



Reunion in a Flash

People like to plan class reunions because it celebrates life's successes of your fellow graduates and reconnects you with old classmates. Here are some things you can do to plan a reunion that can create memories to last a lifetime.

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Thank you for contacting the Fargo Public Schools Foundation and the Fargo Public Schools Alumni Network. Whether you are a seasoned reunion veteran or just getting started with a five- or ten-year class reunion, the Alumni Network can be of assistance to you. Our mission is to support the Fargo Public Schools by 1) fostering connections and nurturing relationships between alumni and friends of the Fargo Public Schools 2) helping alumni organize activities and plan reunions and 3) raising funds in support of programs for the enhancement and enrichment of Fargo's fine public education system.

In addition, we maintain a mailing list of over 29,000 graduates of the Fargo Public Schools which we offer to reunion groups as a service of our office. Helping alumni groups like yours is one of the ways that our mission is fulfilled. It helps graduates feel reconnected to their former schools and builds positive relations with the public for the Fargo Public Schools.



The idea of reunion in a box was started by a group from Fargo North, class of '71. Their question was, "Why do we have to reinvent the wheel each time? How can we provide a quick guide for us and fellow reunion organizers to use every five or ten years?" The Fargo Public Schools Alumni Network has taken on that challenge and our efforts 'packaged' here in what you are now reading – a **Reunion in a Flash**.

Planning a reunion can be a challenging task, but armed with information you are guaranteed to make the job a lot easier. No two reunions are alike, but every reunion requires upfront planning to be successful. We will address all of the elements that are critical to having a successful class reunion from beginning to end.

The Foundation realizes that many of you are experienced reunion planners. Some of this information may be old hat. However, we have included some new ideas, an alumni resource contact and the ability to promote your reunion on our web site. A lot of the ideas within this packet were provided by other reunion planners to help you out. So with that in mind, good luck to you. We are glad to be of service.



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PART I: WHERE TO START

This section summarizes the step-by-step instructions on planning your reunion. To ensure you have sufficient lead-time, you should ideally start planning 12 to 14 months in advance of the event. If you only have 6 months or less, you can still pull it off but you may need to adjust your timeline accordingly.



Part A: Recruit a Reunion Committee

The first part of planning your reunion involves evaluating if there is enough interest in having a reunion. This requires that someone take the initiative to get the ball rolling (that is probably you, if you are reading this guide.) This may seem like an obvious step, but some people overlook it and jump right into the actual reunion planning before addressing some of the fundamentals. The myth has been that the class president is responsible for planning every reunion. This doesn't have to be the case. However, be sure to contact the class president, vice president, secretary and treasurer to make sure you aren't duplicating their efforts.

To know if you have the pre-requisites for a successful reunion, you should know if you will be able to form a committee. This is not absolutely necessary but if you are planning a reunion entirely alone you need a lot of free time. Make a few phone calls to old classmates to recruit potential committee members.

The Planning Committee can include as little as one person (not highly recommended) or several people and it can include sub-committees as well. It is easier to manage smaller committees, but larger ones have more people to get things done. Remember that you can always enlist volunteers outside of the committee for non-decision-making tasks. It really does come down to assigning the various tasks to as few or as many people that there are on the committee. Whatever you decide, strong leadership from the Chairman will be crucial for



keeping everything on track. It all comes down to the various tasks that you need to consider. The more people you have, the more the tasks will get spread out. You are looking to create a diversified group who weren't all from one group in high school. This will help spread a wider net when trying to locate people, and when encouraging people to attend

If you can get a committee together and you are commemorating a milestone event, your chances are pretty good for generating a lot of interest in a reunion. There is a natural tendency for people to want to reacquaint with old friends, reminisce about their old school days, fondly remember their school pranks, and bring each other up to date on what has happened to each of them since they went their separate ways.

How to recruit and engage the "best" volunteers:

- ❖ Identify classmates with good volunteer experience.
- ❖ Recruit "connectors" from your class—alumni who keep in touch with others.
- ❖ Recruit classmates who represent various connection groups (i.e., DECA, athletic teams, music and leadership groups, etc.)
- ❖ Give volunteers a job description.
- ❖ Try to match volunteers in positions that will interest them.
- ❖ Recruit volunteers face-to-face or on the telephone if possible.

To establish an effective committee, choose your members carefully. Anyone in the entertainment, hospitality or food service industries would be a great asset in planning the event. It is also wise to include business owners, as you may be able to approach their companies to pick up the tab for long-distance bills, postage, office expenses, prizes and more. We stress again the importance of including alumni from various social groups. The more diverse your committee (from cheerleaders to the chess club), the better the turnout. This is particularly relevant when it comes to getting the word out, something that all members of the committee must partake in.

Each task requires a person's name attached (if it is a team assignment, put someone in charge), the expectations of the committee regarding the task, and when the task is to be completed. This is a key factor in the successful time-management of the planning committee.



Although some committees attempt to plan everything as one unit, it can be far more effective to break into smaller groups, or 'teams'. When dividing the workload, try to match up the right people for the right task. Someone who works in advertising or public relations, for example is well suited to get the word out. Businesspeople may do well to negotiate with vendors.

We recommend the following breakdown of responsibilities but feel free to add to the list:

Chairperson or Co-Chairs

Promotion	Finances	Logistics	Program
Classmate search Website/Facebook Mailings Selling Tickets Photo & Bio Collection Advertising School Memorabilia Post Reunion letter	Banking Budget Financing the events Contracts Ticket/Registration tracking Post Reunion reports	Venue/location On-Site logistics Menu/Drinks Decorations Photographer/Videographer Other Supplies Informal Events	Theme Giveaways/Door Prizes Awards Program Booklet of Photos & Bios Slideshow/DVD Entertainment

You will always get better results when you assign particular tasks with particular deadlines. A strong assignment would be: "Greg will check out potential venues and report back to the committee by January 15, detailing the top three choices, including pricing and the pros and cons of each option." This will be much more effective than "Greg will take on the venue search."

If you have other responsibilities on your list and you are unsure which team should take them on, a good rule of thumb is: If the task involves spending money, the Finances team handles it; or if it can be seen at the event, send it to the Planning The Event (Program) team. Conversely, if the task results in ticket sales or communicating with alumni, assign it to the Getting The Word Out (Promotion) team. Printing of items like



invitations and program booklets can be assigned to the team that handles them, or a print coordinator can be assigned.

It is important to note that although one team is responsible for finding classmates, all committee members should be involved in the search. This is the most challenging and time-consuming undertaking you will face. After an initial search, the promotion team can assign names of the 'still missing' to each committee member based on who has better contacts with each individual.

You may want to draw a diagram to help you sort out the chain of command, as well as the responsibilities of each team, and each team member. Make sure people know which decisions can be made on their own and which decisions need the entire committee's consultation.

Remember, if you are planning a reunion, the persons coordinating it should contact the Alumni Network Office so we will know an event is being planned. As soon as we have any information we'll create a space for it on our reunion page. This can be updated with more details as they develop.

Please encourage classmates to update their contact information at any time on our fargoalumni.net site using the form provided. These updates are continually added to our alumni database.

Alumni from all over the country call, email or check our website for reunion information. We would not want anyone left out of their class' reunion.

Please feel free to contact if you have questions or concerns regarding your reunion. We are here to serve you!

701-446-1041

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Part B: Committee Meetings

How many committee meetings you have will depend on several factors, such as how much time you have left before the reunion, how big your committee is, and the size of the reunion you are planning.

You will want to assign particular tasks to committee members that have experience in that area. There is a lot of planning needed for the event since it includes the actual reunion and everything that happens that night or weekend.

Committee members can have conference calls and update each other with emails. However, meetings are critical to the success of the reunion. People will definitely be more proactive in fulfilling their responsibilities when there is a deadline of a meeting coming up as opposed to a task written on a list. You cannot afford to have committee members procrastinate, which is why regular meetings are a good idea. We recommend meeting approximately every 8 weeks.

You should look at the committee meetings as a mini reunion. It's a good opportunity to reconnect with old friends and have a good time prior to the reunion.

Committee meetings are only useful if they **have a specific purpose**, so be very organized and come with an agenda (distributed beforehand) and make sure that everyone knows ahead of time what they were supposed to prepare for that meeting.

At the final meeting before the event, everyone becomes one team again. As you map out the day(s) of the event(s), individuals are assigned several tasks (preparing registration lists, prepping nametags, decorating, setting up displays, assembling registration kits, etc.)

The best preparation for the next class reunion is a post-reunion committee meeting. See **Part VII: Head Start for the Next Reunion** for agenda items to include in the meeting.



Part C: The Reunion Timeline

The time period mentioned here is for an ideal scenario. You may need to adapt your timeline to the time that you have to plan your reunion.

Quick Reference Guide

12-18 months in advance:

- Put out feelers for committee
- Start a website or Facebook page
- Visit school: inform them of reunion; obtain class list, yearbooks
- Prepare preliminary budget
- First committee meeting
- Open bank account
- Send out 'Save The Date' cards (emails)
- If the date is not fixed, set up an online poll with three options
- Collect online classmate profiles and pictures (ongoing until event)
- Missing classmate search (ongoing until event)
- Post Missing Classmates page on website (and update as you go)

8-12 months in advance:

- Finalize date of event (if possible)
- Book venue
- Book caterer, if not provided by venue
- Determine if there are informal events surrounding the reunion
- Revise budget
- Finalize ticket pricing
- Send broadcast e-mails hyping the reunion (ongoing until event)
- Invite the non-paying guests (teachers, coaches, etc.)
- Start early-bird ticket sales and incentive programs
- Sell or barter ad space on your website
- Book entertainment
- Set up memorials page on website
- If you are hiring a photographer or videographer, get quotes
- Plan the festivities (awards, games, speakers)
- Canvass classmates & businesses for giveaways
- Plan Memory Book (and solicit ads if you will include them)



4 - 8 Months in advance:

- Assemble slide show
- Assemble video
- Arrange supplies for name tags
- Get volunteers to work the registration desk (if possible)
- If you plan to have paper tickets, (not recommended) send them
- Broadcast e-mail reminders
- Cut-off for final ticket sales (if your venue needs notice for extras)
- If you plan to have a program booklet, assemble it now

The Final Weeks:

- Prepare guest lists for registration table
- Give final meal count to caterer
- Prepare name tags
- Compile registration kits
- Prepare all office supplies and signs needed for registration desk
- Arrange for a float for the cash box
- Memory books should be delivered
- Confirm with all vendors, suppliers, donors, etc.
- Prepare detailed schedule of the big day

Reunion Day:

- Decorate room, tables, displays
- Set up registration area
- Ensure required audiovisual equipment is set-up
- Review check-in procedure with registration workers
- Pick up or ensure delivery of registration kits, giveaways, mementos...

Post Reunion:

- Upload reunion photos to website
- Send thank-you notes to all donors / sponsors / committee members
- If you plan on future reunions, send a follow up letter to all alumni
- Share your knowledge with other classes from your school
- Send updated class mailing list to Fargo Public School Alumni Network office
- Close bank account

○ Timeline courtesy of www.reunionclass.com



The next four parts included in this planning manual are not a step-by-step set of directions. The information is grouped into the four categories for teams suggested above. Some information will be pertinent to more than one committee but is only included once in this manual. If and when you complete these items, or add more, is up to the planning of your committee or team. **Your event is one of a kind!**

Promotion

PART II: GETTING THE WORD OUT

The whole point of a class reunion is to reunite, and you can't do that without your classmates. To ensure you find as many people as possible before the class reunion, start locating classmates early, perhaps even a year prior to the event. This will also help spread the word that a class reunion is being planned.

An important task for all committee members is promoting the event. If anyone on the committee works in advertising, public relations or promotions, have them lead this effort. Finding classmates is your first priority. Once you have started locating people, the focus changes to gathering bio information and selling tickets.

Create a Master List

Before you begin searching for your classmates, you need to make a list of everyone you're trying to locate. Create a master list of classmates' names using the yearbook from your senior year. Another good reference, if you still have a copy, is your high school graduation program, which should contain a list of everyone who graduated with you. If you can't locate either a yearbook or a program, contact us to provide you with a list of your classmates. This list may include a telephone number and address at the time of graduation.

The Fargo Public Schools Alumni Network will provide you with a list for your class. Our list contains information of graduates since 2001 and any updated information that individuals have provided. If your



reunion organizer shared a copy of the last updated classmate list with us, we will have this. In addition, as alumni contact us with alumni briefs and other information, we continually update their address. Our Alumni Network site also has a page with an update function~

<https://www.fargoalumni.net/Update-Your-Contact-Info.html>

Any updates will also be sent to reunion organizers in the spring. Contact the Alumni Network office if you have questions about our updates. Email us at office@fargoalumni.net or call 701-446-1041.

The list from the FPS Alumni Network will be emailed to you in a spreadsheet format. This can be the start of spreadsheet where you can keep all the information you find on people in one place. You can also use it later as a database for class reunion promotion mailings. Your spreadsheet will include each classmate's: last name, maiden name, first name, postal address, phone number and e-mail address for any of those we have. You can then add additional fields (columns) for any special notes you want to track.

You'll probably need to use multiple people-finding methods to locate all your missing classmates. **Searching for classmates is ongoing; don't expect to be finished after a month of searching.**

There are more and more 'reunion' service websites available. Some have a free registration and some charge a membership fee. A partial list includes MyEvent.com; classmates.com; memorylane.com;



Do it the Old-Fashioned Way

Don't forget your low-tech options people finding. Check the phone book for the town in which your high school is located. You just might find missing classmates listed there. If not, see if you can find the names of their parents or other relatives who might be able to lead you to the people you are looking for.

When you do locate classmates, ask them for the contact information of other classmates they've stayed in touch with. If they don't have actual contact information, they might have other tips that could lead you to the people you're searching for (who they married, last city they were living in, etc.).

Ask Other Classmates

If you still have classmates who are "missing" by the time you are ready to send out your first promotional e-mail or mailing about your class reunion, include a list of those classmates in the e-mail or mailing. Ask the classmates you've located for leads or tips on finding the missing people. If you create a class reunion Web site, post the list of missing classmates there, too. Let found classmates know that you need their help in locating the missing people.

Locating classmates is an ongoing project during class reunion planning. Don't expect to finish the task before you begin other aspects of class reunion planning. While your biggest push in locating classmates should be made before your first promotional e-mail or mailing, you should continue the effort until the day of your class reunion so that as many people as possible can be included.

The 7 Best Ways To Find Your Classmates

1. Word of mouth

Each member of the committee should telephone or e-mail classmates they still know from school, and inform them about the reunion. Classmates should be encouraged to visit your class website or FargoAlumni.net to submit their profile, and help spread the word to whomever they are still in touch with.

2. Missing Classmates Page

The website is a great way to get all your classmates involved in the search. Remember to update it regularly. You can issue a Classmate Challenge: Award points to classmates for each

person they find. The winner of the challenge can be acknowledged at the reunion with a special award or a free ticket to the reunion.

3. Run an ad

This does cost money, but most parents and family still live in the area, so many classmates are sure to get the word. Include the website address so they can get more information. Some newspapers may have a section that allows these kinds of announcements for free.

4. Search the Internet

The following sites are worth a try:
zabasearch.com (US only), dexonline.com (US



only), whitepages.com (US and Canada), and Canada411.ca (Canada only). You can also just do a search on Google or Bing and sometimes come up with the information you are looking for.

5. **The telephone book**

Most adults live in the town where they grew up, so this is worth a try. When you get a wrong number, inquire if you are speaking to a relative of the classmate.

Also, now that many people use cell phones as their primary phone, those numbers and addresses are available on a very limited basis.

6. **Post flyers**

You can do this at local stores and restaurants: This is free but time-consuming.



7. **List the event**

This can be done through community affairs announcements on radio and television stations, in the local church bulletin, at the fire station, etc...You should also call local radio stations during prime time (morning and afternoon drives) and ask them to plug the reunion.

<http://reunionclass.com/#part3>

Web Sites

We mention the reunion website throughout this manual because it applies to many aspects of your reunion planning. This section will deal exclusively with suggestions on how to get the most out of your class reunion website.

Assign a committee member to be the site administrator. This need not be a tech savvy person. Anyone can create an interesting, useful website with a reunion website builder such as Myevent.com or ClassCreator.com. The reunion website serves more than one purpose.

THE 5 BEST THINGS THE WEBSITE WILL DO FOR YOUR REUNION

1. It is a great way to create interest in the reunion and increase attendance.
2. It is a great way to sell tickets to the reunion.
3. It allows you to get feedback from classmates about the reunion.
4. It is the best place for classmates to get reunion updates.
5. It is a meeting place for alumni.

The more content that you can put on the website the better. Classmates who visit the website will see that you are serious about the reunion and will help to spread the word.

The web has also made communicating with classmates and collecting information so much easier today than it was prior to the Internet age. A reunion website can act as a communications center where you can disseminate important reunion details, collect information, sell tickets, create a buzz, and so much more.

Much of the information in this Reunion in a Flash was captured from the company that provides a 'ready-made' site. If you have not already done so, explore www.reunions.myevent.com. View all the features to see all the things you can do with your reunion website, and click testimonials to see some great examples of reunion websites that have been built on myevent.com. You can also click on any website in the search box on the main page to see what others are doing (there are thousands to see on that page). The point is to get some ideas of what others have done which you can use for your own reunion website.



Fargo South, class of 1971 used a web service called <https://www.classcreator.com/>. It has a function for creating a members only access.

We will also include your information on our site, www.fargoalumni.net. We can provide links to your classes' website or Facebook page.



Fargo South Class of 1972

Friday, July 6, 2012
Fargo Country Club
More details to come.



Fargo North Class of 1992

Friday and Saturday, July 6 and 7, 2012
The class email address is fargonorth1992@gmail.com and the Facebook North Class of 1992
(Only the date has been formalized.)



Facebook pages:

Below is an example of the Facebook page set up in 2011 by the Fargo South class of 1991.

Sample

Search Home Profile Find Friends



Fargo South High Class of 1991

Open Group

[Ask to Join Group](#)

Description

The last COOL class to walk those halls.

Be sure to invite classmates that have not already joined.



Kyle R. Knutson
are we still missing any classmates?
13 hours ago

[View all 3 comments](#)



Brenda Holman Meredith, I see Tonya Becker on your list. Is that the younger sister of Stacey Becker? I thought see was younger, but if that is the one, I have her contact information. I will also check with her.
4 hours ago ·



Kati Gunkelman Hornung Brenda Holman, I believe Tonya is James Becker's sister
2 hours ago ·

Members (164)



People You May Know



Teri Johnson
2 mutual friends
[Add as friend](#)

Sponsored

Class of 1970
classof1970.net



Look t
high s
Recon
from t



Meredith Eidsness Lyons

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Mailings:

Although some committees still rely on snail mail for some mailings, many have abandoned sending regular mail because of the cost and time required. If you are using the website and getting people to register with their contact information (including email address), you will build a list that you can use to communicate for the months ahead. Some reunion website builders like Myevent.com have a built-in 'broadcast e-mail' function, which facilitates this process (in the control panel, click on planning tools and then broadcast email).

How you correspond with classmates will depend on how successful you have been at collecting information. If you managed to get a list of addresses and it is very early in the planning stage, it's not a bad idea to send a "save the date" card (once you have selected the date of course) by regular mail. It may be the only piece of regular mail that you send but it may be a good way to drive traffic to the website and get people to register so that you have their contact information later on.

Anything sent by snail mail should include the logo or school mascot on the envelope, or you run the risk of it being written off as junk mail. The first mailing helps find classmates, and puts a physical reminder of the upcoming event in their hands. If parents receive the notice, they will usually pass on the information. You will also get plenty of returned mail due to out-of-date addresses. Keep the returns and update your master list accordingly. This will help you create your missing classmates list.

'**Save the Date**' cards are usually sent by post, as you may not have people's e-mail addresses by this point. If you come from a small tight-knit class and most of you still keep in touch, you can simply send the Save the Date notice by e-mail. Even if nothing has been planned yet, Save the Date cards let people know the following vital pieces of information:

A reunion for your graduating class is in the works.

- 1) The date (or 3 date options, and explain they can vote online if you provide that option).
- 2) Classmates can register for the event on your website, where they can find further details.



Announcement letters have the advantage of including more information than save the date cards, but the disadvantage of overwhelming the reader with too much information. If you choose this option, consider including:

- A nostalgic letter encouraging everyone to come to the event.
- A request to fill in bio info on the website.
- A list of missing classmates and a plea to help locate them.
- A list of needed items, with a request for donations.

Business Cards

If you are planning a reunion of a significant size, you may want to create business cards with the name of the school, the reunion year, and your school mascot. Include the website address, your name, telephone number, and email address. Business cards are very inexpensive and are convenient to leave with old classmates that you come face to face with. They are also good to leave with vendors and once again show a level of seriousness that usually results in a well-attended and successful event.

Letters to classmates

Although not a requirement, printed letters can still be sent. They can generate nostalgia that is not typical of electronic messages. Here is one example.



February 1, 2013

Dear Bruin Classmates,

Remember the year 1973? Surely, that year brings back a lot of happy memories. Foremost, of course, is our high school graduation—a milestone in our life we always want to look back to, with so much fondness and nostalgia in our hearts. We were young then, full of hopes and dreams... never knowing what the future was in store for each of us. Well, that's been 40 years ago and many of us would agree that life has become a continuous journey with constant challenge of choices and expectations. We had our own share of triumphs and failures, but good times or bad, we survived.

So, whatever our lives may have been, let's all pause for a moment and come together to celebrate our 40th (*or Ruby Grand Reunion 2013" or another name*) on June 21 and 22, 2013, at the Fargo Holiday Inn. This is a rare occasion we all have been craving for and we sincerely like to have the pleasure of your company. We have planned numerous activities which will allow us to reminisce, recollect and relive the past.

You have so much power to help us make this event memorable. Take note, it's been 40 years! We probably need another lifetime to come up with a grand reunion like this, so please COME and JOIN us.

Sincerely, Fargo South Class of 1973 Reunion Committee

*Find our class website at: WWW.*****.******

LOGOS:

The Fargo Public School logos are trademarked. We can send you logos in a jpeg format.

- The design of any registered Fargo Public School logo must remain intact. No alterations, additions or deletions to any part of the logo are permitted.
- The entire logo is used to convey the meaning intended and avoid tarnishing or misrepresenting the intended image.



- The spacing, positioning, and sizing of individual elements ARE NOT variables that can be changed. When imported into page layout programs, the height and width MUST remain proportional.
- Students, faculty, clubs and organizations (including alumni groups) can use the logos without charge so long as the use is in the interest of the school's business or a group activity. If printed merchandise is sold, all of the money raised goes to the students and/or the project or activity.
- Items can be made that are **specific to your graduation year**. Please remember each school logo is intended to portray and represent the spirit, message and viewpoint of school to the entire community.

*****All Fargo high schools have a campus store that sells clothing and other items with logos. Since the each logo is trademarked, these items can be bought through the schools. Call the principal's office to ask about purchases through these stores.***



Advertising

This topic can be interpreted two different ways:

First is submitting ads about your reunion in different types of media. This includes other web pages, local newspapers, and the sites that don't charge: FargoAlumni.net site and your class web site or Facebook page.

Second, is selling ads for the class reunion book to be printed.

Here is an example of a group that sold ads for their booklet that was distributed to all registered guests.

PURPOSE: Ads will allow Alumni and class members to have significant representation in the booklet. Class members who cannot attend reunion are encouraged to sell ads as well.

Here are a few notes about our 2012 Class Reunion Souvenir Booklet:

- Booklet will be perfect bound with outside cover in full color ~ inside pages will be printed in Black & White
- Profit will be added to the total amount of all class gifts and presented at the Reunion Banquet (Not added to individual Class Gifts)
 - Shout-Out ads are popular and very profitable **EXAMPLE: Congratulations to my mother, Loraine Thompson Roach on your 40th Class Reunion! from your daughter, Adriane.**
- Committee members are encouraged to sell at least 1 page of Shout-Outs (25)
- Ad pages will be printed and mailed with Thank You letters for all ads
- Extra books will be sold if available (Price TBD)
- Submit photos electronically in jpeg, Tiff or on a disk
- Hard copies of photos must include subject identification on back
- We reserve the right to edit all written content.

AD SCHEDULE

Inside Front Cover \$300.00
 Back Outside Cover \$500.00
 Full Page \$100.00
 Half Page \$75.00

Quarter Page \$50.00
 Business Card \$35.00
 Patron Shout-Out \$20.00
 Back Inside Cover (Courtesy to FPS Alumni Network)

Ads must be camera ready and not copied. Please submit photos electronically in jpeg, TIFF format or on a disk. Hard copies of photos must include subject identification on the back.

Contact: Venita

MAKE CHECKS PAYABLE FOR ADS to: *****

AD DEADLINE:

MUST BE RECEIVED BY MARCH 25, 2012

Ads received after the deadline will be returned with a letter of regret.



Strategies for Increasing Reunion Attendance

The success of a reunion depends on the turnout!

1. Be Persistent

Many reluctant people warm up to the idea with time, particularly if they know certain people have bought tickets. Encourage everyone to get people to come to the website to register and have everyone pass the word along to as many friends as possible.

2. Promote the Event

Announce the reunion at the high school basketball games or in the town parade. Take an ad in the newspaper and do your best to get free publicity through local media.

3. Update the Website

Make updates to the website regularly to keep classmates coming back. Get creative. Post daily quotes, pictures, and polls. Create a weekly trivia challenge and award token prizes. Ask classmates to reveal their favorite memories of school, and post a different contribution every week.

4. Call each classmate

Split the class list up among committee members. Nothing replaces a live person telling you that they would like to see you there. This is time-consuming but highly effective. On the phone, you can immediately dispel any fears classmates may have about attending. If they don't know anyone who has rsvp'd, you can encourage them to reach out and try to promote the event to *their* old crowd.

5. Invite well-liked teachers and coaches

Many classmates have fond memories of special teachers that may have had an impact on their career and knowing that they will be at the reunion creates an added incentive for some classmates that are on the fence.

6. Create a "Who's Coming" page on the website and update it daily

Wait until there is a hefty amount of tickets sold or RSVP's received before you post this information. People will want to go if they see it will be a well-attended event.

7. Send Broadcast Emails

For many people the decision to come to the reunion is a process. The more reasons you give them to attend and the more nostalgia you throw at them, the more likely they are to come.



Printing

You will need to have materials printed in large quantities for your surveys, invitations, letters, and a memory book if desired. Contact several printers about prices. Copy Max (or a business of that type) may be able to do copying at reasonable rates. The Development Office can recommend a few names of printers we use. The best solution is to find someone in the class or a spouse who is in the business who can print the material free or at minimal cost. You may want to include a question on this in the survey to classmates. Depending on budget, the invitation can be any of the following:

- Letter with response card
- Flyer with detachable bottom portion for reply
- Formal invitation

If you are printing a memory book/directory have it done close to the event so that you can allow for late entries. (You can always count on a few procrastinators!)

One new option for Crusader Alumni is to post your documents on the alumni pages of our school website. That way, any member of your class can access them and download them for free, and you save hundreds of dollars on printing costs. We actually encourage everyone to follow this format to keep costs down. We will also post your photos for you after the event.

How Many Mailings?

Generally, two to three mailings have been the norm. They would include:

- A survey (if you decide to do one), either before to select a date, or after the reunion.
- The invitation with reply card (sent early so classmates can reserve the date)
- A reminder with specifics of the reunion

Depending on how large your mailing is you may want to correspond with the class only when necessary to keep postage costs down.

School Memorabilia

All Fargo high schools have a campus store that sells clothing and other items with logos. Since the each logo is trademarked, these items can only be bought through the schools. Call the principal's office to ask about purchases through these stores.

The FPS Alumni Network does not have any items in addition to school yearbooks. Hopefully classmates and their parents will be able to provide these types of items for promotion and display.



PART III: FINANCES-- MONEY MATTERS

When planning a reunion, people often wonder who will pay the deposits needed to hold the venue, caterer, and other services that require early payments for reservations. This section addresses how to deal with these issues, how to raise money and how to balance the budget.

While it's possible to use your personal checking account for class reunion deposits and expenditures, it is better to open a separate account for at least a couple of reasons.

One, you don't want your classmates to question where their hard-earned money is going. And two, it will be much easier for you to keep the money straight. If you deposit it into your own account, you will have to be extremely diligent about record keeping. And while you should keep good records even if the money is in a separate account, if it is, you can simply take one look at the account balance to know how much money your class reunion has to spend.

Having a separate bank account for your reunion funds is the most professional option. It is a good idea to open a **non-profit** account. You do not need to go through the long and complicated process of incorporation to obtain such an account, but you will need an Employer Identification Number from the IRS. Starting a fully incorporated non-profit group should only be considered if you plan on having activities or raising funds beyond the reunion.

Things you'll need:

- IRS Form SS-4 (Application for EIN)
- Articles of Incorporation (optional)
- By-Laws (optional)
- IRS Form 1024 Application for 501(a) Recognition (optional)

Instructions:

EIN for Banking

1. Apply for an Employer Identification Number from the IRS. The IRS provides this a free service for banking purposes only. Fill out IRS Form SS-4, Request for EIN. Name the entity requesting the number as the reunion, for example, "West High Class of 2005 Reunion." You can use the same EIN for future reunions.
2. Choose the purpose of the group as "Banking Purposes" on line 10. You will notice that this applies to clubs or organizations that simply need a place to store funds and complete transactions. Submit the completed form to the IRS.
3. Use the EIN you receive to open a bank account in the reunion's name.
4. Keep your gross receipts under \$5,000 average per year in order to qualify for non-profit status without charges.



It will take up to two weeks before your EIN becomes part of the IRS' permanent records.

Set up an account at a bank or credit union with two people required to sign for transactions. If you have a large number of attendees or an expensive reunion paid for in installments-- a cruise, for instance--this is a must.

Read more: [How to Start a Non-Profit Group for a Class Reunion | eHow.com](http://www.ehow.com/how_5859435_start-non-profit-group-class-reunion.html#ixzz1MeCPoMqJ)

http://www.ehow.com/how_5859435_start-non-profit-group-class-reunion.html#ixzz1MeCPoMqJ

Find a Free Checking Account

You don't want to spend precious class reunion money on monthly bank account fees, so shop around for a free bank account that offers free checks. They are out there.

You'll need to put your name on the account, but you can also include a DBA (doing business as). Your DBA should be the name of your class reunion; this will be the entity to which classmates will make their payments.

It's also a good idea to add a couple of other reunion committee members' names to the account. You don't have to make it so that you need two or more signatures to write checks on the account, unless that is how your committee wants it done; just be sure that someone else has access to the money if something happens to you. Provide those people with all the information they would need to access the account if you get hit by a bus.

Keep Records of Expenditures

When you are in charge of handling other people's money, it is important that you keep excellent records. No one will probably ever question your handling of the class reunion money, but it's always better to have a record of each receipt and expenditure just in case.

Figure out a system that works for you, and then stick with it. It's a good idea to use a spreadsheet to log all class reunion expenditures. Your spreadsheet might include the following columns:

- date of purchase,
- expense category
- description of item or service,
- purpose of item or service, cost, and
- the name of the person who paid for the item or service if it wasn't paid for with a reunion bank account check (for reimbursement purposes).

For example: 02/12/2007, one ream blue paper for promotional mailing, \$4.95, Holly Historian.



Even if you are logging expenditures in a spreadsheet, it's still a good idea to keep paper receipts. You could keep them organized in an accordion file organized by type of expense (food, decorations, etc.) or tape them to sheets of paper in a three-ring binder.

Make sure you get receipts for services as well as for items purchased. If you aren't offered a receipt, ask for one. If other committee members will do some of the purchasing make sure they provide you with receipts if they want to be reimbursed with class reunion money.

Keep Records of Payments

You should be just as diligent with records of payments as you are with expenditures. You might want a separate spreadsheet for this. It could include the following columns:

- last (maiden) name of person making the payment,
- person's married name (if applicable),
- that person's first name,
- the name of any guests for whom this person has purchased a ticket (for name tag purposes),
- number of tickets this person purchased,
- total amount paid
- how payment was made (check number or credit card authorization number) and
- when payment was deposited.

If you have asked classmates to prepay for souvenirs or other items, you can add columns to track those, too.

As with expenditures, it's also smart to keep a paper trail of incoming class reunion money. If you send out a reservation form, you can use that.

- Make copies of all checks received before depositing them, and all checks written before sending them so there are no payment discrepancies and you will have an organized record of who paid and when.
- Detail all incoming and outgoing money in a central ledger or computer document. Always keep paper receipts, even if you are using a spreadsheet to track expenses.



REUNION BUDGET

In the early stages of planning, create a preliminary budget in order to determine the scale of your event. You can do this even before you start searching for classmates. As the months pass, you will be able to update the information as decisions are made. If possible, get a copy of the previous event's budget as well as actual revenue and expenses.

Class Reunion Planning: Estimating Expenses

- Start the class reunion budgeting process by listing the potential expenses.
- It's better to overestimate expenses than end up in the red.
- Consider as many details as possible; small expenses add up quickly.

To create a budget for your class reunion, you'll need to first make a list of potential expenses that will be necessary to hold your event as well as a list of possible sources of revenue that will cover those expenses.

Start with your "dream" list of expenses. What would you and your committee ideally like your class reunion to be like? Are you picturing a sophisticated affair with linen tablecloths and a catered dinner or a casual get-together with beer and pretzels?

To find out if your dream class reunion is achievable, you'll have to do some research. Hop on the Web or on the phone and start getting price quotes. Make a list of possible expenses.

All the little details have price tags, and they will add up quickly, so be sure to spend some time carefully considering all your possible expenses. It's better to overestimate expenses than to end up in the red, because you or the members of the committee will have to pay the bills.

The following section, which includes questions you should ask and points to consider when estimating class reunion expenses, should help you begin to create your budget worksheet.

Questions to Ask When Estimating Expenses for Your Class Reunion

Location—Are you renting a meeting hall, hotel meeting room or suite, etc.? How much is the rental fee? Does the site require you to hire security or secure any kind of insurance? If so, how much will it cost?

Food—Will you provide no food, just snacks, a buffet or plated meals? Do you want to buy and serve the food yourself or hire a caterer? Is there any additional food that you'll need to purchase that is not included by the caterer? What is the cost for each of these options?

Drinks—Are non-alcoholic drinks such as iced tea or sodas included in the caterer's price? Do you plan on making alcoholic beverages available? If so, will the class reunion foot the bill, or will you



need to hire a company to operate a cash bar? (Before you make these decisions, be sure to find out your site's rules regarding the serving/sale of alcoholic beverages.)

Tableware—Will the caterer provide plates, napkins, cups, forks and the like? Will you need these items?

Promotions—Will you be doing traditional mailings to promote the class reunion? If so, you'll need paper, envelopes and address labels as well as stamps.

Decorations—Think about whether you will need to rent or buy tablecloths and table skirts or other linens. How much will that cost? What else will you use for decorations? Some traditional items include balloons (if you plan to use balloons, also budget for bottled helium, weights and clips for the balloons); a personalized welcome banner, table centerpieces, materials to create a display of memorabilia from your high school years (fabric for a backdrop, photo corners, push pins, etc.); materials to create memorials of deceased classmates (frames, mats, photo paper, etc.). How much will these items cost?

Entertainment—Will you hire a live band, DJ or bust out your old boom box? Will you need to allot money to pay for games at any events involving children? Are you planning on giving prizes or trophies to the classmates who are least changed, most changed, most famous, etc.? What will you give as prizes, and how much will the prizes cost?

Miscellaneous—Do you need to purchase a reference book on class reunion planning? Do you want to purchase a gold membership to Classmates.com to help with locating classmates? Will you need extension cords or other equipment? Will you be asking underclassmen, friends or family to "work" the event? If so, you might want to budget for thank-you gifts for them. What about name tags and paper on which to print a class reunion program of events? Are there any other items or services you want or need to hold your class reunion? What will those things cost?

Evaluate Your Potential Expenses

After you've made a list of possible expenses, add them up. That total is how much money you will need to raise to break even on your class reunion. Does the amount seem reasonable? Divide it by the number of classmates you expect to attend. Would one of your classmates be willing to pay that amount if you charged that much for a ticket?

If not, or if you don't want to charge admission to your class reunion, you'll either need to alter your plans and cut back on expenses or get creative and figure out some other ways to raise funds to pay for those expenses.



How Much Should a Ticket Cost?

You will make the decision based on a number of factors:

Step 1: estimate the number of paying guests

On average, 40% of classmates will attend the reunion and 50% of those will bring a guest. Therefore if you had a class of 300 people, your paid attendance will be $300 \times .40 \times 1.5 = 180$ paying guests. Remember that this is just an average and that there are many things that can affect the turnout. The number can vary greatly depending on the milestone you are celebrating, how well you promoted the reunion, the personality of your class and many other factors. However, you need to start somewhere, so using an average figure as stated above allows you to begin budgeting. You can eventually use actual numbers based upon real answers from classmates as they RSVP and purchase tickets.

Step 2: Set a temporary ticket price

This ticket price should not be advertised until you've established a final ticket price. The average reunion ticket price is \$75 per person, which is usually enough to create a special event, yet still be affordable. Some committees offer package deals for couples (ex. 2 tickets for \$130). In one aspect, this is fair, as only classmates (and not dates) will get a full registration kit or memory book, but on the other hand, the savings of \$20 is unlikely to bring in extra guests, so we advise against it.

Step 3: Do the math

40% of your class \times 1.5 for guests, multiplied by the ticket price \$75 (as an example) provides your main source of revenue. If we estimate out of a class of 300, 180 paying guests at \$75 per person, the overall budget will be \$13,500. Plan accordingly. Should you be able to revise ticket sales higher later on, you can then spend more on prizes or other things. Ticket sales will not be your only source of revenue. All additional income, however, will cover the 'we forgot to budget for that' expenses. Trust us, you'll need it!

Step 4: Itemize and estimate expenses

If you don't know how much live music costs call a few bands and take an average as your estimate. This works with every category. Be practical in your planning. If your entire budget is \$6000, you would be wise to opt for a DJ or prepared CDs rather than a live band. This is true for every expense. There is usually an expensive way or a frugal way to do just about anything. You need to decide what is most important to your class and spend the money on the deluxe things that will mean the most to your particular class.



Step 5: Finalize your ticket price

This is a committee decision. If you feel that \$75 tickets won't bring in enough revenue, see what happens if you raise the ticket price. Conversely, if you think that a \$75 price is too high, you will need to cut out certain things from the budget.

Expenses		Revenue	
Promotion		Estimated Attendance	
Website (1 year premium)	\$149	180 guests X \$75	\$13,500
Advertisements	\$1,000	Fundraisers	?
Stationary	\$200	Donations	?
Postage	\$200	Ads	?
Printing	\$200		
Miscellaneous	\$1,000		
Planning			
Meals \$40 X 180 + 5 Guests	\$7,400		
DJ	\$500		
Décor	\$250		
Prizes	Donated		
Memory Book	\$2,400		
Program	\$100		
Name Tags	\$100		
Total Expenses	\$13,499	Total Revenue	\$13,500

Step 6: Committee members buy the first tickets At the first or second meeting, members of the reunion committee should buy tickets for

themselves and their dates. These funds can be used towards deposit for venue, and up-front costs (such as postage, copies, and website). If you haven't finalized the ticket price, pay the temporary price and even up later on. If these funds are not sufficient, the committee members may consider loaning the reunion a certain amount, to be paid back once tickets start selling.

Running a reunion requires good financial management. Budget things out. Ask classmates for favors. Make the numbers work.

Have cancellation and refund policies clearly stated. Set RSVP and payment deadlines well in advance.

BONUS: If attendance at your reunion is higher than expected, the funds generated can be put toward your next reunion's start up fund, used as "scholarships" for needy classmates, or given as a donation to the Fargo Public Schools Foundation.



Signing contracts!

A contract is a legally binding agreement between you and the venue, be it a hotel, a restaurant, a resort, a caterer or other organization that's providing services. You will be committing to pay for "x" number of people at "y" price.

If your contract specifies a minimum number of people that you guarantee, then your group will be responsible to pay for that number. So if our minimum is 125 people and only 100 show up, the signer(s) of the contract is/are responsible for paying for those 25 people. At say, \$50.00 a head, that would be \$1250.00 you would still owe the venue. You don't have to pay tax for those 25 people, nor the tip (as much as 21%) on those 25 people. But you do have to come up with \$1250.00

This is why negotiating to lower the minimum number of people to hold the room is very important.

Now suppose you have a reunion planned and a contract signed and for some unforeseeable reason you have to cancel it. **You are still responsible for paying cancellations fees according to the cancellation schedule in your contract.** You may be able to negotiate a cancellation agreement that includes if cancelled 180-90 days prior to the reunion, then the group is liable for 50% of the estimated food revenue; from 89-30 days prior, liable for 75% of the estimated food revenue. If cancelled from 29 days prior to the day of function, then the contract signer(s) would owe 100% of the food revenue. The odds are this won't happen. Or if it does, the prepayments you've collected will cover costs.

Limit your exposure and ask some key people on your committee to share in signing the contract with you. There's no reason you should shoulder the responsibility alone. It is reasonable to have five active committee members co-sign. You can ask 10 or even 15 to lessen the liability per person. Some may say "no," but most will say "yes." You just need to anticipate the degree of exposure and be up front about it. Cancellation is not your major concern, but having too few people show up to make the "minimum" is.

So share the risk and add some signature lines in your contract so more than one of you can sign.

Your contract with your venue represents an agreement between you (or your group) and the facility/venue. It outlines the specific conditions and services to be provided. Most contracts are negotiable so think of it as a "work in progress" that can be changed and adapted based on several conversations with your Event Sales Manager. And keep in mind that during these times of economic uncertainty, venues are tending to be very flexible.

The idea is to create terms with which both sides are happy. So don't feel like you have to sign the very first document they put in front of you. A contract can take an average of five revisions back and forth before it is signed.



The following are points that can be negotiated:

- 1) The rate and the number of hotels rooms that will be held as a block for the classmates. Go for the lowest price you can and compare the price to other hotels in the area. The more rooms you can hold the better, depending on how large your class size is.
- 2) The cut-off date by which reservations for the hotel rooms must be made. The later the better.
- 3) The starting and ending times of the party. If it is a 4 hour party, can the start time be adjusted?
- 4) The non-refundable deposit. The lower the better. \$500.00 is not uncommon.
- 5) The schedule and amount of future deposits.
- 6) The minimum number of people you are required to pay for to have the venue. **(very important)** It is extremely important to lower this number as much as you can. And don't over estimate how many people may show up because you are responsible for paying for this number whether they show up or not.
- 7) The rates for dinner per person. Lower the rates by eliminating passed appetizers or by simplifying the menu (chicken instead of filet mignon). Let people buy their own drinks and eliminate the open bar. Be aware that you'll pay state sales tax (7% in Fargo) and a service charge fee (as much as 21%) on top of the rate per person.
- 8) If there are cancellation percentages due because the reunion is cancelled, do your best to lower the percentage of liquidated damages due and make sure the cancellation schedule is reasonable from your point of view.
- 9) And finally, be sure that if the hotel/venue has time to resell the party room, that they will not seek payment from you.



Ideas to Increase Ticket Sales

To create some cash flow, committee members buy the first tickets. If tickets are \$75 and there are 6 committee members, and they all bring dates, you have generated \$900 in start-up funds. This is easily done, as everyone planning the event understands the need for immediate cash flow.

Many classmates who intend to come will wait until the last minute before buying their tickets. Whether this is due to procrastination or wanting to see who will come before committing, you should be prepared for it. You may want to step up the pressure in the weeks leading up to the reunion, especially to those that indicated an interest but have not yet bought their tickets. There have been many reunion committees that were fearful of having a shortfall, only to find that in the last 2 weeks they sold 50% of their tickets. This stresses the need for the committee to buy tickets early because you may need some cash to get things going.

Here are some tips on how to encourage buying tickets sooner rather than later.

Remind people that purchasing tickets is easier than ever. Taking a minute to go online and pay by credit card is much simpler than writing a check and sending it in by snail mail. Online payment is the fastest way for the funds to get in your account, so consider it your #1 choice of payment. MyEvent.com allows you to make direct deposits right into your reunion bank account. In addition to making it easier for your classmates, you will save yourself a trip to the bank by selling tickets on your website. As already mentioned, since so many people elect to buy tickets late, you will want to keep this easy option available as late as possible.

You may want to set up a three-tier price system based on deadlines. For example, if your event is on June 20, 2010, offer an early-bird rate of \$60 if tickets are purchased before December 31, 2009. A second, 'regular' rate of \$75 can be offered until May 1st. Anyone who purchases tickets following the May 1st deadline will be charged \$85.

Organize an early-bird draw. The first 50 people to buy their tickets will be eligible to win a prize. The prize can be donated, or it can be as simple as a free ticket to the reunion.

Remind people that there is a final cut-off date to purchase tickets. Depending on whether or not your venue can accommodate last minute guests, you may offer a higher rate for classmates who want to buy tickets at the door. If you do decide to offer ticket sales at the door, (be sure to work this out in advance with the caterer), publicize that you cannot guarantee last-minute registration kits. If people come to the event following the meal, you may reduce their cost of the ticket by the cost of the meal.

Now you may be wondering where does the money come from for these generous offerings?



- Well there are very generous people out there. If you ask, you will find that there are classmates who can afford to sponsor other classmates and do. These generous souls will kick in \$40-100.00 just so other classmates can come and can remain anonymous to make everyone remain comfortable. Put the suggestion out there as early as you can. You will be surprised at the number of well-heeled people who will offer to lend a financial hand to their classmates.
- Another source of revenue is leftover funds from the previous reunion. Hopefully you have a slush fund from the previous reunion. (First reunion? You need to start a slush fund with any leftover cash from your first event. Deposit it in an interest bearing account in the name of the Class - not you personally).
- Some committees ask classmates for non-refundable deposits towards their reunion ticket one year before the reunion takes place. This is a good way to ensure you have enough cash on hand for up-front expenses. (The downside of saying that deposits or tickets are non-refundable is that it encourages people to wait before buying their tickets. Some classmates may be concerned that the reunion will not happen and they will lose their money. You really don't want to give people any excuses to procrastinate, so we strongly recommend a full refund policy since it encourages early ticket sales.)
- At your first committee meeting, decide if you will be inviting any non-paying guests. Do you want to include the beloved math teacher, the basketball coach, and the principal? It is common courtesy to offer each person two tickets at no cost.



Here is an example of how Fargo North High 2001 used an online payment service so registrants could pay immediately.

In an email sent to classmates, they included this message: **All attending MUST RSVP and pre-pay**

Here is part of the payment form on their web site:

Fargo North High 2001 Class Reunion

2001 Fargo North High Reunion Reservation:

Single Reservation \$37.50

I will be attending t

Golf Scramble

Your First+Last na Your First+Last name (maiden)

Spouse / Guest Na Spouse / Guest Name

USD

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REUNION FUNDRAISING

The more revenue you collect, the more there is to spend. Just because you based your budget solely on estimated ticket sales, does not mean you should not try and raise money through other means. The funds you generate through other avenues can either offset a shortfall or be used to add more value to the reunion. And don't forget you've got an email list. You know how to use it. During the years in between reunions find "something" that will sell well to your classmates and put the proceeds in a kitty for the next reunion. It's a great source of "scholarship" money.

7 Sure-Fire Ways to get hold of some Extra Cash!

1. Sell ad space (website, program, memory book)

This is easy and requires little effort. Send a broadcast e-mail to your classmates, and try and sell advertising to your vendors as well. After you have negotiated your best price with a vendor, try to get an extra 5-10% discount in return for a position on the website and in printed materials. You can offer different level sponsorships for different amounts. This can either be done by size of ad or by level (gold, silver, bronze). You can also approach businesses that have a vested interest in the community. Ad space on the website, in the memory book, in the program, and at-the-event signage can all be components of various advertising packages, according to the amount of the donation.

2. Put effort into three areas: donations, donations, donations

There are two types of donations; cash and anything else that you can use or give away as a prize. A good place to start is the school. The school is certain to be a donor. They will usually agree to lend you the school banner and memorabilia for the displays. If you truly have no funds to work with, consider asking the school for the use of the gym or auditorium.

You can ask classmates for general cash donations towards the reunion, and the best way to do this is on the website. You may even get people contributing to the reunion fund who do not plan to attend the event.

We recommend creating different ticket packages that may include various things including a donation. For example you could have the regular ticket package that just includes the tickets and a platinum package that includes the tickets, 4 drinks, 1 t-shirt, 1 blow up photo of class, 1 memory book and a built in donation. You can have several packages that include different



things. The higher the value of the package the more stuff you need to include, but there will be more donation dollars built into the higher packages.

Donations can take many forms. There are all different kinds of supplies and prizes that you need to have a successful reunion. Classmates will not donate if they do not know what is needed, so it is important to list what you are looking for on a page on your website and keep it updated.

Donations can include everything from postage to balloons to prizes and items to be given away at an online auction. Inform classmates about the list. Keep it clever and continue to throw in some improbable and funny requests, (such as a mechanical bull). This will get classmates visiting the page regularly, out of curiosity. Once each item is secured, indicate this on the website and include the name of the donor. You can also have a blanket request for 'Anything that might be neat to include as a giveaway in the registration kits.' This is a fantastic way for alumni business-owners to contribute their product or promotional items. It also opens the door for a hodgepodge of truly surprising treats for attendees - registration kits have been known to include everything from lingerie to calculators to ball-caps.

3. Negotiate with Vendors!

Depending on when you are having your event there may be room for negotiation (if it is not at a busy time of year for the vendor). It is always a good idea to get more than one quote for each service and then try and play each one off the other to see who will give you the best deal. As already mentioned, once you have what you think is your best deal, try and get an added discount in exchange for advertising.

Fundraising opportunities abound at the reunion itself. When selecting from the list below, keep in mind the work involved in relation to the payout.

4. Hold an online auction

This requires some effort soliciting donations as well as setting up displays of the auction items at the event. If you received donations in the form of goods and services, this could be a good place for those items. Local restaurants are often willing to give gift certificates for this purpose because it can draw in new clients and they get some advertising at the event.

You will need a sheet that describes each item with space for people to write their name & bid amount. It is a good idea to have a list that describes all the items, and to give them out at registration. To simplify the work involved, auction off memorabilia that is already at the event.



People can even bid on the enlarged photo of your school class. If committee members have old sports memorabilia that they no longer feel attached to, they can add that to the auction as well.

5. Set up a raffle

Although this also requires soliciting donations, it is less work than an auction. Set up a small table at the event (preferably at registration as well) where people can buy tickets. Have a sign ready detailing the prizes and the ticket price. You can also send a volunteer or committee member to sell tickets throughout the night.

6. Hold a 50/50 draw

This requires almost no effort, and can be arranged at the last minute, as long as you have a roll of tickets on hand. The idea is similar to a raffle, but the one prize is 50% of the money generated by selling tickets. So if you sell 100 tickets at \$5 each, the winner of the draw will get \$250 (half of \$5 x 100), and \$250 will be raised for the reunion. The 50/50 is a guaranteed hit, and there is almost no prep involved.

7. Sell drink tickets

If you need to cut costs, forget the open bar. Instead, each guest can receive two complimentary drink tickets. If they would like more, they can buy additional drink tickets for a minimal amount (\$2 or \$3). These can be used for beer, wine or mixed drinks. This not only brings in additional funds, it also makes people more aware of their alcohol consumption.

All of these fundraising opportunities seem to do better as the night progresses. As the liquor flows people are known to become more generous, so do not wrap up any of these efforts too early if you are serious about raising money. This may be particularly important if these efforts are required to balance the budget. In that case you may want to do more than one of the above.

Make sure there are many options for people not to drink and drive. This can involve the availability of taxis, designated drivers, or a hotel nearby to stay overnight.





Logistics

PART IV: PLANNING THE CLASS REUNION -- WHERE AND WHEN

WHEN

In the Fargo area, summer is the most popular time of year for reunions, and the main reason is the weather. If you want to leave the possibility for picnics and other outdoor events at the reunion, then choose June, July or August. Thanksgiving Weekend is also popular, as it coincides with trips back home for many alumni.

When selecting a date for the big event, you will need to weigh the convenience of a holiday weekend (people may already be planning a trip home) against the inflated costs of a hotel's high season. Holiday weekends also tend to be booked earlier in advance (venue, entertainment, accommodations, flights), so if you do decide Thanksgiving is the right time for you, be prepared to book early! A reunion is typically scheduled on a Saturday night.

WHERE

A common adage in real estate is that it's all about location and this is just as true when it comes to planning a reunion. Now, let's clarify: the event itself is about your classmates and reconnecting, celebrating what you've done in the years since you graduated, and having a great time, but the location you pick will have a great impact on the amount of planning that goes into it, the cost, and the accessibility to your attendees. Some common locations for a reunion are parks, banquet halls, pubs, hotels, and amusement parks.

If you are choosing a popular location on a holiday week-end you will need to book your venue at least 12 months in advance. So, where you have the reunion may be a function of what is available. But what place do you want? In our estimation, hotels are the way to go. They provide you with support and supplies that would otherwise be your responsibility. Need a microphone? No problem! Need an easel for your registration sign? They've got it! They have done this before and have the experience that you lack. Our next choice would be a restaurant, but make sure you have sufficient room for a registration area before you commit.

Why a hotel? There were several reasons for this:

- 1) Out of town attendees traveling in for the event would have a place to stay right at the location where the event was being held.
- 2) Locals would have a place to stay that would allow them to stumble off to bed afterwards without having to worry about driving home. Many of our classmates continued the party at the hotel bar after the ballroom closed for the evening without having to drive to another location and then were able to simply walk to an elevator and go right to their rooms - very



convenient.

- 3) The bartenders in the banquet hall, the catering details, basic table decoration, and room setup were all handled by the hotel staff and included in the price tag. Coordination and final decorating details were handled by us, but it made it a lot simpler by having one point of contact to work with. We were even able to get a final diagram so that we knew where everything was going to go the day of the event.

If you decide to choose a road-less-travelled (a gallery, or museum for instance), budget accordingly, and make sure that you have thought through the following list before signing on the dotted line: caterer, waiters and bartenders, tables, chairs, linens and dinnerware rentals, liquor license, audiovisual equipment, a screen for the slide show, registration tables, dance floor, washroom supplies, and liability insurance. You can learn a lot about a venue by visiting while an event is in progress, so take the time to see a live event if you can.

Once you have made your venue selection, try and negotiate the best price you can. If you are flexible with your dates, see if there is a quiet time for them that will reduce the costs significantly. Keep in mind though that the priority is to get a well-attended reunion, so give them dates that you have already determined which will work for the majority of the class.

Position your reunion as a non-profit event and you may get a favorable rate. Verify what perks come included (if it is a hotel you may receive a complimentary suite for the evening, which comes in handy.) Find out the

- cancellation policy,
- liability insurance,
- hidden costs,
- the exact time restrictions at your booked location from time you can access the location to the time the party must end,
- overtime implications.

Remember to read the fine print before signing anything!

If the reunion is at a hotel, approach the hotel to arrange a special accommodations rate for out-of-town participants. If the venue is not a hotel, choose one nearby. Inform alumni about the special offer and any reservation deadlines that may be in.

Hotels will require a signed contract and a deposit from your group to move forward. You may be able to provide the debit card tied to the reunion account for the deposit, catering bill and the final bill for our open bar cocktail hour and 2 extra plates for last minute attendees. This made things much more convenient for us and the hotel since check didn't have to be written for each item.

Be sure to have detailed discussions with your chosen venue, covering all of the details, including what fees are charged for any extras such as using their AV equipment. Once you have discussed and



confirmed that you and your event coordinator are in agreement, you'll receive a contract for approval. **Read your contract very carefully.**

Most contracts require a commitment to a minimum dollar amount, meaning that even if only ten people show up, you're on the hook for the dollar amount you agree to. If it doesn't say what you think it should, or there are any errors, contact your event coordinator and propose the changes that you feel are needed. Remember, once you make your deposit and sign the contract, you're committed to it. It's very important that you interview your venue beforehand and feel that they are accommodating and excited about helping you make your event a success. If they aren't helpful and responsive, pick another right away.

By holding an event at the hotel, you may also be able to negotiate special room rates for a block of rooms and provide a link on our website which allowed attendees to book rooms easily. You may have a separate rooming contract which shows the rate for rooms, the dates, and allows you to have 1 free room for the committee to use to change for the event after setting up or to use this as a giveaway for the night.

Choose a middle-of-the-road menu when looking at prices. Ask the hotel to give you a per person rate including open bar, and a per person rate without it. Find out the details of the cash bar option. How do they handle special meal requirements for those with allergies or special dietary requirements? Ask how it works if you decide to sell last-minute tickets at the door.

When you check out a possible venue, walk through it slowly. Imagine how you will divide the space for reception, registration, dining and dancing. Discuss decorating the walls, hanging a banner, and the equipment you might need: projector, screen, microphone, podium, easels, bulletin boards, and registration tables.

Hotel Name	Sleeping Rooms	Meeting Rooms	Maximum Capacity
HOLIDAY INN OF FARGO	310	20	1400
AMERICINN LODGE & SUITES OF MOORHEAD	168	9	500
HOWARD JOHNSON INN DOWNTOWN FARGO	103	3	140



Area Facilities:

This is a list of the current hotels in the FM area. An updated list can be found on the Fargo Moorhead Visitors and Convention Bureau website at: <http://www.fargomoorhead.org/hotels.html>

Vendors

Your needs may differ, but several vendors may be involved in your reunion. Some you might consider essential and others optional. One thing that you will want to keep in mind is asking your classmates if they know someone that can perform any of the functions you are looking for. This is a great way to save money, since they might be able to get you “friend prices.”

Should it be a Band or a DJ?

Music is an essential part of your evening. Professional is the key word here, since having a sound system and the right equipment which doesn't need to be supplemented by using the hotel's AV equipment can save you money.

Deciding between hiring a live band or a DJ to spin recorded music is a big decision. Both have their pros and cons; ultimately it's a question of budget and taste. Both services generally offer a set price for four hours of music with play beginning right before or right after the cocktail hour, with an option to pay for overtime (if you'll want this, it's best to discuss it beforehand and have it written into the contract). Having a band gives you the dynamics of a live performance. It's traditional and distinctive, and the band you choose can do wonders to set the tone for your reception, from big band glamour to surf band funkiness. But booking one can be a costly endeavor, and your musical selections will be limited by the band's repertoire and style.

A good, professional DJ will be able to put together a list of essential songs that you want to have played as well as have a great magazine of songs that your attendees can request. A DJ may also be to run a video presentation through their sound system, announce winners to contests, and allow the use of their microphone for a few speeches for the evening.



Do We Need a Professional Photographer for Our Reunion?

The answer is a resounding yes and no.

Yes, you should bring aboard a photographer:

1. if it's free
2. if prints or downloads can be made available at a reasonable price
3. if you'd like a group shot of the whole gang
4. if you want formal table shots of each table

If you publish your class reunion on public sites like <http://www.reunionannouncements.com/> you will undoubtedly be contacted by several vendors selling services. One of them will be a photographer who will come and shoot your reunion at no charge, in exchange for being able to sell prints after the reunion. This is a win/win situation, particularly if you answered "yes" to any of the above.

You may decide you don't need a professional photographer for your reunion:

1. because everyone with a digital camera or phone is a photographer and that's good enough
2. everyone can upload stills to your class website or online "share" sites such as <http://www.shutterfly.com/> or <http://www.picasa.com/>
3. you really don't want your party interrupted with the logistics of staging a group shot
4. it's your 10th or 20th reunion and you could care less about photos (just wait until your 40th you'll probably feel differently)

Whatever you decide is fine. Keep in mind that sometimes the video production company (if you're having someone document the party) will offer photography services as well. Just make sure there's no charge to the reunion committee and that you give them the database information necessary for them to make post-reunion sales of the photos.





When considering other vendors , such as florists, a banner designer, printing company, or graphic designer, try to get a price bid from at least two different companies. These professionals will also have suggestions or ideas for your event.

For example, for one reunion, an alumnus had pursued a career in video production and gave them great prices on studio time and production services, taking old photos and old videos and combining them into a great presentation that elevated the typical boring slide show and video presentation into something incredible. He was also able to convert all of the analog materials into a slick DVD that was played at the event and provided copies of as free keepsakes to classmates after the event. They also had a classmate that was a film major that helped coordinate and design the presentation.



Program

PART V: PLANNING THE EVENTS

Class Reunion Theme Ideas

The most important thing is the whole atmosphere and the ambiance. And that is primarily created by music. Arrange for a band or a DJ and ask to play music which used to be popular when you were in school. Another thing which could really help the alumni to bond well again is to play games. Something like a trivia on what happened to John, for example when he didn't do a particular teacher's homework. Or who got bashed up by the class monitor. It will be real fun. Festoon the place with class photographs of the yester years and lots of balloons. These two are an inevitable part of class reunion decorations. All the gawky youngsters of that time, and now graceful adults would check out their photographs in awe.



Here is an example of Fargo South 1971 reunion organizers using a Laugh-In theme.

These are fun things to do for the program in no particular order.

The traditional awards include who traveled farthest or lives closest, married longest or least or never or most often, greatest number of children, grandchildren, great-grandchildren, highest degree of education, still drives or owns the same car he or she had in high school. The list goes on and on, but never do "who has changed the least or most" as that can be very embarrassing.

We recommend having an energetic and enthusiastic emcee who asks questions.

Other ideas:

- Build a theme around a period car or other unique era or high school item.
- Bring back the cheerleaders, pep squad, school mascot (give them a donation).
- Reunite school choir members and have them sing the school fight song.
- Pass the microphone for introductions by table.
- Open the microphone for interesting stories.
- Do a slide/video/music show with pictures from the past and present.
- Have a call and response trivia game (i.e., "Who remembers the name of the school nurse") with funny awards.



- Have a raffle: committee members solicit donations, give everyone a ticket for a drawing, and give exciting gifts.
- Bring in a casino.
- Revive a high school band for a song or two.

This is all fun, but on a somber note, please remember to have a memorial display and a moment of silence (easily incorporated in your welcoming and call for dinner) for deceased classmates. Remember, each of them was somebody's best friend!

Whatever you do, make it short and funny. You will lose your audience if it is too long and dry. Be prepared to give awards you may have forgotten about—classmates may suggest one or more. Also brace yourself for the program that may not go as expected; technical difficulties may arise (this happens a lot) or the group may be too large or the crowd may not stop talking (try again later or just drop it).

If you feel this is too drab, then if you can get hold of a caricature artist, it will be fantastic. A Fish pond, is yet again a nice reunion idea, although a clichéd one. If it's a two day or a day long reunion, take a stroll of your Alma matter and it will be amazing to see stories associated with it pouring out – one of the best class reunion activities!

School Tours

To schedule a school tour as part of your reunion plans, please contact:

Fargo Davies High School at 701-446-5600

Fargo North High School at 701-446-2400

Fargo South High School at 701-446-2000



Planning your Reunion Menu

About a month before the reunion, you'll want to check in with the banquet manager and review the details of the menu, the layout of the room, the location of the bars, the check-in tables and any special needs you may have like multi-media playback. Hotels will provide projection systems and screens for a price, (and not cheaply, I might add.)

The specifics of the menu can change up to about a week before (double check this with your banquet manager,) but you'll want to make the initial choices a month before.

Things to consider:

1. Long before you've planned the menu, you've decided on whether to have a Cash Bar vs. Open Bar or something in-between (maybe wine and beer only.) This is because the price you charge for reunion tickets a year before *must* reflect the cost of food *and* drinks, if you are not having a cash bar. Double check that soft drinks, juice and water are free.

A cash bar is the fairest way to deal with alcoholic drinks since not everyone drinks alcoholic beverages and the amount people drink varies. (Keep in mind also that as people get older they tend to drink a lot less.)

With an Open Bar, people only pay for what they use. It keeps the reunion price down. And if people are responsible for buying their own drinks, I like to think there won't be the temptation to over indulge, although there's always one...

2. You have to decide about appetizers. Will you choose butler passed hors d'oeuvres? Or perhaps you'll be happy with crudité and bruschetta on spread out on a table for people to help themselves? Or maybe both?

3. Will you have a sit down dinner or a buffet? Often there is no difference in price. However, there is a lot of work determining seating logistics at a sit down dinner. So I would recommend a buffet with general open seating. The last thing you want to do is tell someone where they have to sit after waiting for ten years.

4. Food choices should be varied. Remember to include a meatless option (like a pasta primavera with vodka sauce) with some nice salads and grilled vegetables for your vegetarian friends. In general, chicken and salmon dishes are always popular. But beef is also an option.



Michelle Robertson-Remme ,
South class of 1981 at her 30th
reunion.



Generally for a buffet, you'll have a choice of three main dishes (pasta, fish, and meat,) two salads, rice or potatoes and vegetables.

5. And of course dessert.

The fact remains that the food plays a minor role in the whole scheme of things. You need good food, but people won't remember it. What they will remember is the great time they had talking to people.

So there's no need to go crazy with the fanciest gourmet fare. If given a choice, people would rather keep the prices down.

The Check-In Table at the Reunion

Don't forget to properly manage the reunion check-in table. It is very easy to overlook this important aspect. It is also very easy to understaff it, and the reason is simple. Nobody wants to "work" at the reunion. Who can blame them? They've waited all these years to see everyone, and don't want to be stuck at the table.

There are a few remedies for this - all of them must be managed by one responsible person on your team. Find a person who would be happy to build a team of classmates who will greet people at the door and sign them in. This person must also establish and supervise the check-in process for at least the first hour and collect the money from people who pay at the door.

Believe it or not, this job is very important. The check-in table, it is the first impression that your reunion guests will have and if the first impression is total chaos. That is not a good thing.

Depending on how many guests there are, I've recommended two long tables for numbers over 100. A-L at one table. M-Z at another. Make sure you make signs in advance to mark each table clearly.

The morning of the reunion, the keeper of the database should print out two copies of the database, three if over 200 people are coming. Print the names of ALL found classmates in alphabetical order by last name. If you are using Microsoft Excel for your database, you need only print out the columns for Last Name/Maiden Name, First Name, Number attending, and amount paid.

Separate the Last names A -L into one binder. M-Z into another binder.

Repeat for the second set of printouts and repeat again for a third set if you have a big group. You should now have two binders A-L and two M-Z = 4 binders total for 4 people at the tables. For groups over 200 people, I recommend 6 binders and 6 people staffing the check-in tables.

People who have prepaid should receive a check mark next to their names.



People who are paying at the door should have name, email address, address and phone number along with the amount filled in by hand to later enter in the database

Once they are checked in, people should be instructed to go to another set of tables appropriate to the traffic flow to get their name tags. Three people can distribute the name tags individually. Or you can simply lay out the name tags in alphabetical order, so people can pick them up.

People who have paid at the door should have blank nametags available and Sharpies to write their own.

Then everyone should be encouraged to move into the main party areas so the flow of people moves freely.

Now the question remains WHO will volunteer to man the tables?
Consider asking the following:

- Spouses who want to meet people and easily start a conversation.
- People who feel most comfortable sitting in one place for a while (maybe those who have disabilities)
- Anyone who wants a fast introduction to everyone. It's the ultimate overview to see who is coming and who has arrived.

And this is the way to "sell" the check-in job to anybody. **It's fun.** It's a great way to say hello to everybody. It's only for the first hour. These people who volunteer must come to the check-in tables at least 30 minutes before the party starts to get trained and greet the early-birds.

But don't wait until the reunion to recruit this team of people. Do it long in advance and send reminders that they are expected to be at the check-in location early.

Ten Tips When Designing Reunion Floor Plans

Another detail you'll want to review with your venue event manager is the floor plan. It's a mundane but essential part of making a successful party. The smooth flow of traffic is essential to keep a somewhat inebriated herd content.

Here are ten floorplan "must-haves" to keep things running well:

1. Two sign-in tables - usually in the foyer outside the main room for people to check in or pay if they haven't already. Consider splitting up the alphabet by last name - half at one table, half at the other.
2. Name tag table - for people to pick up their pre-printed name tags or write their own if they paid at the door.



3. Table for seating cards - if you have pre-assigned seating for your reunion (I don't recommend this), but if you do, people will need to pick up their table numbers outside the main room. Arrange the cards in alphabetical order by last name.
4. Bar(s) -to avoid bottlenecks. Some places recommend 1 bartender per 100 people. Keep them away from doorways and give people space to move away from the bar once they get their drinks.
5. Buffet tables for the food- with plenty of room for a long line to form. For large groups consider two setups mirroring each other so you can accommodate two shorter lines.
6. Dining tables - that are nicely spaced apart and not crammed too closely together. I like rounds that seat 8-10 people with linens to the floor. Ask about colors that match your school colors or go with a classic white or ivory.
7. Freestanding decorations. Find a safe place that is visible, but out of the way for large supporting structures that will hold posters or large banners. These should be strategically placed so they won't impede the flow of traffic or get tripped over.
8. Dance floor - While younger groups may want to dance, I've found that loud music doesn't cut it at a reunion. People want to talk. A dance floor has minimal use, so if you need the space for something else go ahead and use it. **Do not have loud music:**

A reunion event should be thrilling and calm at the same time. Avoid playing loud music as people join the reunion party to revive old friendships and memories. Earsplitting music will hinder conversation as nobody will like to scream loudly to talk to others.
9. Stage - The DJ and sound system will need a stage with room for people to make speeches and announcements. Put it in a central place for everyone to see.
10. Screen and video projector - Can be moved into place when needed and removed afterward if they are in the way.
11. Restrooms - should be prominently marked, as they will be in a nice facility or banquet hall. But if you've chosen an alternative or park location for this party, make sure you have plenty of "facilities."
12. Take into account the possible need for handicap accessible rooms for the event.



Other Tips

Plan activities that can have an impact on your reunion. It might be a good idea to plan a few speeches, do a tribute to classmates that have passed away over the years. **But allocate most of the reunion to free socializing.** Another great attraction is a slide show in one corner of the room. If you want dancing at your reunion, play music relative to your generation.

Ask attendees to send alumni histories with their RSVPs. Create an inexpensive memory album with a then-and-now for each student. Decorate the center of tables with balloons in your school colors, stuffed mascot toys and relics from your school era.

Make name tags for all attendees. You can include a senior photo on the name tag if it is not cost-prohibitive.

Prepare a slide show or video compilation for the main event. Ask attendees to send their own clips for inclusion, and return all clips at the event.

PART VI: POST REUNION IDEAS

Ask for ideas/recommendations for the next reunion

If this is the first reunion, make a box of cards with information on each classmate. With these you can update as the years go on. Have someone keep them who will be responsible for checking obits and making update on the cards. (These can also be sent to the Alumni Network office and we will enter information in the database.)

You might hand out cards to each classmate with a reminder to let you know if they move or change email. Recommend they keep these cards in their address book.

Keep any left-over monies in an account that will draw you some interest.

Have someone keep all the records of the reunion such as budget, payments, letters of registration, etc., in one place. (This flash drive should have adequate space.)

Send a written thank you to all of the companies and individuals that advertised or gave inkind gifts for door prizes.

Update the website: After the reunion, post pairs of old and new photos together on the website or make arrangements for alums to buy copies. Let your website run for a few months with pictures from the reunion. If you can afford it keep website up permanently and update as people give you information.

As you get older, pay close attention to hometown obituaries for classmate names.

Send a letter to everyone who attended, thanking them for making your event special.



Accept the gratitude and recognition your classmates (and the Alumni Network) send your way for taking the time to be an organizer!

Send a completed Excel list of all the address additions and corrections received in planning. Format the file in an Excel worksheet and email it to the FPS Alumni Network office at office@fargoalumni.net.

Please share photos from you event with the Alumni Network. If there are less than a dozen people in the photograph, please identify them. Email with photos attached can be sent to office@fargoalumni.net.

Encourage classmates to update their mailing and email changes on the fargoalumni.net -- Update Contact page. The Alumni Network will continue to track these for your class. This is especially important if your website or Facebook pages become inactive.

www.fargoalumni.net



Survey: Post-Reunion Survey

Whether you want attendees to complete a written survey or a computerized survey, here are two samples:

This Years Reunion (please give as much detail as possible)

Thanks to all of you who were able to attend our 20-year reunion! It was great seeing and sharing with all of you! As we move forward with plans to have a more frequent reunion schedule, we need your feedback to insure that we learn from any mistakes that were made this time and continue to incorporate those activities that you enjoyed. Additionally, there are questions that pertain specifically to the vendors that we contracted with for this event. Please make sure that you provide us with your feedback regarding these third-party entities as the information will be shared with them as well.

As always, your responses are anonymous. Our only goal is to critically analyze what has been done so that we can improve and set the example for all other classes to follow. Again, thanks for attending! Can't wait until the next one!!

Did you enjoy this year reunion? _____

What did you think of the location? _____

Would you go back to the same location again? (Why or Why not?)

Did you like the length of the reunion? _____

Would you keep it the same length? _____

Did you enjoy the activities provided? _____

What was your favorite activity? What would you have liked to see as an activity?

How was the food? _____

What about this reunion did you really like? _____

What would you like to change for years to come? _____

Would you be willing to help with preparations for the next reunion?



A sample survey that rates each question and can be used online:

You must be a member to submit this survey. If you are a member please [log in](#) first. You can't submit this form until you've logged in.

1) * The Reunion Committee was open and responsive to my suggestions prior to the reunion weekend.

- Agree
- Neutral/No Opinion
- Disagree
- Strongly Disagree

2) * Reunion information was provided to me in a timely manner prior to the reunion weekend.

- Agree
- Neutral/No Opinion
- Disagree
- Strongly Disagree

4) * I believe the reunion was well-organized.

- Agree
- Neutral
- Disagree
- Strongly Disagree

5

5) * I thought the registration/door check-in process was well-organized.

- Agree
- Neutral/No Comment
- Disagree
- Strongly Disagree

5



6) * I felt the amount of time designated for the reunion (7-10pm) was sufficient.

30788 Yes No 2

7) * I believe the Fargo Recreation Center was a suitable venue

30783 Yes No 2

8) If you did not think the Fargo Recreation Center was suitable, please elaborate.

30784 69954 Limit 8000 Characters. Chars Remaining:8000

1

9) * I felt there were enough activities during the reunion weekend (i.e. Football Game, Lands End Meet & Greet and Post-Reunion Gathering, Golf, Boat Show, Business Meeting).

- Agree
- Neutral/No Opinion
- Disagree
- Strongly Disagree

5

10) * Having a 'Business Meeting' during the reunion is an effective way to keep class business organized.

- Agree
- Neutral/No Opinion
- Disagree
- Strongly Disagree

5

11) * I wish there were activities where the entire family of classmates could participate.



Yes No

12) * I felt the Meet & Greet and After-Reunion events at Lands End were good additions to the weekend.

Yes No

13) * The reunion t-shirts were a good memorabilia option.

Yes No

14) * Based on the quality of the t-shirt, I would order items from Todd & Moore's (of Columbia) for my private event.

- Probably Not/Not Sure
- No

15) * The reunion bags with the GHS logo were a good memorabilia option.

Yes No

16) * Based on the quality of the reunion bags, I would order items from Quality Logo Products (Aurora, IL) for my private event.

- Yes
- Probably Not/Not Sure
- No

17) * The combination key ring/flashlight was a good memorabilia option.

Yes No

18) * Based on the quality of the combination keyring/flashlight, I would order items from Cromer's for my private event.

- Yes
- Probably Not/Not Sure



No

19) * The food that was served was enjoyable.

- Agree
- Neutral/No Opinion
- Disagree
- Strongly Disagree

20) * The catering menu presented a variety of options.

- Agree
- Netral/No Opinion
- Disagree
- Strongly Disagree

21) * Based on this experience, I would use/recommend PK's catering for my own private event.

- Agree
- Neutral/No Opinion
- Disagree
- Strongly Disagree

22) * The entertainment/music provided by 'That DJ Guy' was appropriate for the evening.

- Agree
- Neutral/No Opinion
- Disagree
- Strongly Disagree
- Add Your Answer Here



6

23) * The entertainment/music offered a good mix of '80's and present-day songs.

- Agree
- Neutral/No Opinion
- Disagree
- Strongly Disagree

5

24) * Based on this experience, I would use 'That DJ Guy' music/entertainment services for my own private event.

- Agree
- Neutral/No Opinion
- Disagree
- Strongly Disagree

5

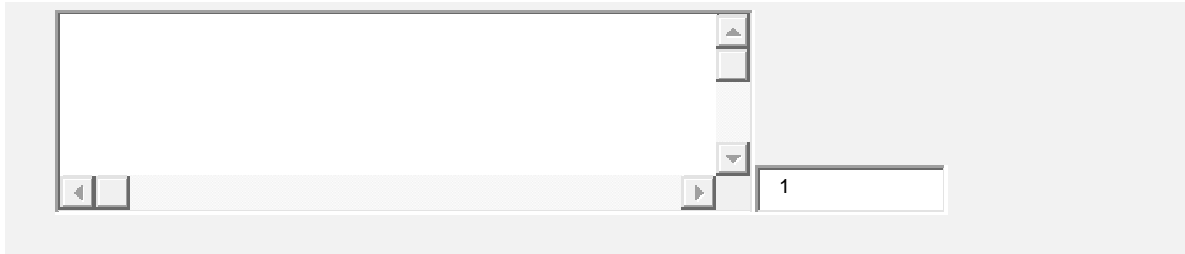
25) * Please provide your feedback on the OVERALL QUALITY of the Reunion.

30799 69984 Limit 8000 Characters. Chars Remaining:8000

1

26) * Please provide suggestions for how we can make our reunions more enjoyable in the future.

30800 70008 Limit 8000 Characters. Chars Remaining:8000





Reunion Summary contributed by Jane Pipia, Brookfield, Wisconsin:

We have \$1,300 left over. We are going to talk to the Lincoln Elementary principal and the School Foundation and hope to donate \$300 to the school for a piece of equipment. The remaining \$1,000 is going into a 24-month renewable CD, so in four years when we start planning the 25th, we'll have funds available.

I will miss our monthly committee meetings. The group knew each other in school of course, but we were not "friends." So as a bonus on top of having a great time at the reunion and being proud of the fact that so many other people did too, we made new friends with whom we will hopefully stay in touch.

Costs/budget

Stationery supplies \$ 200.00
Postage 400.00
Printing (135 books) 900.00
Name tags 110.00
Decorations 200.00
Friday night 350.00
Hors d'houevres 500.00
Dinner/beer & soda 6,300.00
DJ 550.00
Bar tip 100.00
Sunday picnic 350.00

We charged \$60 per person. We lost some people because of the price but we felt that for all they received, it was worth it. Those who couldn't pay \$60 could come on Friday or Sunday at no cost at all. We know now that if we do not have the Friday and Sunday events we could charge about \$50/\$55 per person, but we really wanted to be comfortable and show everyone a good time. We didn't want to skimp and we certainly didn't want to be caught short of money.



Sources:

High School Reunion Ideas: Planning a Class Reunion in 75 Days by D Foytik

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