



TE KUNENGA | MASSEY
KI PŪREHUROA | UNIVERSITY
UNIVERSITY OF NEW ZEALAND

ALUMNI RELATIONS

Reunion Planning Manual

2024 Version



2014 Reunion for Massey University graduates of 1956 to 1960

Table of Contents

Alumni reunion background	3
Types of reunions.....	3
The role of a class organiser.....	4
Finding lost classmates	4
Reunion timeline.....	5
Planning a reunion	6
How Alumni Relations can assist reunion organisers.....	8
Reunion class gifting to Massey University.....	10
Health and safety	11
Expression of interest letter template	12
Reunion invitation email template.....	13
Pre-registration/registration online form	14
Massey University venues.....	15
Sample budget	16

Alumni reunion background

Te Kunenga ki Pūrehuroa Massey University Alumni reunion programme was launched in 2023 by the Alumni Relations team. The programme assists alumni who wish to volunteer to get their class or affinity groups back together to celebrate a milestone anniversary. We aim to encourage alumni to get together, return to campus and reminisce about their time at Massey University.

Alumni Relations is here to assist you in making your reunion experience as enjoyable as possible and help you maintain regular contact with your class or group in the coming years.

Types of reunions

Class reunions

Class reunions are gatherings of alumni based on their graduation year and cohort. (i.e., 1975 Diploma of Agriculture, 2010 Bachelor of Veterinary Science etc.).

Classes celebrating milestone anniversaries – 10 years, 20 years, 25 years, 50 years – are the focus of the reunion programme. We also encourage ongoing participation from classes outside these milestone anniversaries.

Affinity reunions

Affinity reunions are gatherings of alumni based on common interests, identities and experiences shared during their time at Massey, such as living in a Hostel/Hall, playing on a sports team, membership in a club, etc. Unlike class-based reunions, affinity reunions can encompass people of all ages and graduating classes. They may include individuals from all areas of the broader Massey University community, including alumni, lecturers, staff, students, and friends.

For any enquiries regarding reunions, please get in touch with Alumni Relations at alumni@massey.ac.nz.



The role of a class organiser

Class organisers play a vital role in making the reunion a success. Without the knowledge and enthusiasm of the class organiser getting in touch with classmates, most reunions will not happen. The organiser is the point of contact for the Alumni Relations Office, the contact for classmates, and the decision-maker on when, where and how the reunion will run.

Forming a committee will help share the load of organising your reunion and make it a more enjoyable experience, as you can call on others for assistance. The committee members can share tasks, such as:

- Share class lists to help you find lost classmates.
- Prepare the programme for your reunion and the budget.
- Consider health and safety issues and risks associated with reunion events and follow guidance from Massey University on the correct procedures.
- Promote your reunion on the Alumni Relations webpage.
- Email or print and post invitations, 'save the date' and confirmations.
- Assist with venue options.
- Arrange tours of the campus or talks by past/present academic staff.
- Assist with the collation and printing of reunion booklets.
- Organise gifts for attendees or guest speakers.
- Source photos from the Massey University Archives.

Finding lost classmates

If you are finding it challenging to locate classmates, you might like to explore the following:

- Enlist a couple of classmates to speak to friends and colleagues to try to locate "missing" contact details for classmates.
- Explore social media. For example, LinkedIn, Facebook and Twitter can be very helpful in tracking people down.
- Industry associates with members who may be able to assist in contacting members on your behalf. For example, the Vet Council of New Zealand (vetcouncil.org.nz), the Nursing Council of New Zealand (nursingcouncil.org.nz) etc.
- Library and industry publications are other courses of information.

Massey adheres to the [Privacy Act 2020](#). Under the Act, the university is legally required to ensure that the contact information for alumni is not shared with outside parties. Reunion organisers will only receive the names of classmates and will not receive any contact information. The university can forward information to alumni on behalf of class reunion organisers. Alumni can opt out of receiving messages at any time.

Reunion timeline

Initial planning phase (6-12 months prior)

- Form a reunion committee.
- Obtain your graduating class list from the Alumni Relations Office and search for lost classmates.
 - You will receive a list of names. Alumni Relations can send messages on your behalf but cannot share the address/email/phone details.
- Send the Expression of Interest letter (p.12) to your classmates and collect responses on their preferred reunion date and type of event they would like to have.
- Encourage classmates to help you track down contact details for lost classmates.
 - Send updated lists to Alumni Relations.
 - NOTE: Please highlight changes/additions to lists that you send back to Alumni Relations.
- Start investigating possible reunion venues and packages.
 - Begin a draft itinerary/schedule.
 - Book venue – check if it can be cancelled if the reunion doesn't proceed.
 - Create a budget (sample budget on p.16).
 - Identify potential health and safety issues (p.11).
- Prepare a draft programme of reunion activities and calculate the cost per person.
- Identify potential guest speakers.

Three months before the reunion

- Finalise your reunion date and email your classmates the Reunion Invitation (p.13).
- Collect RSVPs and payments and pay a deposit for your venue if necessary.
- Ask classmates for a brief biography to include in the reunion booklet (if applicable) and any photos or memorabilia to share with the class.
- Finalise RSVPs and other reunion details.

Two weeks before the reunion

- Finalise numbers with caterers, including any special meal requirements.
- Check all health and safety requirements are in place.
- Send reminders to registrants 7-10 days before the reunion.

After the reunion

- Ensure all payments are made.
- Seek feedback from attendees, particularly if another reunion will likely occur.

Planning a reunion

What?

Consider your classmates and their interests when planning what your reunion might involve. Also, consider what would be affordable for your classmates. Remember that there will be travel and accommodation costs on top of reunion fees. Some function options include:

- Dinner and reception.
- Tour followed by a cocktail reception.
- Lunch.
- High Tea.
- BBQ at the park with families.
- Wine or coffee appreciation.
- Speaker and cocktail Reception.
- Lunch followed by an event (e.g. sports match).

When?

Give your classmates a couple of date options in your initial correspondence to find the preferred date that suits them most. Decide a date to give those outside the region or country enough notice to travel. Be careful not to schedule events around school or public holidays. Pick a time to maximise your attendance and avoid weekdays if most of your classmates are still working.

Who?

Will guests and partners be invited to join in the celebration? Will children be invited? Can you tailor your reunion to include partners and children, for example, a family BBQ? Will you organise an alternative programme for partners or families or will everyone do the same activities? Organising a separate partner programme will double the logistics you must manage, so it is best included if you have a large organising committee that can help.

Cost

Prepare a budget that includes all costs and adds some money for unexpected expenses. Consider having a cash bar rather than beverage packages to manage costs and to allow for classmates who do not drink.

Please note the Alumni Relations Office can only take online payments on your behalf and pay Massey venues/service providers directly. The Alumni Office cannot pay external service providers.

RSVPs, minimum spends, and cancellations

If there is a minimum spending requirement for your chosen venue, it is essential to monitor RSVPs. If the Alumni Relations Office collects RSVPs on your behalf, we will regularly provide you with an updated RSVP list.

Also, consider cancellation costs if the event does not proceed (e.g. the reunion is cancelled due to COVID, but you must still pay for the venue if you cancel too close to the reunion date). Consider the inclusion of a refund clause on your reunion information that clarifies if you will provide a full or partial refund if the event must be cancelled. See the example below.

If the reunion must be cancelled due to unexpected circumstances, e.g. COVID, the organisers will refund the reunion fee less any fixed costs.

Reunion Tips

- Form a committee well in advance to create a more comprehensive network and share the workload.
- Make sure attendees pay upfront. Only accept RSVPs with payment.
- Keep your reunion event as simple as possible. Don't include too many event options; if you have not organised an event before, keep it to one day.
- Keep in regular contact with classmates to create momentum.
 - Include a class photo or old story to generate interest in your messages.
- Involve the committee in location, costs, and timing decisions.
 - Remember to consider issues such as venue accessibility, catering for food intolerances, and school holiday/public holiday timing.
- Use the Alumni Relations Office templates to assist you.
- Use catering or other services provided by those with licenses/accreditations and health and safety/risk management plans, e.g. use licensed venues if you are serving alcohol rather than organising your own.

If you need assistance or advice at any stage of your reunion planning process, please get in touch with the Alumni Relations Office at alumni@massey.ac.nz.

How Alumni Relations can assist reunion organisers

Share class lists with you and help you contact classmates

We can provide you with a list of classmates, and once you have identified your dates, we can assist you in creating the invitation and send this out via email to all those on the list with contact details.

NOTE: We cannot send information to anyone who is not on our alumni database or who has not agreed to receive communications. We also cannot share contact information.

Promote your reunion on our webpage

We have a webpage on Massey University's alumni website and social media platforms where your reunion will be listed for anyone who visits the site.

Prepare email invitations

We can help you draft and send out reunion invitations/registration forms by email. Refer to pages 12-14 for examples of letters and an online registration form.

Assist with venue options

We can assist with sourcing quotes and booking venues on the Massey University campuses. Please remember that venues can be booked months in advance, so it is advisable to book early. If a venue outside the university is preferred, you must book and pay for this. Refer to page 15 for Massey University venue information.

Arrange tours of the campus or talks by Heads of School/academics

We can arrange campus tours and seek approval for tours of campus facilities or talks by Heads of School or academic staff. We can also make room bookings on campus if you would like to hold a lecture or talk. You will be advised if a fee applies for the room or speaker.

Collect monies on behalf of the organiser for Massey University service providers

Alumni Relations can collect monies on your behalf from classmates and pay the Massey venue/service provider. Please note payments cannot be made directly to the organiser as we require an official invoice. Please note that we cannot provide deposits for venues that do not offer a cancellation offer, and we cannot organise contracts (e.g., to pay guest speakers or for entertainment).

Assist with the collation and printing of reunion booklets

We can assist with collating reunion booklets, which generally include class biographies (supplied by your classmates), photos from your time at Massey and any other memorabilia associated with your class. A draft booklet will be provided to the reunion organiser for proofing, and the Alumni Relations Office can then forward it to Massey Printery for design and printing services. Alumni Relations can provide a quote via Printery.

Source photos and memorabilia

Massey has an extensive archives collection; we can source photos and memorabilia. We encourage you to share memorabilia with the Massey University Archives for future reunions and students.

Name tags

We can print name tags for alumni attending the reunion.

Assist at the event.

The Alumni Relations team may be able to assist at the event depending on the reunion timing and the other obligations the team is managing.



Diploma of Agriculture 1963-64 reunion held at Massey University in 2023

Reunion class gifting to Massey University

Your reunion is a wonderful time to reconnect with old friends and reflect upon and celebrate where life has taken you since graduation. It is also an excellent opportunity to impact Massey's future meaningfully.

By choosing to include a Reunion Class Gift as part of your reunion activities, you and your classmates can choose to help advance vital programmes and research or provide new opportunities for students to follow in your footsteps.

As a class, you may give collectively to a pre-existing programme, such as a scholarship that exists within your School. Alternatively, you might prefer to define your Class Gift Project and seek to support something that particularly resonates with you and your Class – perhaps helping to develop a particular teaching space or creating your class scholarship for students.

We would be delighted to work with you to develop a collective gift honouring your class. For more information on Reunion Class Gifting, please get in touch with Massey University Foundation/Te Kete Aroha at <https://foundation.massey.ac.nz>.

Health and safety

Under New Zealand health and safety legislation, event organisers have a duty of care to ensure the health and safety of everyone participating in the event, including persons legally entitled to be in or close to the vicinity of the event site. The event organiser is responsible for providing and maintaining an event-specific health and safety plan.

Developing an appropriate health and safety plan for the event is essential. It shows that the event organiser understands the hazards and risks associated with the work and situations that may be encountered throughout the event.

The event's hazard and risk assessment/health and safety plan must be specific to the event. It must consider participants and spectators, the public, event staff, activity provider employees, contractors, subcontractors, and volunteers at the event. For more support and guidance on completing a hazard and risk assessment, contact the Campus Health and Safety Advisor (HandS@massey.ac.nz).

If you book a venue at Massey University, for example Wharerata, the venue will have a health and safety plan in place to cover any events that take place. However, when you leave the event for activities you organise yourself you will need to prepare your own plan.

Expression of interest letter template

1 March 2023

EXPRESSION OF INTEREST: 1974 DIPLOMA AGRICULTURE REUNION

Dear/Tēnā koe Sarah

2024 will be 50 years since our graduation from Massey University with a Diploma of Agriculture.

With the assistance of the Massey University Alumni Relations Office, I have volunteered to be the primary contact for a reunion of our 1974 graduating class. At this point, I am seeking to gauge your interest in attending a reunion in 2024 with a date and venue to be confirmed based on the response from our classmates.

If you would like to attend a reunion of our class, please let me know which of the following dates best suits you and I will try to accommodate your preference:

- 25 September 2024
- 15 November 2024

I would like to hear your ideas on the type of function and activities you would like to include in our reunion programme.

To make our reunion as successful as possible, let me know if you have contact details from classmates who may like to attend.

Please get in touch with me to provide your feedback and advise if any details need to be updated. I am also collecting photos and memories you might have and would be willing to share.

Please send responses to me by 1 April at:

Email: tombrown@gmail.com

Telephone: 027 242424

I hope to see you at the reunion.

Kind regards/Ngā mihi

Tom Brown
1974 Diploma Agriculture

Reunion invitation email template

1 June 2023

INVITATION: 1974 DIPLOMA AGRICULTURE REUNION

Dear/Tēnā koe Sarah

On behalf of our 1974 graduating class, I am pleased to warmly invite you and your partner to attend the 50-Year Diploma of Agriculture Reunion in September.

Please click on the registration link below to confirm your attendance and follow the prompts for online payment. Registrations close on 30 August 2023 (at 11.59 pm NZST), but we would appreciate your RSVP as early as possible.

Date: 25 September 2023

Time: 10 am-10 pm

Where: Whararata, Massey University campus, Palmerston North

Dress: Smart casual (and bring gumboots for a farm tour)

Cost: \$150

Inclusions and other information:

- Tour of Massey farms, including transport
- Guest lectures by industry experts and the Head of School
- Two-course dinner (set menu)
- A complimentary glass of wine, beer, or juice provided with dinner – cash bar available
- Dietary requirements can be catered for – please advise when registering online.
- Copy of Chaff magazine – 80 years of the student magazine

To register for the event, please [click here](#).

As part of the reunion, I am preparing a booklet with biographies of classmates and our achievements since graduation. Please email me a brief biography (max. 150 words) by 16 August 2023, including your career summary, family highlights, special honours or awards, or projects/interests.

I hope to see you at the reunion.

Kind regards/Ngā mihi

Tom Brown

1974 Diploma Agriculture

Email: tombrown@gmail.com

Telephone: 027 242424

Pre-registration/registration online form

Alumni Relations can prepare an online form in addition to a letter of invitation to capture registration names and numbers like the example below. We add a link to this form within your letter and email your letter to alumni so they can complete their registration online.

Massey University Veterinary School

60th Reunion of the '64 and '65 Class Intakes

PRE-REGISTRATION CALL and PROVISIONAL PROGRAMME NOTIFICATION.

Pre-registration

PLEASE RETURN BY 28TH JUNE

1. Name

2. Email

3. Will you be attending?

Yes - I will be attending

No - I will not be attending

Please tick if attending with partner

Submit

Massey University venues

Listed below are some Massey University venues and catering options that are available to be used for reunion groups.

Wharerata, Manawatū campus

Ideal venue for: guest lectures, breakfasts, lunch, dinner and cocktail

Note: Minimum numbers apply for evening and weekend events.

Or

Refectory, Manawatū campus

Ideal venue for: morning tea, dinner

Note: as catering for Refectory is via Wharerata, there are extra charges for delivery, crockery/cutlery if using this space and minimum numbers apply for evening and weekend events.

wharerata@massey.ac.nz, (06) 350 5088, <https://www.wharerata.co.nz>

Auckland campus

Catering on campus is done by Compass Group, which can be delivered to any room. There is no dedicated venue on campus for functions, as any room can be used depending on the group size and other space bookings.

<https://compass-group.co.nz>

Tussock Café, Wellington campus

Catering is by Tussock Café, which can be delivered to any room on campus. Students and staff use the café during the day. Any room on campus can be booked for events depending on the group's size and other space bookings.

<https://masseyvenues.com/tussock/>, info@masseyvenues.com

Sample budget

When planning a budget, consider costs for differing numbers of participants. Some costs will be fixed regardless of how many participants attend, and others will vary. Check on venue or catering charges that may change if an event is held in an evening or on a weekend*. Also, check on cancellation dates and fees. If you do not receive the expected number of participants and must cancel, you may incur cancellation fees from your venue or other suppliers and need to be able to cover these costs. If you offer optional activities, you must note these costs. These can be challenging to budget for, as until you receive registrations, you don't know how many people will want each activity. It is easier to have one programme that everyone attends.

ITEMS	SAMPLE COSTS			NOTES
	20 participants	40 participants	60 participants	
VENUE HIRE - DAY	\$500	\$500	\$500	
VENUE HIRE – DINNER	\$500	\$500	\$500	Some venues charge extra for venue use in the evenings.
MORNING TEA	\$200	\$400	\$600	
LUNCH	\$800	\$800	\$1,200	*Minimum payment is 40 for weekend events – some venues require a minimum number of participants and, therefore, a minimum meal charge.
DINNER	\$1,600	\$1,600	\$2,400	The minimum payment is for 40 for dinner, even if you only have 20.
GUEST SPEAKER GIFT	\$50	\$50	\$50	
GUEST SPEAKER PAYMENT	\$1,000	\$1,000	\$1,000	Check on charges for speakers. This can cost thousands of dollars.
REUNION GUIDE PRINTING AND DESIGN	\$600	\$650	\$700	There would be a fixed cost for the design but variable costs for printing.
BUS TO OFFSITE VISITS	\$700	\$700	\$700	
FLOWERS FOR TABLE DECORATION	\$200	\$200	\$200	
AV EQUIPMENT FOR VENUE HIRE	\$80	\$80	\$80	
EXTERNAL MC PAYMENT FOR DINNER	\$250	\$250	\$250	
TOTAL FEE PER PARTICIPANT	\$6,480 \$324 per participant	\$6,730 \$168.25 per participant	\$8,180 \$136.33 per participant	