



HARVARD  
Alumni Association

## SIG MEETUPS

### *SIG Meetup: Sample Marketing Language*

---

**Overview:** This document provides sample language to help you promote your SIG Meetup. Feel free to use it as-is or customize it to fit your audience, tone, and communication channel (e.g., email, newsletter, social media).

- Message 1: Communication to all alumni in SIG community
- Message 2: Communication to alumni [celebrating a Reunion this year](#).
  - SIGs are encouraged to reach out to [this year's reunioneing classes](#) in their community, as many alumni will be returning to campus for their Reunions celebration. Reunions 2026 welcomes back Harvard and Radcliffe College Classes ending in 1 or 6 back.

Additionally, be sure to incorporate the [Harvard Alumni Day Promotional Toolkit](#) into your SIG Meetup marketing which includes downloadable gifs, logos, images, banners, and social media captions

#### **MESSAGE 1:** Invitation to all alumni

**Audience:** All alumni in SIG community

**Subject Line:** You're Invited – [SIG Name] Meetup at Harvard Alumni Day!

**Header:** Celebrate with Us

Join [SIG Name] for a warm and informal gathering on **Friday, June 5, 2026**, as part of [Harvard Alumni Day](#)! Our [Shared Interest Group \(SIG\) Meetup](#), is one of many SIG gatherings taking place that afternoon—and a great way to reconnect and network with fellow alumni who share your passions, experiences, and interests.

**Date:** Friday, June 5, 2026

**Time:** 3:00–5:00 PM ET

**Location:** [Insert Meetup Location]

**Please RSVP here by [Date]:** [Insert RSVP Link] (*Note: RSVP is not required of SIG Meetups*)

[View all SIG Meetups](#)

Reconnect with classmates, meet alumni from across Harvard's schools and class years, and get to know more about the vibrant [SIG Name] community. Whether you're a longtime member or just discovering us, we hope you'll join us.

All alumni and their families are welcome!

\*Please note: You do not need to be registered for Harvard Alumni Day to attend SIG Meetups. Simply let the HAA staff know you're attending a SIG Meetup when you arrive on campus.

We look forward to seeing you in June!

Warmly,  
[SIG Name]

#### **MESSAGE 2:** Invitation to Reunion Alumni

**Audience:** Alumni [celebrating a Reunion this year](#).

**Subject Line:** Reunion Weekend? Join Us for the [SIG Name] Meetup on Harvard Alumni Day

**Header:** Celebrate with Us While You're Back on Campus

Are you attending your Reunion this June? While you're on campus, we invite you to join us for a warm and informal gathering on **Friday, June 5, 2026**, as part of [Harvard Alumni Day](#)! Our [Shared Interest Group \(SIG\) Meetup](#), is one of many SIG gatherings taking place that afternoon—and a great way to reconnect and network with fellow alumni who share your passions, experiences, and interests.

**Date:** Friday, June 5, 2026

**Time:** 3:00–5:00 PM ET

**Location:** [Insert Meetup Location]

**Please RSVP here by [Date]:** [Insert RSVP Link] *(Note: RSVP is not required of SIG Meetups)*

[View all SIG Meetups](#)

Reconnect with classmates, meet alumni from across Harvard's schools and class years, and get to know more about the vibrant [SIG Name] community. Whether you're a longtime member or just discovering us, we hope you'll join us.

All alumni and their families are welcome!

\*Please note: You do not need to be registered for Harvard Alumni Day to attend SIG Meetups. Simply let the HAA staff know you're attending a SIG Meetup when you arrive on campus.

We look forward to seeing you in June!

Warmly,  
[SIG Name]