



WELCOME TO YOUR REUNION!

5 Steps to get you started...

- 1. Request your class list from the Summit Alumni Office** by sending an email to summitalumni@summitcds.org.
- 2. Send a *Save the Date* email to your class:** See a sample template in the *Invitation Samples* section.
 - ❖ You can send this out on your own or the alumni office can also send this on your behalf after filling out this [online *Save the Date* email request form](#).
- 3. Send an official email invite to your class:** Again, see a sample template in the *Invitation Samples* section. Best practices indicate this should be sent out at least 4-6 weeks before the event.
 - ❖ You can send this out on your own or the alumni office can send this on your behalf after filling out this [online reunion email request form](#).
- 4. Send a mailed reunion invitation to your class:** again, see a sample template in the *Invitation Samples* section. Best practices indicate this should be dropped in the mail at least 4-6 weeks before the event.
 - ❖ You can send this out on your own or the alumni office can send this on your behalf after filling out this [online reunion mailer request form](#).
- 5. Commit to come back - and to give back.** Make your reunion that much more meaningful; encourage each other to make a donation back to the school. As you reconnect and reminisce about the great times you had at The Summit, think about the teachers and programs that allowed you to thrive and go on great success personally and professionally. Learn more in the *Giving Back* section.



Event Checklist

Pre-event checklist

- ✓ Request your class list from the Alumni Office
- ✓ Choose a date/time/location
- ✓ Work out your event charge and individual payment methods (if any)
- ✓ Send email and mail invitations
- ✓ Utilize social media to connect people and promote your event
- ✓ If needed, ask for help from your classmates on the planning process
- ✓ Send reminder(s) to RSVP'd guests

Day of the event checklist

- ✓ Arrive to your location at least an hour early to:
 - Get registration set up
 - Make sure your venue location is ready for your guests
 - Decorate
- ✓ Check in guests as they come in
 - Ask to confirm their updated contact information (phone/email/address)
- ✓ Take photos
 - Consider posting event photos or updates live and tag people
- ✓ Give short remarks
 - “thank you for coming”
 - “thank you for your donation” – possibly provide the impact of the gifts there (reached 100% participation, these gifts will provide xyz)
 - Go over the 5 things they can do as alumni and why those are important (see sample remarks on Tips document)

1 week post event

- ✓ Send the attendance with updated guest contact information list to the Alumni Office
- ✓ Post pictures on your social media page
- ✓ Send pictures to the Alumni Office – they will also post pictures on social media
- ✓ Send a thank you email to all those that attended and/or send the recap of the event to the entire class (to share with those that missed it).



Reunion Planning Tips

Want a boost? Check out these tips to success.

1. **Create your class Facebook group page.** Click [here](#) for step by step instructions on how to create a Facebook group page. Invite your existing Facebook connections from you class to join the page and ask for their help in inviting others. Add the link to all of your email communications. Add photos from your class year, post some “do you remember...” moments, submit questions to the group and ask for their feedback. This will help get conversations started.
2. **Don't do it alone.** Ask a fellow classmate to help. Or better yet, lead a planning committee!
3. **Google and Pinterest are your friends.** Don't be afraid to search and use ideas from other reunion events out there.
4. **Refer to your yearbook(s) for ideas.** Don't have one? Ask a classmate if they have theirs. OR ask the Alumni Office if you can come in and browse through one from the archives.
5. **Invite your favorite faculty members.** Ask the Alumni Office to provide you with the contact information of your favorite teachers.
6. **Make a point to give short remarks** about the schools successes and/or ways that they can continue to stay involved (see points below). Thank everyone for their gift in conjunction with the event and share the impact of those gifts - The Alumni Office can help provide talking points. Below are 5 things alumni can do to stay engaged:
 - ❖ **Come back to campus.** Make plans each year to attend or participate in at least one alumni event each year. Have a family? Bring them to one of the many family friendly events that take place on campus throughout the year.
 - ❖ **Connect with one another.** Stay in touch with your classmates and faculty members. Utilize our network!
 - ❖ **Volunteer your time.** Check in with us and learn about ways that you can help The Summit. Whether it's for an hour or a year, your time is as valuable to us as your donation. Help us create a network that is meaningful for you and your peers.
 - ❖ **Talk about us.** Keep yourself updated on the school's successes. Tell others about our renowned curriculum and devoted faculty. Share your summit story with your community.
 - ❖ **Give Back.** When the envelope or phone call comes, please give. No matter the size of your gift, your participation is very important and is greatly valued by all of us.



Tips on Choosing a Date / Time / Location

Date & Time

- ❖ Survey your class to find out what time of year they want to Uknight. Consider using [Doodle](#), an online scheduling tool that allows you to easily and clearly gather preferences from your audience.
- ❖ If you would like to host your reunion on campus, the Alumni Office can offer you space on campus.

Event Style

- ❖ Consider some of these options when planning for your event:

Breakfast Buffet

Brunch Buffet

Lunch Buffet

Dinner Buffet

Cocktail Party

Family BBQ

Potluck

Sit down

Standing room/Party-style

Location

- ❖ Consider some of these locations when places when planning your event:

Indoor / Outdoor

Hosted in someone's home or at a Clubhouse

Park Pavilion

Private Room in a Restaurant/Bar

Sectioned-off area in a Restaurant/Bar

The Summit (Alumni or Bishop's Parlor)



Event Payment & Collection

First, ask yourself...

Do you want to pay a vendor/bar/restaurant to provide service, food, alcohol, etc. for your event?

If yes...

1. Speak to your vendor(s) about how they want to be paid. Some like the money up front, while others allow you to pay at the event. Some allow people to pay the vendor directly, others ask for a single payment or multi-payments from a single source. They will be able to walk you through everything.
2. Ask your vendor how they would like to receive the guest count – to prepare for your event. Some may ask for a confirmation of the number of attendees before the event, while others may be okay with learning the count the day of the event.
3. If you would like to collect payment from individuals to cover the cost of your event, consider how you would like to collect payment. Some avenues are:
 - a. Create an Eventbrite account and page for your event. Add the link to RSVP on your electronic invitations. Collect payment as it comes in and pay your vendor at your negotiated time. This platform can also integrate with Facebook.
 - b. Ask guests to RSVP with you, have them mail you a check and pay your vendor at your negotiated time. Consider also using online money transferring tools like the [Venmo](#) app.
 - c. Again, speak with your vendor and ask if they can take care of the individual payments for the event. For example, they may be able to collect the money online ahead of time, at the door or other avenues.

OR

You could collect the money and budget out what you will need for the event as it comes in. For example: You could collect the funds as they come in and budget to use 70% on the food/drinks the day of the event and 30% to purchase prizes or t-shirts, etc.

If no...

1. Make sure to communicate your event details and/or expectations with your guests. Some cost free event ideas could include:
 - a. Potluck at a person's home, park or here at The Summit
 - b. Simply advertising the reunion to take place at a bar or restaurant and ask each individual to pay for their own tabs.
 - c. Get your event sponsored or underwritten by a person or a business.



Invite copy samples

Save the Date

Subject Line: Class of 2014 Summit Reunion

Copy: Dear John,

Save the Date!

Class of 2014
5-year reunion

Saturday, September 22nd at 7:30 p.m.

Join our Facebook event page to stay updated on details leading up to the big day! [INSERT LINK].

For more information, please contact me at Jane.Smith@gmail.com or call me at 555-555-5555. More details are on the way!

Signature: Jane Smith '14
Reunion Chair



Invite copy samples

Official Reunion Email Invite

From Line: Jane Smith
Subject Line: Class of 2014, you're invited!
Copy: Dear John,

As reunion chair, I am excited to announce the details of this highly anticipated event! Please join us for what is sure to be a fun-filled walk down memory lane.

Class of 2014
The Summit Country Day School
5 Year Reunion

MadTree Brewing in Oakley
Saturday, September 22nd
7:30 p.m. – 9 p.m.

\$15 per person. Grab your favorite brew at the bar and enjoy pizza, prizes and a t-shirt! Click here to [RSVP](#).

Join our Facebook event to stay updated on details [INSERT LINK].

Let's pay it forward! As a class, we can make an impact on the lives of the students walking in our footsteps. Please join me in making a gift of \$15 to The Summit's Annual Fund. Our donations will help provide financial aid, updated academic and sporting equipment, and reach all other areas in need within the school. To make your gift, please visit:
<http://www.summitcds.org/giving/index.cfm>.

For more information, please contact me at Jane.Smith@gmail.com or call me at 555-555-5555.

Signature: Jane Smith '14
Reunion Chair



Invite copy samples

Mailed Reunion Invitation

Class of 2014
Summit Country Day School
5 Year Reunion

MadTree Brewing in Oakley
Saturday, September 22
7:30 p.m. – 9 p.m.

\$15 per person. Grab your favorite brew at the bar and enjoy pizza and prizes in our sectioned-off area.

Let's work together to pay it forward. Join me in making a donation of \$15 to the Summit's Annual Fund and help our class impact the students and faculty walking those halls today.

RSVP by September 10th to me at Jane.Smith@gmail.com or call me at 555-555-5555.

Jane Smith '14
Reunion Chair



Giving back

Commit to come back – and give back

The support from our alumni is important now more than ever to help the school continue to provide the best character based education in the city. We are working hard to sustain the school financially well into the future. The generosity of our alumni, parents, and friends has been a part of the school from its start. From the donation of the school's first electric lights, to funding student scholarships, to donations that provided new state-of-the art science equipment for students in recent years, the **support from our Summit network has been a driving force in the advancement of the school. We couldn't do it without the help from our alumni!**

❖ What to give to:

The Annual Fund is a primary source of funding to keep the school operating competitively. Each donation is immediately allotted to the areas of critical need as determined by the school's strategic plan. Funds are used for financial aid, professional development for teachers, student org needs, operational needs, equipment updates and much more. A thriving Annual Fund is a major pillar of support for any successful non-profit educational institution.

❖ Giving Strategies:

- In the invitation, ask each class member to make a gift of a meaningful amount to them with a goal of 100% participation
- OR ask each class member to make a gift of a certain amount to total a certain dollar goal
 - Or simply ask to reach a certain dollar goal and ask everyone to participate in any way they can
- Consider matching gifts – if a class member(s), would like to match gifts up to a certain amount to reach your goal, the Alumni Office can help with this tracking to make it a success
 - *Example 1:* John Smith will match each donation (not to exceed \$500 for him). So, he'll match each individuals donation (whether it's \$5, \$25 or more) until his \$500 limit is reached
 - *Example 2:* If the class reached a total of \$500, John Smith has committed to match that by personally donating \$500.



Roles and Responsibilities

The Reunion Chair(s) is responsible for:

- Leading the invitation process
- Contacting classmates and keeping them informed of your event
- Providing content and/or participating on the reunion Facebook event page
 - Providing the link to that page to the Alumni Office
- Planning the reunion from A to Z
 - Finding a location
 - Catering
 - Entertainment
 - Décor
 - Event management: check in, remarks, running the event
 - Event payment
 - The event could be sponsored by an individual, a business, etc
 - You could charge classmates to cover the event
 - The event can be free by hosting it at someone's home and asking people to bring a food or drink item
- Report the attendance back to the Alumni Office
- Encouraging alumni to join the Summit Alumni Facebook Group, and your reunion event within that Summit Alumni Facebook Group:
<https://www.facebook.com/groups/SummitCountryDayAlumni/>
- Sending the event confirmation email to guests (2-4 days before the event)
- Share photos from the event with the Alumni Office
 - Photos will be posted on The Summit's Photo page and on social media
- Recruit volunteers needed to help with the event

The Alumni Office is responsible for:

- Providing a list of contact information for classmates
- Sending out the invitations (if you choose to use our online forms)
- Promoting Reunion involvement throughout the year
- Providing contact information for requested faculty members
- Advising the reunion chairs
- Recognizing and thanking the reunion chairs throughout the year

