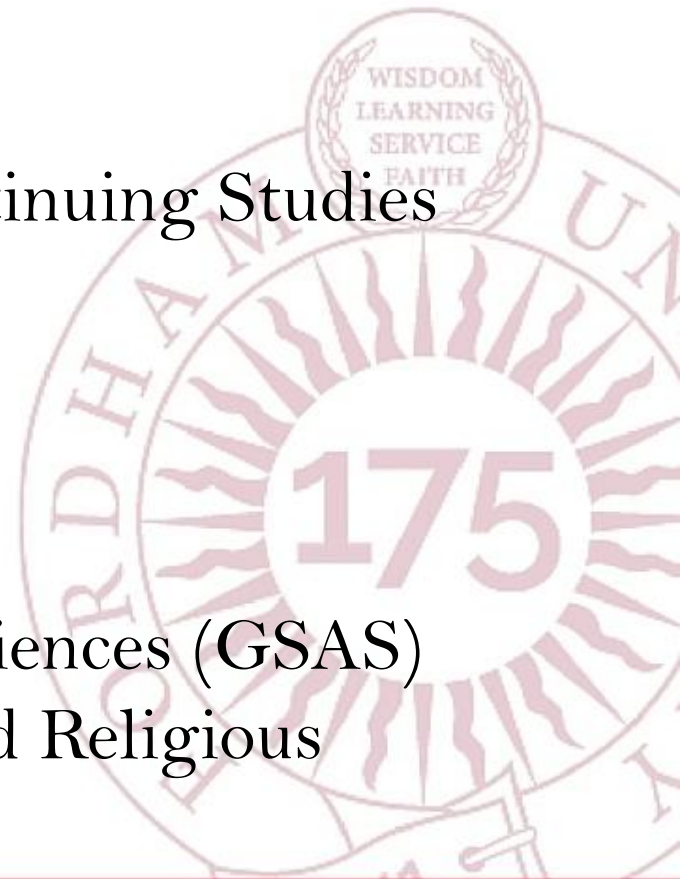
JUBILEE WEEKEND

- 3-day weekend in the beginning of June.
- 2,000 alumni, faculty, staff, and guests on campus.
- 5-year cycle.
- Celebrates 10 classes and Golden Rams.
- 9 different schools.
- Team of 4 interns and 150 student workers.
- Child services: Future Rams Kids' Camp
- Residence halls available for alumni, staff, and vendors.
- Partner with Residential Life, Ram Van operations, Campus Operations, etc.



JUBILEE WEEKEND

- Fordham College at Rose Hill (FCRH)
- Gabelli School of Business (GABELLI)
- Undergraduate School of Education (UGE)
- School of Pharmacy (PHA)
- Bensalem College
- School of Professional and Continuing Studies (PCS)
- Marymount College (MC)
- Ignatius College
- Shrub Oak
- Graduate School of Arts and Sciences (GSAS)
- Graduate School of Religion and Religious Education (GRE)



JUBILEE WEEKEND

- *Friday*
 - Campus tours
 - Class cocktail parties
 - Silver Jubilee – 25th Reunion Dinner
 - Golden Jubilee – 50th Reunion Dinner & Dance
 - Hospitality Suite open Friday and Saturday



JUBILEE WEEKEND

- *Saturday*

- Jubilee Picnic
- Go Rams! Pub Party
- Jubilee Gala



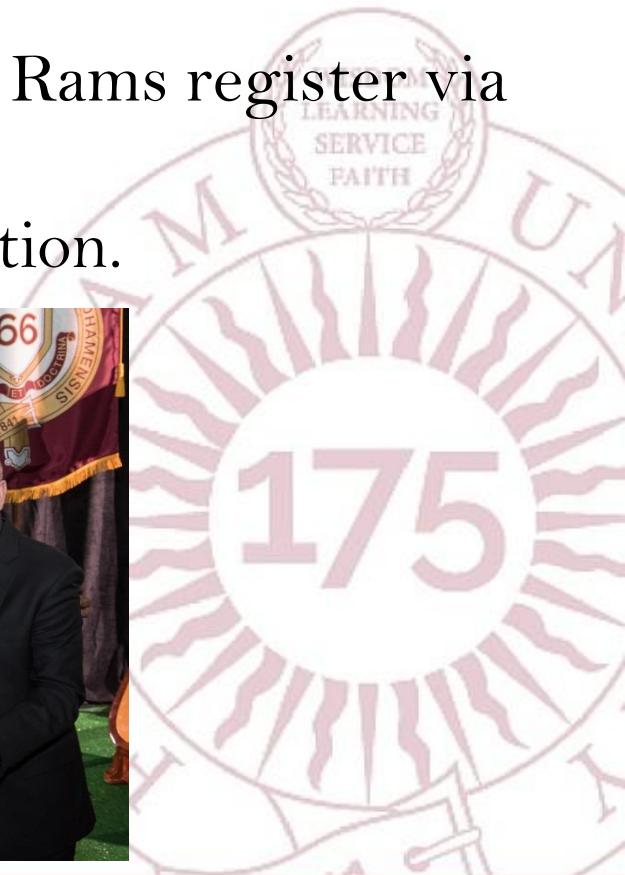
- *Sunday*

- Farewell Brunch



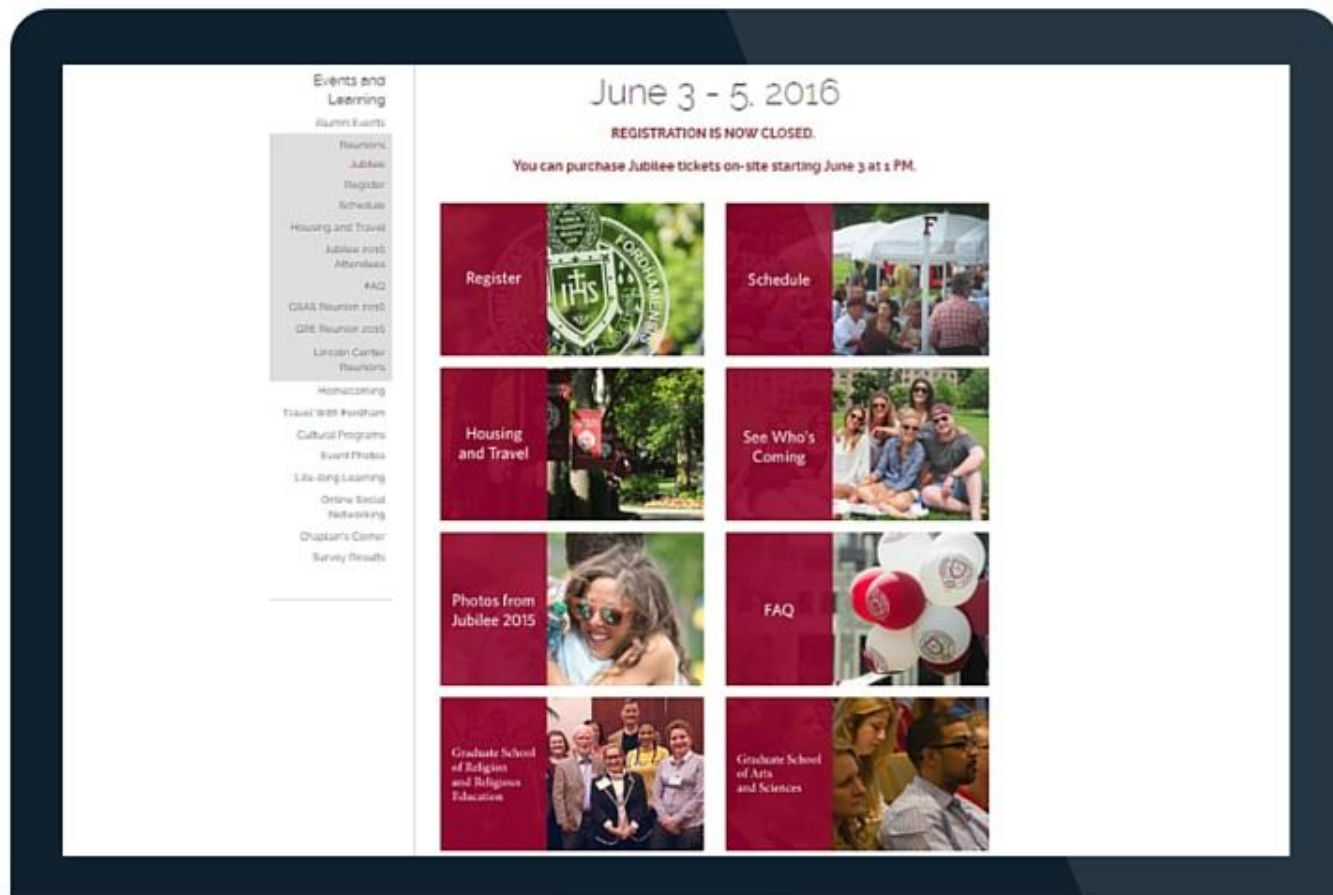
JUBILEE WEEKEND

- *Registration*
 - Opens mid-March
 - Weekend Package – includes all events and housing
 - Early Bird Weekend Package price
 - Register via online or phone. Golden Rams register via phone or mail.
 - Donation attached to Jubilee registration.



ON THE ROAD TO REUNION:

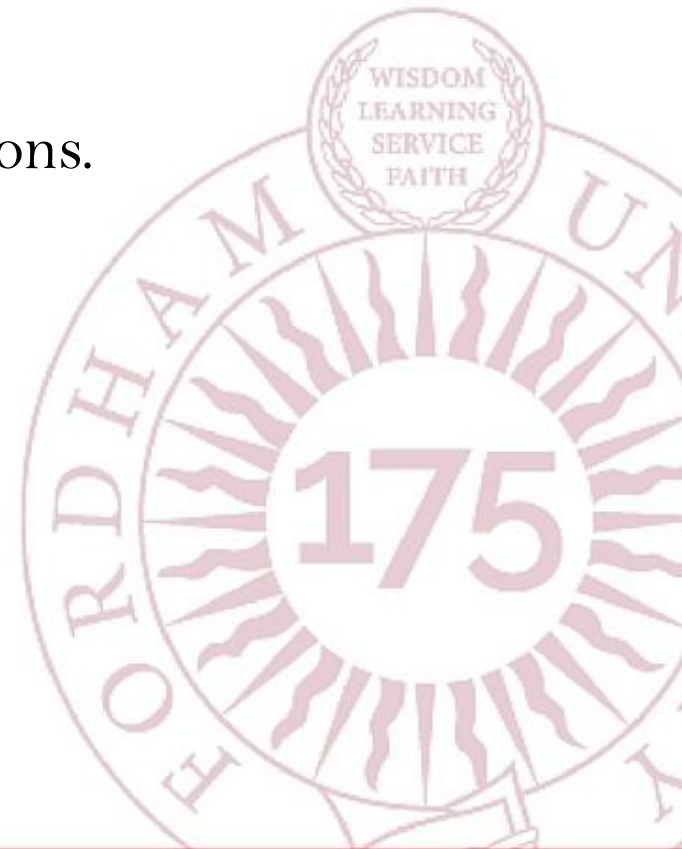
Reunion Website



ON THE ROAD TO REUNION:


Email Marketing

- Partnered with Fordham Fund to develop Class Committees.
- Emails and letters from Class Committees.
 - *Think back. Come back. Give back.*
- Deans' direct outreach.
- Emails from the Office of Alumni Relations.
 - Save the Date
 - Registration Open
 - Early Bird Price Warning
 - Registration Warning
 - Two Weeks Away
 - Welcome Back! – 2 days prior
 - Survey Follow Up



ON THE ROAD TO REUNION: *Email Marketing*




See you at Rose Hill this weekend! | [View the email in your browser.](#)



Jubilee '16!

JUNE 3-5, 2016

Jubilee 2016 kicks off on Friday!

 [Weekend Schedule](#)  [Class Photo Times](#)  [See Who's Coming](#)

HOUSING CHECK-IN DESK
Friday 1 – 8 p.m. | Saturday 9 a.m. – 8 p.m.
O'Hare Hall (across from the parking facility)

If you're staying overnight, make the Housing Check-In Desk your first stop to pick up room keys and drop off your luggage.

WELCOME CENTER
Friday 1 – 8 p.m. | Saturday 9 a.m. – 8 p.m.
Bepler Commons, Faber Hall (across from the tennis courts)

Be sure to visit the **Welcome Center** when you arrive at Rose Hill to pick up your event tickets, your name badge, and your special Jubilee gift!

You can also register on-site at the Welcome Center for additional Friday and Saturday activities, including class cocktail parties and the Jubilee Gala.

FOREVER FORDHAM APP

Download the Forever Fordham app from the [Apple App Store](#) or [Google Play Store](#) to view events and create your own itinerary. The complete list of attendees will be added to the app on June 2—in the meantime, [see who's coming online.](#)

Tweet, post, and share throughout the weekend!
[#FordhamJubilee](#)



Honor Your Class
Support your class gift.

This email was sent to by Fordham University Office of Alumni Relations.
If you no longer wish to receive these emails, please [unsubscribe here.](#)

Fordham University Office of Alumni Relations
Joseph A. Martino Hall
45 Columbus Ave, 8th Floor
New York, NY 10023

[Forward to a friend](#) | [Manage Preferences](#)



Copyright © 2016 Fordham University All rights reserved.

ON THE ROAD TO REUNION: *Mail Marketing*

Jubilee '16!

Start making plans now to join your fellow alumni at Rose Hill on June 3-5 for a fun-filled weekend of reminiscing and reconnecting with your classmates. Jubilee 2016 celebrates class years ending in 1 or 6, and all Golden Rams.

Can't find a babysitter? We offer complimentary, professional supervision for your kids while you attend reunion events.

Need a place to stay? Rooms will be available in on-campus residence halls.

Want to encourage classmates to attend? Contact the Jubilee team at 212-636-6561 or jubilee@fordham.edu to learn more about joining your class committee!

Registration will open in March 2016 at forever.fordham.edu/jubilee.



FORDHAM UNIVERSITY
THE JESUIT UNIVERSITY OF NEW YORK

DEVELOPMENT AND UNIVERSITY RELATIONS
JOSEPH A. MARTINO HALL
45 COLUMBUS AVENUE 8TH FLOOR NEW YORK, NY 10023



ON THE ROAD TO REUNION:

Jubilee '16!

DEPARTMENT OF DEVELOPMENT AND UNIVERSITY RELATIONS

JOSEPH A. MARTINO HALL 45 COLUMBUS AVENUE 8TH FLOOR NEW YORK, NY 10023 212-636-6550

CLASS OF 2011 COMMITTEE

Ryan M. Adams, FCRH

Kathleen Biemer, GABELLI

Nicholas S. Brooks, GABELLI

Jenny C. Burns, FCRH

Thomas E. Emala, FCRH

Paulina Narozniak Fagan, FCRH, GSAS '12

Anne C. Kolar, FCRH

Sara C. Kugel, FCRH

Molly L. McCormack, FCRH

Catherine D. Minogue, GABELLI

Christina E. Moehrl, FCRH

Ryan Pierannunzi, FCRH

Anthony J. Pusateri, GABELLI

Sean J. Radomski, FCRH

Gwendolyn M. Rathbun, FCRH

Daniella M. Rizza, FCRH

Jennifer M. Roncoroni, GABELLI

Marisela R. Sigona, FCRH

Paulina E. Strzelec, GABELLI

April 18, 2016

Dear [First Name],

Our fifth reunion is the weekend of June 3 through June 5. Come celebrate with us!

Jubilee 2016 will welcome back class years ending in 1 and 6. Join us for a chance to catch up with friends, see the changes in our beautiful campus, and hear how Fordham's star shines brighter than ever.

Event highlights will include ...

- our very special cocktail reception on Friday, June 3;
- the Jubilee Picnic on Saturday, June 4;
- the inaugural FCRH vs. GABELLI softball game during the Pub Party, also on Saturday;
- Jubilee Gala, where you can dance Saturday night away under the tent on Eddies Parade;
- and a Farewell Brunch on Sunday.

We also hope you will join us in making a class gift in honor of our five-year reunion. Your gift or pledge to any school or cause at Fordham during this fiscal year will count towards our class gift. Every donation of any amount counts! With a generous gift of \$250 or more made prior to Jubilee Weekend, you will be invited to special President's Club events held throughout the year, including an invitation to a special cocktail reception before the Jubilee Gala. If you have already given, thank you!

For more information on how to make a gift to the University, please contact Daniela Rocco, FCRH '11, assistant director of the Fordham Fund, at drocco@fordham.edu or 646-312-8268.

With a Ram for Loyalty,

A collection of handwritten signatures in blue ink, arranged in several lines. The signatures correspond to the names listed in the committee list on the left. Some signatures are more legible than others, but they generally follow the order of the list: Anne C. Kolar, Marisela R. Sigona, Paulina E. Strzelec, Sean J. Radomski, Ryan Pierannunzi, Anthony J. Pusateri, and Daniella M. Rizza.

ON THE ROAD TO REUNION: Mail Marketing

Dear Fordham Jubilarian,

The Fordham University Office of Alumni Relations cordially invites you to join us for Jubilee Weekend on June 3 through 5, 2016. Jubilee Weekend is the perfect opportunity to rekindle old friendships, make new connections, enjoy our beautiful Rose Hill campus, and strengthen your bonds to your alma mater.

For complete details, updated schedule information, early bird registration, and a look at who is coming, please visit forever.fordham.edu/jubilee. Want to arrange a class-specific activity or ask a question? Call the Jubilee team at 212-636-6561.

Thank you for all that you do for Fordham University. Your contributions, big and small, financial and otherwise, help to ensure that Fordham remains a unique and special place—one that transforms students so that they might better the world in which we live. Over the course of Jubilee Weekend, I hope to learn more about what many of our Jubilarians have accomplished since your days at Fordham.

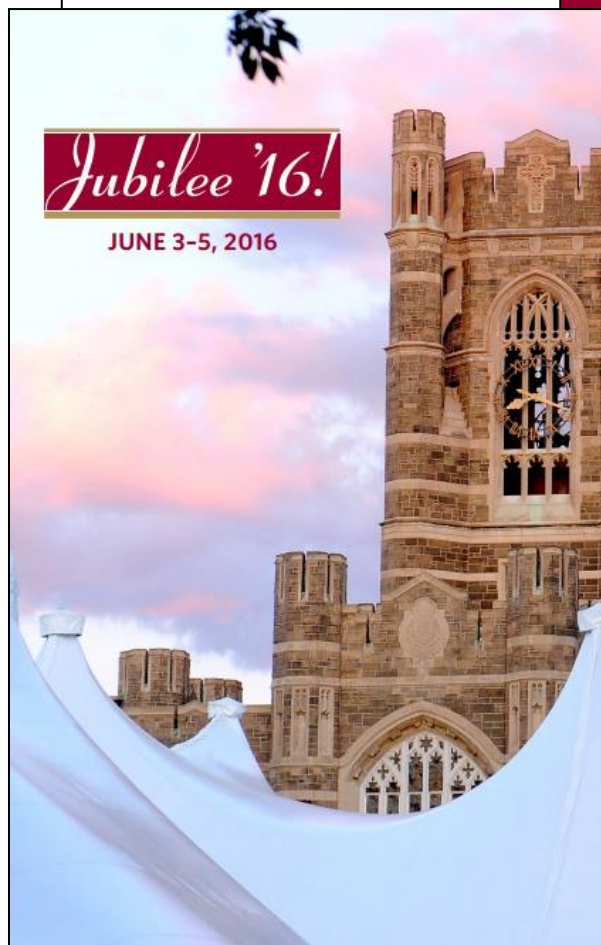
Congratulations, and enjoy Jubilee 2016!

Michael E. Griffin
Associate Vice President for Alumni Relations

P.S. The Fordham community has been working closely with the Bronx-based POTS for many years. In the true Jesuit spirit, we would like to continue to nourish the needs of the community and distribute school supplies to children in the Bronx. Please help by donating a child's backpack to the POTS Backpack Drive. Drop boxes will be located at the Welcome Center in Bepler Commons.

Check us out on
Facebook ([facebook.com/fordhamalumni](https://www.facebook.com/fordhamalumni))
Twitter ([@fordhamalumni](https://twitter.com/fordhamalumni))
Instagram ([@fordhamalumni](https://www.instagram.com/fordhamalumni))

Be sure to use #FordhamJubilee!



Jubilee '16!

JUNE 3-5, 2016

REGISTER EARLY AND SAVE

WEEKEND PACKAGES ARE ONLY \$350 PER PERSON UNTIL APRIL 17.
BETWEEN APRIL 18 AND MAY 20, WEEKEND PACKAGES WILL BE \$450 PER PERSON.

How to Register

HERE ARE TWO WAYS TO REGISTER FOR JUBILEE WEEKEND:

REGISTER ONLINE

For all events and housing, go to forever.fordham.edu/jubilee. Visa, MasterCard, American Express, and Discover are accepted.

REGISTER BY PHONE

Contact the Jubilee team at 212-636-6561 to register by phone. However you register, please remember to make a gift in honor of your class!



HOUSING AND EVENT REGISTRATION DEADLINE IS MAY 20. ON-SITE REGISTRATION WILL BE AVAILABLE AFTER MAY 20, ALL TICKET PRICES WILL BE HIGHER ON-SITE.

Refund requests: Refund requests must be submitted to jubilee@fordham.edu by May 27, 2016. No refund requests will be accepted after this date.

IMPORTANT HOUSING INFORMATION

Be aware that staying on campus means reliving the full collegiate experience! Our residence halls do not offer amenities like hair dryers, iron, or foam pillows—but we do provide bedding, towels, and an ironing trip down memory lane!

For those who choose to stay on campus, we will do our best to honor roommate requests and keep classes housed together. We cannot guarantee housing or placement preferences for those who register after the May 20 deadline.

For a more genteel housing experience? We have reserved a limited number of rooms at the newly opened Residence Inn by Marriott Bronx Metro Center Atrium, just three miles east of campus. These specially-priced rooms are available on a first-come, first-served basis only until May 30. Call 718-239-3939 and mention Fordham Jubilee to book a studio or one-bedroom suite for your reunion now!

A limited number of on-campus rooms will be available on Friday night for alumni coming in from beyond the tristate area. Please call the Jubilee team at 212-636-6561 for details, pricing, and registration information.

JUBILEE RAMS KIDS' CAMP

Considering if you can bring the kids? Yes! We offer complimentary childcare on Friday night, Saturday afternoon, and Saturday evening, and the Jubilee event is family friendly! Call 212-636-6561 or email jubilee@fordham.edu for more information.



ON THE ROAD TO REUNION: *Mail Marketing*

Jubilee '16!

JUNE 3-5, 2016

*Fordham is not a place you go to;
it's a place you come from.*

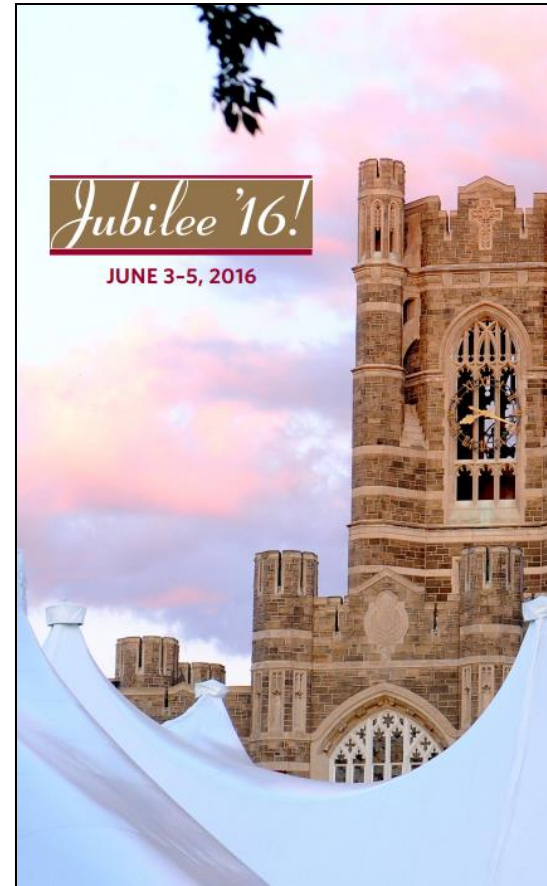
THANKS FOR SIGNING IN TO FOREVER FORDHAM!
Whether you are coming or going, take Fordham with you.



We can't wait to see you at Rose Hill for Jubilee.
Don't forget to download the Forever Fordham app.
Create your own itinerary, view a full schedule of events,
see who's coming, and more! The app is now available for
download in the Apple App Store and Google Play Store.



ON THE ROAD TO REUNION: *Mail Marketing*

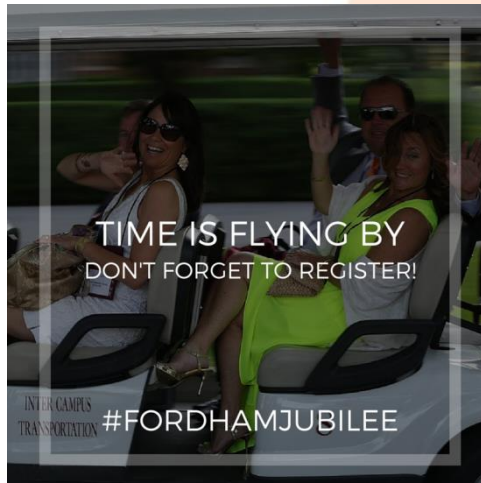
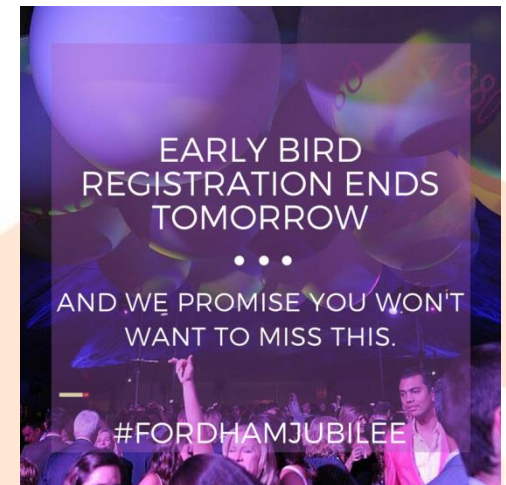


ON THE ROAD TO REUNION: *Social Media*

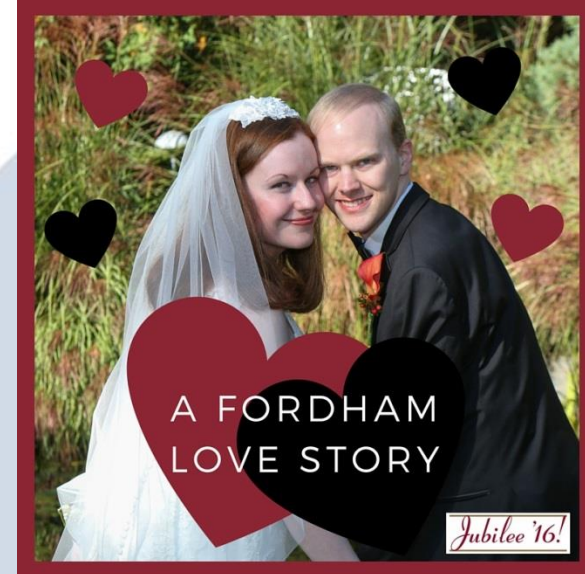
- Collapse any individual reunion social platforms and filter through Alumni Relations social platforms (or institutional).
- Partner with Marketing and Communications to promote through institutional social platforms.
- Create a universal hashtag and promote **everywhere**.
- Utilize videos and feature alumni.
- Track your likes, shares, and reach to see what works.
- Cross promote via Facebook, Instagram, and Twitter.



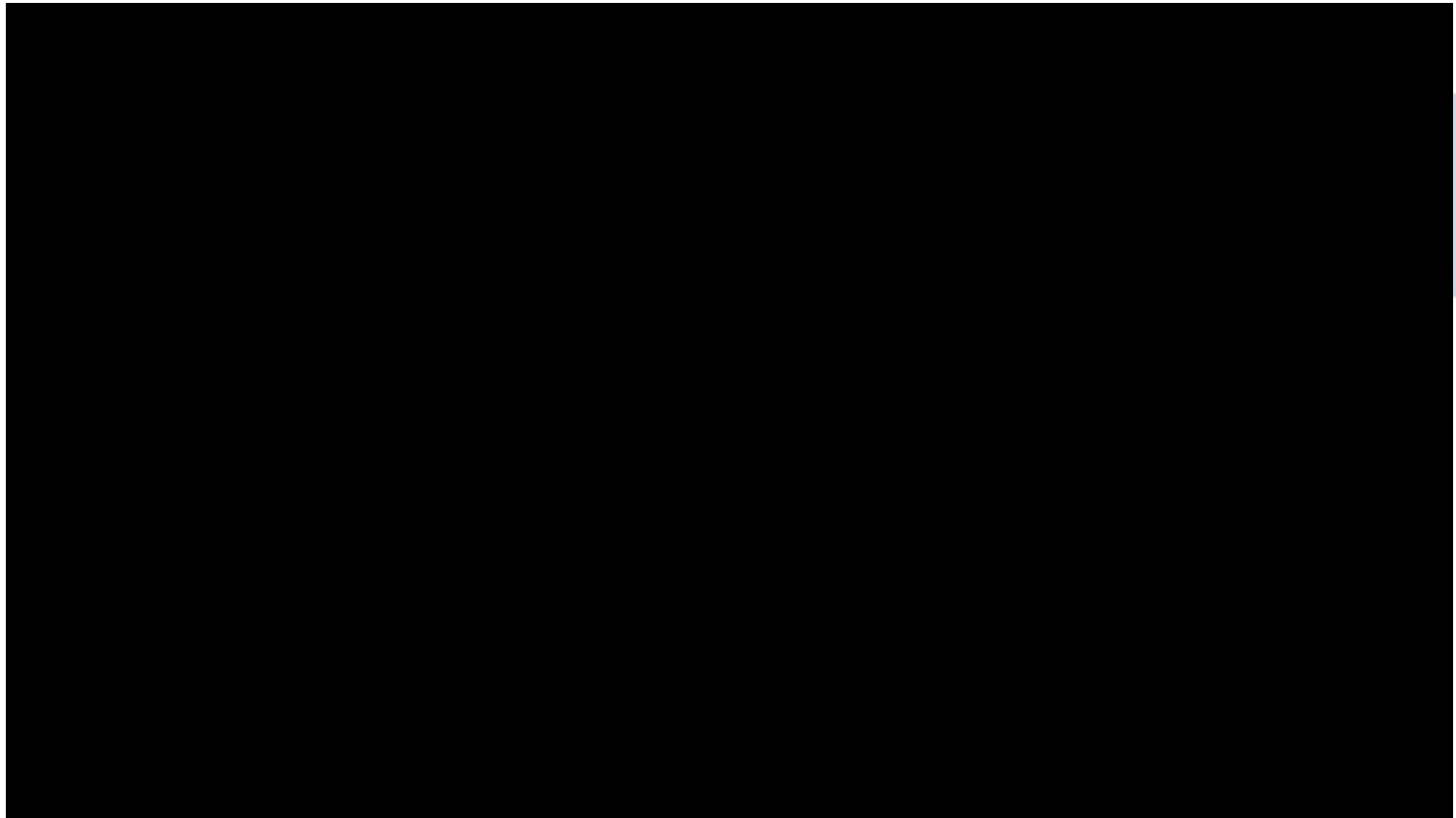
ON THE ROAD TO REUNION: *Social Media*



ON THE ROAD TO REUNION: *Social Media*



ON THE ROAD TO REUNION: *Social Media*

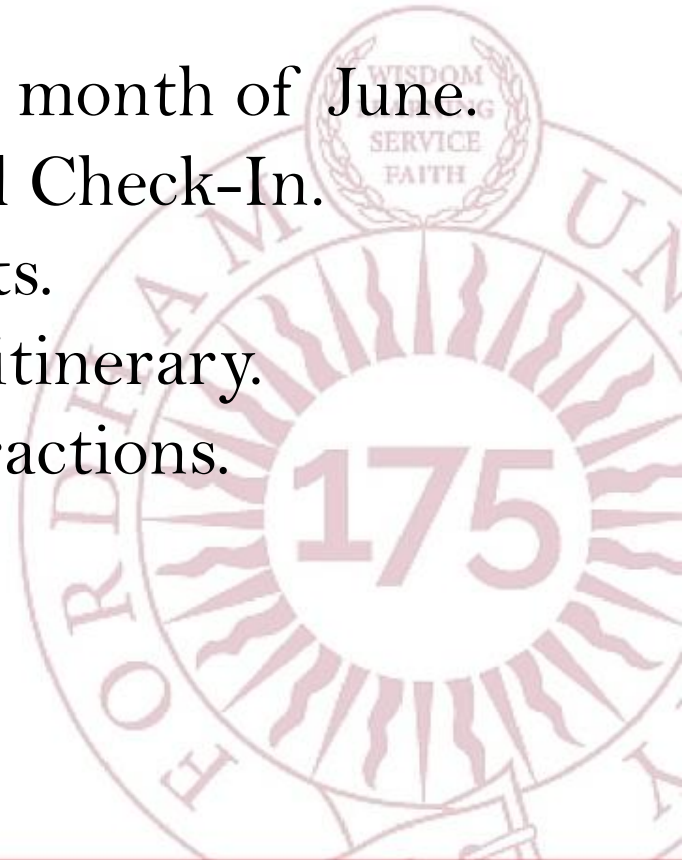


ON THE ROAD TO REUNION:

Forever Fordham App



- Launched in May.
- ~400 users in the month of June.
- Attendee List and Check-In.
- Schedule of events.
- Create your own itinerary.
- Maps, FAQs, Attractions.



Jubilee '16!

As of 5/20/2016

Registration Summary Report

Total Jubilee Registrants:

Total Registrants	1,062
Total Guests	467
Total	1,529

Ticket Type Breakdown:

Ticket Type:	Total:
EB Weekend Packages	303
Weekend Packages	48
Individual Tickets	1,178

Class Breakdown (does not include guests):

Class	Total Registrants
Golden Rams	66
1966	104
1971	8
1976	36
1981	97
1986	55
1991	120
1996	40
2001	29
2006	136
2011	308
MC	90

Event Totals Breakdown:

Event Name	Total Registrants	Total Guests	Total
Golden Rams Dinner Dance	145	90	235
25th Reunion Dinner	83	38	121
Class Cocktail Parties	215	41	256
Friday/Saturday Campus Tours	76/80	33/36	109/116
Friday/Saturday WFUV Tours	57/44	23/17	80/61
Class of 1966 Discussion	79	35	114
President's Welcome Address	205	69	274
GRE Reunion	22	5	27
GSAS Reunion	56	16	72
Gabelli Investment Fund Presentation	57	21	78
Admission Presentation	45	15	60
Pipe Organ Tour	77	39	116
Jubilee Picnic	375	152	527
Let the Great World Spin	52	21	73
Alumni Athletics Reception	72	35	107
Pub Party	341	111	452
Class of 2011 Softball Game	61	2	63
Class of 2006 Softball Game	10	3	13
Honors Reception	31	11	42
Alumni Choir Rehearsal	21	7	28
Jubilee Mass	183	75	258
Jubilee Gala	791	293	1084
Farewell Brunch	311	97	408
MC Cocktail Party	26	3	29
MC Awards Ceremony	50	16	66
President's Club Reception			159

As of 5/20/2016

Estimated Total Revenue:

Ticket Type	Event	Total Registrants/Individual Tickets Bought	Price per Person	Total Revenue
EB Weekend Packages		303	\$350.00	\$106,050.00
Weekend Packages		48	\$450.00	\$21,600.00
Individual Tickets	Golden Rams Dinner Dance	141	\$65.00	\$9,165.00
	25th Reunion Dinner	73	\$60.00	\$4,380.00
	Class Cocktail Parties	48	\$50.00	\$2,400.00
	Marymount Cocktail Party	23	\$50.00	\$1,150.00
	Jubilee Picnic	159/22/4	\$45/\$15/\$30	\$7,650.00
	Pub Party	135/1	\$50.00/\$50.00	\$6,800.00
	Jubilee Gala	532/204	\$165/\$140	\$116,340.00
	Farewell Brunch	70/7	\$45/\$15	\$3,255.00
	Friday Housing	98	\$65.00	\$6,370.00
	Saturday Housing	312	\$65.00	\$20,310.00
	Thursday Housing	3	\$125.00	\$375.00
	Bronx Zoo	19	\$20.00	\$380.00
	Botanical Garden	27	\$20.00	\$540.00
TOTAL REVENUE:				\$306,765.00

Total Donations:

(Various Fordham Funds and Marymount Legacy Fund)

Class	Donation Total
Golden Rams	\$11,500.00
1966	\$11,200.00
1971	\$0.00
1976	\$1,250.00
1981	\$13,760.00
1986	\$3,126.00
1991	\$6,357.00
1996	\$600.00
2001	\$340.00
2006	\$555.00
2011	\$835.11
MC	\$550.00
GSAS/GRE	\$50.00
TOTAL DONATIONS:	\$50,123.11

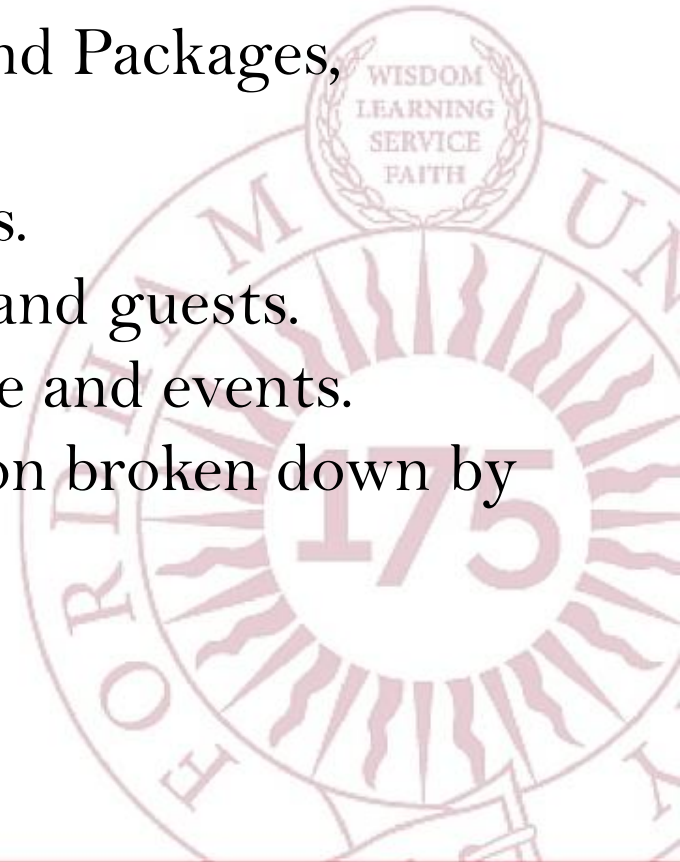
Breakdown by School:

School	Total
FCRH	723
GABELLI	289
UGE	31
PH	2
TMC	8
MC	90
GSAS	17
GRE	6
GABELLI(G)	5
LAW	4
FCLC	2
PCS	2
GSE	5
GSS	1
IGNATIUS	2
Medicine	1

ON THE ROAD TO REUNION:

Summary Reports

- Total alumni, total guests, total attendance.
- Early Bird Weekend Packages, Weekend Packages, Individual Tickets.
- Total attendance broken down by class.
- Event Totals broken down by alumni and guests.
- Total revenue broken down by package and events.
- Total donations attached to registration broken down by class.
- Total attendance by school.



ON THE ROAD TO REUNION:

Campus Tours

WFUV Tours

President's Welcome Address

Class of 1966 Panel

Jubilee Memorial Mass

Admission Presentation

Gabelli Student Managed Investment Fund

Let the Great World Spin: Deans' Presentation

Tour of the Pipe Organ

Athletics Alumni Social

Film Screening: *A Sort of Homecoming*

Alumni Choir Rehearsal

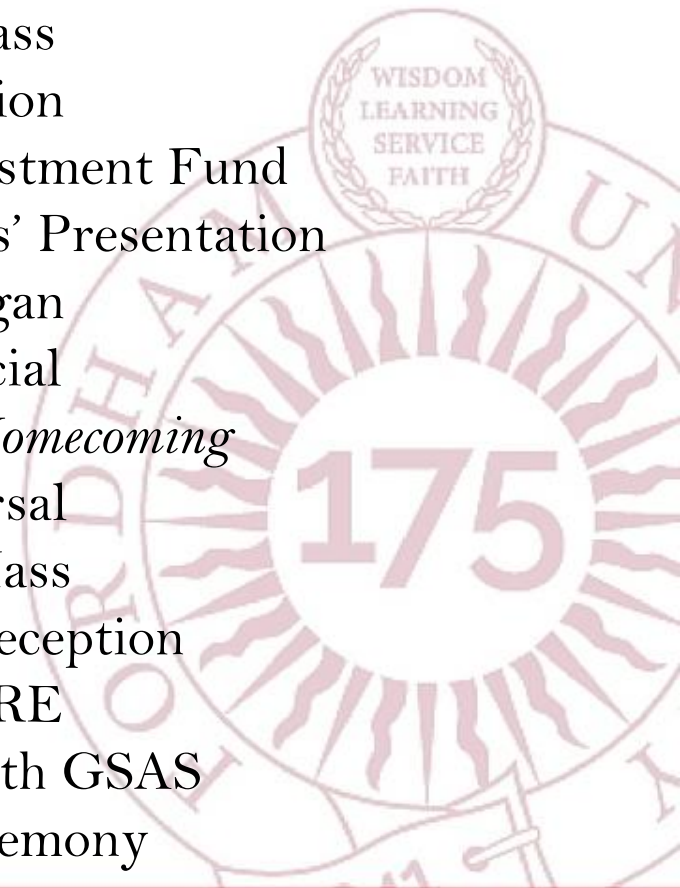
Saturday Morning Mass

Jubilee President's Club Reception

Meet the Dean of GRE

Memories and Mimosas with GSAS

Marymount Awards Ceremony



THANK YOU!

Taylor McDonnell
tmcdonnell4@fordham.edu
212-930-8889

