



RSM MBA Alumni Reunion Ambassador Guide



Rotterdam School of Management
Erasmus University

Thank you for becoming an ambassador!

Each year, alumni from around the world return to Rotterdam for their MBA reunions. This is an opportunity to rekindle old friendships, strengthen connections with RSM, and join forces to invest in RSM. We are excited to have your input and ideas on how we can create the best reunion for you!





A message from
Sue Martin

Dear alumni,

Thank you for supporting RSM by becoming reunion ambassador!

Your reunion is a great way to reconnect with classmates, friends and the school. In recent years reunion classes have set new records for attendance, thanks to the dedication of volunteers like you.

This handbook provides an overview of the processes for achieving a successful reunion. We'll provide you with all the tools you need to be a great ambassador. Our team is here to help you, and we are grateful for your commitment to creating an excellent weekend for your classmates.

Thank you and I look forward to seeing you at reunion!

Yours sincerely,

Sue Martin
Director of Corporate and Alumni Relations



Manon van Wouwe
Events Project
Manager



Alice Eekman
Alumni Relations
Manager



Meta Haag-Mikec
Associate Director,
Corporate &
Alumni Relations

Meet the alumni relations team

Successful reunions are the result of planning, preparation and dedication of alumni volunteers working hand-in-hand with our alumni relations team. Together, we strive to deliver a fun and meaningful weekend and to amplify RSM's impact as a *force for positive change*.

Your role as ambassador

**Feedback to RSM &
communication with
your cohort**

1



Contact your classmates, share the registration form and encourage their participation, to make this the best reunion ever!

2



Use your cohort's social media channels to post about the reunion. RSM will share visuals that you may choose to use.

3



Provide information to your cohort about the programme, accommodation, tickets sales, and answer other questions.

4



Be the bridge between the organizers and alumni to communicate any suggestions and feedbacks.

What makes a good ambassador?



Communication

Ambassadors are the face of their cohort for RSM! You have the ability to approach, and be approached by, members of your cohort to discuss the reunion.



Knowledge

Along with good communication skills, a good ambassador needs to stay up-to-date with the latest news about the reunion and share developments with their classmates.



Passion

Ambassadors love RSM, understand the importance of keeping their network alive and thriving, and bring a positive attitude to the event. Their passion is contagious, and it turns them into leaders.

Giving Back

The generosity of our alumni and philanthropic benefactors has played a critical role in helping RSM develop research and deliver education which nurtures imagination, determination and expertise, so that our global community can deliver lasting, meaningful positive change.

- **Encourage your cohort to give back**

You can choose to donate when you buy your ticket or during the reunion. Consider encouraging your cohort to make a group donation. The cohort with the highest proportional participation will be recognized at the reunion, with the top class receiving a special prize!

- **EUR Student Emergency Fund**

By donating to the Emergency Fund, you can provide financial support to students who are directly affected by the war and are currently facing urgent financial problems. Your support enables outstanding students to attend RSM, transforming their own opportunities and that of their communities.

- **MBA Scholarship Fund**

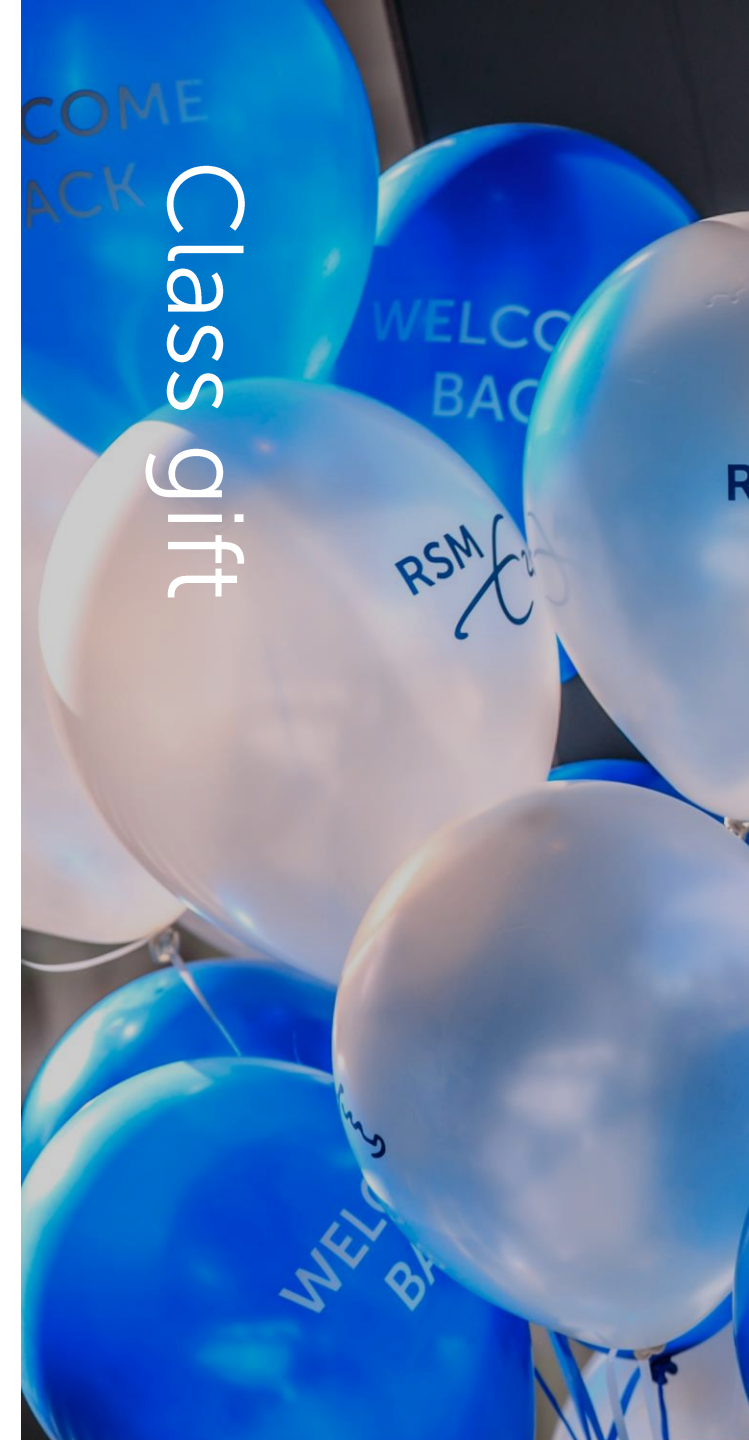
By giving back to the MBA Scholarship Fund during your reunion year, you join your classmates in supporting our future MBA students. It allows students and researchers to make positive change through start up grants, and it amplifies the impact of our world-class research, ensuring our data and insight is accessible, whenever and wherever it has most impact.

RSM works in partnership with the Erasmus Trustfonds to ensure that all donations are managed securely, and donors can take full advantage of philanthropic tax benefits.

Thank You!

Your reunion gift will help RSM address some of the world's most urgent global issues through innovative research and the education of tomorrow's leaders.

Class gift



We hope that you're ready to revive all the memories you created during your MBA - and make new ones not only with your peers, but also with new MBA friends! We will be in touch, if you have any questions, contact reunion@rsm.nl.

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