THE ROAD TO

REUNION

FORDHAM UNIVERSITY
FORDHAM REUNIONS
Jubilee
FORDHAM COLLEGE AT LINCOLN CENTER
Alumni Reunion
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

June 3 - 5, 2016

REGISTRATION IS NOW CLOSED.

You can purchase Jubilee tickets on-site starting June 3 at 1 PM.

- Register
- Schedule
- Housing and Travel
- See Who's Coming
- FAQ
- Photos from Jubilee 2015
- Graduate School of Arts and Sciences
- Graduate School of Religion and Religious Education
- Alumni Events
- Jubilee
- Register
- Schedule
- Housing and Travel
- Jubilee 2016
- Mittie Reunion
- Homecoming
- Travel Wi-Fi
- Cultural Programs
- Event Photos
- Liu-zing Learning
- Online Social Networking
- Chamae's Place
- Survey Results
ON THE ROAD TO REUNION: Email Marketing

- Partnered with Fordham Fund to develop Class Committees.
- Emails and letters from Class Committees.
- 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

Jubilee 2016 kicks off on Friday!

HOUSING CHECK-IN DESK
Friday 1 – 8 p.m. | Saturday 9 a.m. – 8 p.m.
O'Hara 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

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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.

SAVE THE DATE FOR JUBILEE!
June 3-5, 2016
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,
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 Jubiliarians have accomplished since your days at Fordham.

Congratulations, and enjoy Jubile 2016!

Michael E. Griffin
Associate Vice President for Alumni Relations

P.S. The Fordham community has been working closely with the Bronx-based POT5 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 POT5 Backpack Drive. Drop boxes will be located at the Welcome Center in Bepler Commons.

Check us out on:
Facebook (facebook.com/fordhamalumni)
Twitter (@fordhamalumni)
Instagram (@fordhamalumni)

Be sure to use #FordhamJubilee!
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

MARYMOUNT COLLEGE
OF FORDHAM UNIVERSITY
ALUMNAE REUNION

Jubilee ’16!
June 3, 4, and 5, 2016

JUNE 3-5, 2016
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

Only 100 DAYS UNTIL JUBILEE
06.03.2016
REGISTRATION OPENS IN MARCH

JUBILEE REGISTRATION IS NOW OPEN

EARLY BIRD REGISTRATION ENDS TOMORROW
AND WE PROMISE YOU WON'T WANT TO MISS THIS.
#FORDHAMJUBILEE

TIME IS FLYING BY
DON'T FORGET TO REGISTER!
#FORDHAMJUBILEE

ENTER THE JUBILEE 2016 PHOTO CONTEST
ON THE ROAD TO REUNION:

Social Media

A FORDHAM LOVE STORY

Our careers, our dearest friendships and our family all started at Fordham.

A LINCOLN CENTER LOVE STORY

A FORDHAM LOVE STORY

Jubilee '16
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.
## Registration Summary Report

### Total Jubilee Registrants:

<table>
<thead>
<tr>
<th>Class Breakdown (does not include guests):</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class</td>
</tr>
<tr>
<td>-------</td>
</tr>
<tr>
<td>Total</td>
</tr>
<tr>
<td>Total Guests</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

### Ticket Type Breakdown:

<table>
<thead>
<tr>
<th>Ticket Type</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td></td>
</tr>
<tr>
<td>EB Weekend Packages</td>
<td>303</td>
</tr>
<tr>
<td>Weekend Packages</td>
<td>48</td>
</tr>
<tr>
<td>Individual Tickets</td>
<td>1,178</td>
</tr>
</tbody>
</table>

### Event Totals Breakdown:

<table>
<thead>
<tr>
<th>Event Name</th>
<th>Total Registrants</th>
<th>Total Guests</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Golden Rams Dinner Dance</td>
<td>145</td>
<td>90</td>
<td>235</td>
</tr>
<tr>
<td>25th Reunion Dinner</td>
<td>93</td>
<td>39</td>
<td>132</td>
</tr>
<tr>
<td>Class Cocktail Parties</td>
<td>215</td>
<td>41</td>
<td>256</td>
</tr>
<tr>
<td>Friday/Saturday Campus Tours</td>
<td>76/80</td>
<td>33/36</td>
<td>109/116</td>
</tr>
<tr>
<td>Friday/Saturday WFU Tours</td>
<td>57/44</td>
<td>23/17</td>
<td>80/61</td>
</tr>
<tr>
<td>Class of 1966 Discussion</td>
<td>79</td>
<td>35</td>
<td>114</td>
</tr>
<tr>
<td>President's Welcome Address</td>
<td>205</td>
<td>69</td>
<td>274</td>
</tr>
<tr>
<td>GRE Reunion</td>
<td>22</td>
<td>5</td>
<td>27</td>
</tr>
<tr>
<td>GSAS Reunion</td>
<td>56</td>
<td>16</td>
<td>72</td>
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<tr>
<td>Cabell Investment Fund Presentation</td>
<td>57</td>
<td>21</td>
<td>78</td>
</tr>
<tr>
<td>Admission Presentation</td>
<td>45</td>
<td>15</td>
<td>60</td>
</tr>
<tr>
<td>Pipe Organ Tour</td>
<td>77</td>
<td>39</td>
<td>116</td>
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<tr>
<td>Jubilee Picnic</td>
<td>375</td>
<td>152</td>
<td>527</td>
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<tr>
<td>Let the Great World Spin</td>
<td>52</td>
<td>21</td>
<td>73</td>
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<tr>
<td>Alumni Athletes Reception</td>
<td>72</td>
<td>35</td>
<td>107</td>
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<tr>
<td>Pub Party</td>
<td>341</td>
<td>111</td>
<td>452</td>
</tr>
<tr>
<td>Class of 2011 Softball Game</td>
<td>61</td>
<td>2</td>
<td>63</td>
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<tr>
<td>Class of 2006 Softball Game</td>
<td>10</td>
<td>3</td>
<td>13</td>
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<tr>
<td>Honors Reception</td>
<td>31</td>
<td>11</td>
<td>42</td>
</tr>
<tr>
<td>Alumni Choir Rehearsal</td>
<td>21</td>
<td>7</td>
<td>28</td>
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<tr>
<td>Jubilee Mass</td>
<td>183</td>
<td>75</td>
<td>258</td>
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<tr>
<td>Jubilee Gala</td>
<td>791</td>
<td>293</td>
<td>1084</td>
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<tr>
<td>Farewell Brunch</td>
<td>311</td>
<td>97</td>
<td>408</td>
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<tr>
<td>MC Cocktail Party</td>
<td>26</td>
<td>3</td>
<td>29</td>
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<tr>
<td>MC Awards Ceremony</td>
<td>50</td>
<td>16</td>
<td>66</td>
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<tr>
<td>President's Club Reception</td>
<td>159</td>
<td></td>
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</tbody>
</table>

### Estimated Total Revenue:

<table>
<thead>
<tr>
<th>Ticket Type</th>
<th>Event Description</th>
<th>Total Registrants/Individual Tickets Bought</th>
<th>Price per Person</th>
<th>Total Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>EB Weekend Packages</td>
<td></td>
<td>303</td>
<td>$350.00</td>
<td>$106,050.00</td>
</tr>
<tr>
<td>Weekend Packages</td>
<td></td>
<td>48</td>
<td>$450.00</td>
<td>$21,600.00</td>
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<tr>
<td>Individual Tickets</td>
<td>Golden Rams Dinner Dance</td>
<td>141</td>
<td>$65.00</td>
<td>$9,165.00</td>
</tr>
<tr>
<td></td>
<td>25th Reunion Dinner</td>
<td>73</td>
<td>$60.00</td>
<td>$4,380.00</td>
</tr>
<tr>
<td></td>
<td>Class Cocktail Parties</td>
<td>48</td>
<td>$50.00</td>
<td>$2,400.00</td>
</tr>
<tr>
<td></td>
<td>Marymount Cocktail Party</td>
<td>23</td>
<td>$50.00</td>
<td>$1,150.00</td>
</tr>
<tr>
<td></td>
<td>Jubilee Picnic</td>
<td>159/22/4</td>
<td>$45/15/30</td>
<td>$7,650.00</td>
</tr>
<tr>
<td></td>
<td>Pub Party</td>
<td>135/1</td>
<td>$50.00/100.00</td>
<td>$6,800.00</td>
</tr>
<tr>
<td></td>
<td>Jubilee Gala</td>
<td>532/204</td>
<td>$165/150/30</td>
<td>$116,340.00</td>
</tr>
<tr>
<td></td>
<td>Farewell Brunch</td>
<td>70/7</td>
<td>$45/15</td>
<td>$3,235.00</td>
</tr>
<tr>
<td></td>
<td>Friday Housing</td>
<td>98</td>
<td>$65.00</td>
<td>$6,370.00</td>
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<tr>
<td></td>
<td>Saturday Housing</td>
<td>312</td>
<td>$65.00</td>
<td>$20,310.00</td>
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<tr>
<td></td>
<td>Thursday Housing</td>
<td>3</td>
<td>$125.00</td>
<td>$375.00</td>
</tr>
<tr>
<td></td>
<td>Bronz Zoo</td>
<td>19</td>
<td>$20.00</td>
<td>$380.00</td>
</tr>
<tr>
<td></td>
<td>Botanical Garden</td>
<td>27</td>
<td>$20.00</td>
<td>$540.00</td>
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</tbody>
</table>

**Total Revenue:** $306,765.00

### Total Donations:

<table>
<thead>
<tr>
<th>(Various Fordham Funds and Marymount Legacy Fund)</th>
</tr>
</thead>
<tbody>
<tr>
<td>School</td>
</tr>
<tr>
<td>--------</td>
</tr>
<tr>
<td>FCRH</td>
</tr>
<tr>
<td>GABELLI</td>
</tr>
<tr>
<td>UGE</td>
</tr>
<tr>
<td>PH</td>
</tr>
<tr>
<td>TMC</td>
</tr>
<tr>
<td>MC</td>
</tr>
<tr>
<td>GSAS</td>
</tr>
<tr>
<td>GRE</td>
</tr>
<tr>
<td>GABELLI</td>
</tr>
<tr>
<td>LAW</td>
</tr>
<tr>
<td>FCLC</td>
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<tr>
<td>PCS</td>
</tr>
<tr>
<td>GSE</td>
</tr>
<tr>
<td>GSS</td>
</tr>
<tr>
<td>IGNATIUS</td>
</tr>
<tr>
<td>Medicine</td>
</tr>
</tbody>
</table>

**Total Donations:** $10,120.11
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!

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212-930-8889