



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 reunioning classes](#) in their community, as many alumni will be returning to campus for their Reunions celebration. Reunions 2025 welcomes back Harvard and Radcliffe College Classes ending in 5 or 0 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 6, 2025**, 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 6, 2025

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!

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 6, 2025**, 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.

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