

# Sheffield Hallam University

# Alumni Reunion Guide







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*Reunions are a time to come back, to reunite, to celebrate the past and look to the future. Sheffield Hallam is a modern university, but one with a long, proud, history.*

# Welcome back to Sheffield Hallam

Thank you for your interest in holding a reunion.

Reunions are a time to come back, to reunite, to celebrate the past and look to the future. Sheffield Hallam is a modern university, but one with a long, proud, history.

This academic year sees us celebrate 25 years since we became a University, so you couldn't have picked a better time to come back and reminisce with friends about the time you spent here.

You are part of a community of over 230,000 alumni today, who are drawn from all across the globe. Among our alumni community are teachers, nurses, business leaders, artists, engineers, academics and countless others. Your careers have been varied and far reaching, impacting and changing lives across the world.

Your contribution to the world is the heritage of Sheffield Hallam. We are proud of your achievements, and we hope that you share this pride at your time with us.

You may have finished your education here five or 50 years ago. You may remember us as Sheffield Polytechnic or Sheffield Hallam. You may still live in the city and see our campus each day, or perhaps you haven't been back since graduation. Whatever name you remember us under, whatever your current connection to us, you are a vital part of our community and we look forward to welcoming you back for your reunion.

With warm regards,

**Development and Alumni Relations Office**

# How we can help you with your reunion

Organising a reunion is a fantastic way to catch up with old friends, share stories and reminisce about all the good times you and your friends had here.

Reunions can also be a chance to talk to people working in a similar field to you and provide an opportunity to network and share expertise.

The Development and Alumni Relations Office is here to help. We can:

- » Contact Sheffield Hallam graduates on your behalf by sending them invitations or letters. Unfortunately we aren't able to give you out alumni contact addresses due to data protection restrictions but we are happy to send them out on your behalf. Just tell us who you'd like to contact and send us an invitation or letter with your reply address and we'll take care of the mailing and postage costs (subject to numbers).
- » Support you and your guests to fundraise for the Hallam Fund - which supports the student and research community at Sheffield Hallam.
- » Offer a personalised booking site with competitively discounted hotel rates with selected local hotels and each with a donation going to the Hallam Fund.
- » Offer you reunion merchandise with 15% of your total purchase going towards the Hallam Fund
- » Provide a list of a range of venues and facilities at Collegiate and City Campus
- » Set up an Eventbrite booking page for you. Eventbrite is a simple online booking page which will enable your guests to book online for your event..
- » Promote your event by listing it on the alumni website and on social media.

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# How to organise a reunion

- 1 Decide the format:** Consider the style of the event you wish to hold; will it be a formal black tie dinner, or more informal and smaller scale?
- 2 Get others involved:** Other alumni can be a great help when you are organising a reunion - they can help source venues and reach other alumni.
- 3 Contact us:** don't forget we are here to help.
- 4 Set a date:** Depending on the style of the event, you should start planning six months in advance, although for small informal events a shorter timeframe is normal. Diaries book up fast, so it's a good idea to give people as much notice as possible of your event. Decide what date to hold your event on; will you hold it to coincide with an anniversary (the date you graduated for instance) or a local event?
- 5 Find a venue:** What type of venue would suit the number and wishes of your guests? Think about places you may have visited together during your time at university. Most people will want to talk and catch up so a noisy environment may not be suitable. If you are interested in booking a venue on campus please let us know and we can support you with this.
- 6 Guest list:** Who would you like to invite to your reunion: will it be everyone from your year or a selected group of friends? Will you invite partners? We can find graduates from the same year as you and send emails or letters (subject to numbers) to them.
- 7 Ask us to set up a Facebook Event** - social media is a great way to build excitement as well as keep everyone informed about your event.
- 8 Invitations:** Make sure you give your guests plenty of notice and provide an RSVP date. For larger, formal events we recommend that reunion organisers use our Eventbrite account.
- 9 Tickets and Advance Booking:** If you are pre-booking a venue or ordering catering the costs can soon mount up. Will you ask guests to send money in advance or pay at the event? If you are paying for your venue, you may want to charge your guests for tickets to the event to ensure your costs are covered. Consider how much people will be willing to pay and ensure you budget accordingly.
- 10 Decide if you want to support the Hallam Fund:** You and your guests can have a transformational impact on Sheffield Hallam University by raising money for the Hallam Fund at your reunion. In doing so you will be supporting the next generation of students and enabling Hallam's researchers to tackle some of the biggest challenges society faces today. You can set a target for how much you'd like to raise and decide if you'd like the money to go a specific area of the Hallam Fund. Further information on the Hallam Fund and class giving is available on page eight and on our website.
- 11 Campus Tours:** A self-guided tour is available to download from our website at [shu.ac.uk/visit-us/student-led-tours](https://shu.ac.uk/visit-us/student-led-tours)  
  
Here, you will also find details of how to book student led tours which take place every Wednesday. These are focused on prospective students, but alumni are welcome to join too.

# Making the most of Social Media

Social media can be a fantastic way of finding old friends and also creating excitement about your event.

We can set up your reunion as a Facebook event, just let us know the details, and we will send you the link. We can also link your Eventbrite booking page to this, to make sure that booking is as simple as possible.

Make sure to follow us on Facebook and Twitter and share photos and updates from your reunion on social media using **#WeAreHallam** and **#HallamDifference**

## After the event

After the event, we ask that you let us know who attended and circulate our Alumni Update form to attendees for them to provide us with any updated contact details. This will help us ensure our records are up to date and that we can invite alumni to future events.

Where possible, we'd appreciate it if you could share your reunion photos and provide a brief account of the event for us to include in our past events and reunions section on our website.

We will follow up with you and other guests after the event to ask how the event went and what they would like to see from Sheffield Hallam in future.



# Reunion planning checklist

What	Formal event timeline	Informal reunion timeline
Contact the alumni team for advice and to help reach other alumni	Minimum of six months before the event	Three months before the event
Decide on the type of event		
Decide on a date		
Book venue		
Decide on a guest list		
Ask us to set up Eventbrite page and/or Facebook event. An Eventbrite page is useful for easily managing bookings and a Facebook Event will help build excitement.	Three - six months before	Two or three months before the event
Send a 'save the date' or invite		
Set targets for Class Gifts (if raising money for the Hallam Fund)	Minimum of three months before the reunion	A month before the event
Ask all attendees to update their details	Before - with a reminder shortly after - the event	Before - with a reminder shortly after - the event
Hold the event - don't forget to use the #WeAreHallam on social media to share photos and updates		
Send attendee list to Development and Alumni Relations Office	As soon as possible after the event	As soon as possible after the event
Let us know how your event went, send photos and tell us how much you have raised (if appropriate)		

# Giving back to Sheffield Hallam

You and your guests can have a transformational impact on Sheffield Hallam University by coming together to raise money for the Hallam Fund at your reunion.

The Hallam Fund is an opportunity for alumni and supporters to provide support to our student and research community. By raising money for the Hallam Fund as part of your reunion, you and your guests will be enabling students and researchers to overcome barriers, access the best opportunities and take on some of society's greatest issues.

The Hallam Fund has three key areas, and you can choose to donate to where the need is greatest, or pick a key area to support:

## Support for Students

- » This area allows you to support students from disadvantaged and under-represented backgrounds, particularly those leaving foster care, students who have carer responsibilities, and students who face estrangement because of their family or financial situations

## Student Opportunity Bursaries

- » If you choose to support opportunity bursaries, you will be helping to ensure that all students can access career-enhancing and inspiring opportunities regardless of their background and financial situation

## Transformational Research

- » By supporting transformational research, you will be providing grants to ensure our researchers tackle some of the biggest challenges that we face across society today





# Ways to give back

## Make a Class Gift

As a group you can set a target for how much you'd like to raise and encourage attendees to donate towards this. You will then be able to make the donation as a group towards the Hallam Fund.

## Hold an auction or raffle

Auctions and raffles can be a fun way of integrating fundraising into your reunion. Prizes can be sourced or donated in advance from attendees, friends and local businesses. An auction will need someone to act as an auctioneer, and money raised through bids can be donated to the Hallam Fund. A raffle can be promoted at the event, with prizes advertised and money from the ticket sales can go towards the Hallam Fund.

## Encourage attendees to become regular donors

Supporting the Hallam Fund with a regular gift allows us to plan for the future. You and your guests can give a student who's grown up in an atmosphere of uncertainty and insecurity the recognition and motivation to progress through their studies – if three attendees set up a regular gift for £15 a month, they will fund a life changing bursary for a current student.



» In March 2015 a group of 1970s Urban Land Economics Alumni held a reunion to celebrate the 40th anniversary of their graduation ceremony. The attendees marked the occasion by generously donating £700 to Sheffield Hallam students who have come from a foster care background.



# Reunion Offers and Merchandise

## Hotel bookings

Alumni can receive competitive offers when booking selected hotels, all rooms come with free cancellation and breakfast as standard.

If you want to book 10 rooms or more for your reunion, we can arrange for an individual booking site for you to circulate to your guests.

If you and your guests simply want to browse our hotel offers, or book fewer than 10 rooms for your reunion you can do so online at [shu.ac.uk/alumni/discounts-and-facilities](https://shu.ac.uk/alumni/discounts-and-facilities)

As an added bonus, when you book hotel rooms through our dedicated booking page 4% will go towards the Hallam Fund. If you book directly with the hotel this increases to 8% at no cost to you.

## Room Hire on campus

Alumni get a 10% off room hire on campus. You can take a look at the venues we have on offer at [shu.ac.uk/about-us/our-services/event-services/venues](https://shu.ac.uk/about-us/our-services/event-services/venues)

## Sheffield Hallam Gifts and Souvenirs

Why not buy a Sheffield Hallam gift or souvenir to help you remember your reunion?

To view our range and to buy online head to [store.shu.ac.uk](https://store.shu.ac.uk)

When buying merchandise online 15% will be donated to the Hallam Fund.



# Keep in touch

We are here to help you get the most out of your continued links with the University.

## Contact us:

Email: [alumni@shu.ac.uk](mailto:alumni@shu.ac.uk)

Phone: +44(0)114 225 4454

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Sheffield Hallam University

City Campus, Howard Street

Sheffield S1 1WB

## Find us on your favourite social media networks

Facebook: [facebook.com/shualumniconnect](https://facebook.com/shualumniconnect)

Twitter: [twitter.com/SHU\\_Alumni](https://twitter.com/SHU_Alumni)

LinkedIn: Search for 'Sheffield Hallam University - Alumni Connect'