

Reunion Reminders

1. It's never too early to start building enthusiasm for attending Reunion through your class column in *Cornell Alumni Magazine*. Remember to keep your class correspondents informed of the developing plans for Reunion so there can be news in each issue that will encourage classmates to take part. Be sure to make full use of the column if complimentary issues of the magazine will be going to classmates who are not already subscribers.
2. Long lists of classmates who expect to attend Reunion may encourage others to attend, but this is not really a good use of limited space in the class column. These lists may be better circulated in Reunion mailings or on the class website, reserving class columns for news of individual classmates and plans for Reunion itself. Class column length is determined by the number of dues-paying classmates subscribing to *Cornell Alumni Magazine*.
3. Pre-Reunion events can provide great material for class columns.
4. There's plenty of time to promote Reunion attendance with a class advertisement in the Class Notes section of issues leading up to Reunion. See information on class advertising rates, deadlines, custom covers, and ad copy preparation or visit www.cornellalumnimagazine.com, click on "**Class Advertising**" and scroll down to "**Advertising for Cornell Classes.**"
5. Make sure to remind your class correspondents to include your class website (and Facebook group) at the end of every column.
6. Have a great time getting ready for Reunion!

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