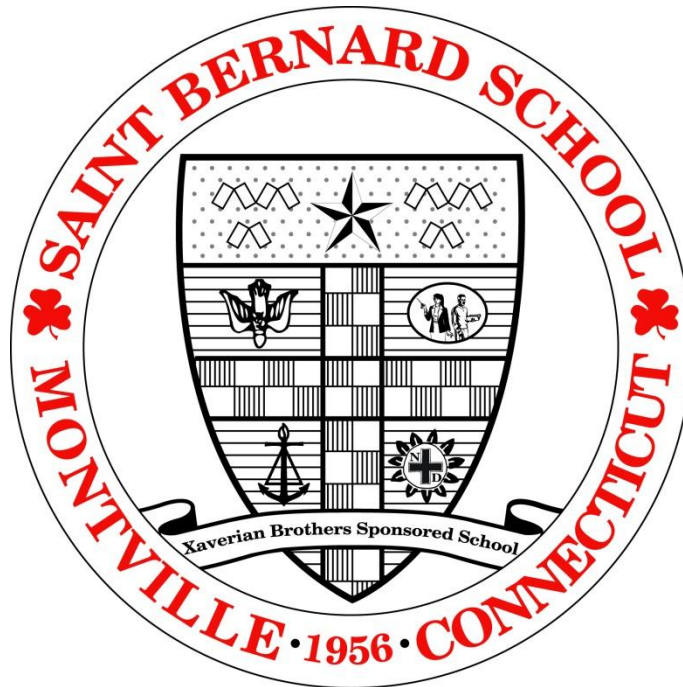


Saint Bernard School

Class Reunion Planning Guide



Advancement and Alumni Office

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Thank you for your interest in planning a Saint Bernard School class reunion. This guide is to serve as a resource in the following areas:

- Inform you of the support available from the Advancement and Alumni Office
- Outline your roles and responsibilities in organizing a successful class reunion
- Tips & suggestions for planning your reunion

Alumni Resources

To assist you in planning a successful class reunion, SBS Alumni Office offers the following support:

- Provision of class lists
 - We can e-mail you your class list containing all the latest contact information we have on file in our database. ***Please keep track of any address, phone # or e-mail changes you come across in red so we can update our records.**
- Marketing and promotions through the following channels:
 - Event listing in SBS electronic and print newsletters
 - Event listing on the SBS Alumni website
 - Event listing on the SBS Alumni Facebook page
 - E-mail sent through Constant Contact to anyone for whom we have an e-mail address
- Funds
 - SBS can pay the postage of **one** mailing for your event – invitations or Save the Dates.
 - Please note: SBS does not have any funds available to any classes to spend on the reunions. It's best to build all costs into the price of the ticket(s).

Class Reunion Lead – Your Role!

Please take a moment to read through your applicable responsibilities, when planning your class reunion:

- Try to recruit at least two other classmates to help organize and plan your class reunion.
 - Ask a classmate you know for help, and see if they have a classmate in mind that could help as well.
- Request your class list from the Alumni Office
- Choose a preferred date

- Reach out to SBS Alumni Office with your preferred date to confirm there are no conflicts with other events planned that year, as soon as your date is chosen so we can add it to our annual event calendar.
- Research venues to hold event and request a proposal for expected attendance.
- Determine and create RSVP process.
 - Suggested process to use is Evite invitation and Paypal payment collection.
**Alumni Office cannot collect fees for class reunions*
- Provide event details and RSVP URL to the Alumni office for marketing and promoting.

Class Contact Lists

SBS Advancement and Alumni Office will provide you with your class lists, including classmate contact information of full name, mailing address, phone and e-mail.

The following requirements are stipulations for using your class lists, in order to protect the privacy of your fellow classmates.

- I. Using this information for commercial, promotional, and/or partisan political purposes is prohibited.
- II. Publishing, selling, licensing and/or distributing the SBS class list is prohibited.
- III. Data integrity is very important and we ask that you please record any corrections you receive (change of mailing address, e-mail, marital status, etc.) and send them to the Alumni Office to update our database.
- IV. The SBS class list is to be used within the current year or your class reunion only. Due to continuous updates on contact policies and contact information, it is important all alumni organizing class reunions to request and use current SBS class lists.

Budget Planning Tips

To accurately estimate the expenses for your class reunion, please take time to outline your event budget. Please see the details below, as well as Event Budget Template (page 6).

- Keep in mind the goal is to have the event pay for itself.
- Based on past class reunions, suggested cost per person should be \$50 or less.
- Please consider the following expenses in your planning:
 - Audio-visual equipment: wireless or wired microphone for a welcome can be additional cost.

- Room set-up & labor: confirm seated dinner vs. reception cocktail tables; registration area; coat check; valet costs and set-up needs
- Décor: confirm if table linens, floral, tea lights will be provided.
- Photographer: as cost savings, assign two people to take photographs at event
- Parking: confirm where available parking is and costs.
- Signage/building access: confirm if signage is needed/provided and confirm applicable entrance.

Catering Tips

In planning your class reunion, your selected venue will dictate if you are required to contract with an outside caterer. If you are using an outside caterer, please see the guidelines below:

- Have your estimated budget ready prior to speaking/meeting with caterer
- Be clear and upfront with what you have budgeted/what you have to spend
- Request proposals from 2-3 caterers to compare pricing and provisions
- Account for meals for those with vegetarian and allergy needs
- Agree on a date you are required to provide a final guest count, i.e. a guarantee, which is what you are required to pay for, whether guest count goes down or not
- Determine any additional costs to the quoted price, including the set-up, service charges, gratuities, linens, décor, and place settings.

Venues used by other classes

Some of the more formal reunions have been held at Great Neck Country Club in Waterford, Coast Guard Academy Officers Club, Pilot House at Ocean Beach in New London, Holiday Inn in Norwich, Mystic Hilton or Mystic Marriott.

Other classes have held more informal cocktail parties at Hot Rods Café in New London, Go Fish in Mystic and Filomena's in Waterford.

Event Timeline and Checklist

In preparing to organize your class reunion, follow the suggested timeline outlined below. Please note each event is different and some guidelines may not apply.

Communications

Planning out the communication processes for your class reunion will ensure its success. Please see below:

Pre-Event

- Work with Alumni office to promote your event in our monthly E-Connections newsletter, our semi-annual print newsletter, our Facebook page, our website.
- Plan out Save the Dates, invitations and event reminders
- On each piece, include event information of: location, time, cost to attend, RSVP URL, address to send checks to, and contact name/e-mail for questions.
- We encourage reunion planners to set up a Facebook page for your class reunion.

Post-Event

- Provide a thank you follow-up via e-mail 3 days after your class reunion. This will seal the impact made at your reunion and can provide feedback or interest for planning the next reunion.
- If you have any money left over from ticket sales, many classes use this as a donation to Saint Bernard School as a scholarship for a current student in honor of the class or in memory of the deceased classmates.
- Provide the Advancement and Alumni Office with any data corrections that you were able to find; address, phone # or e-mails.

Reunion Budget Worksheet Guide

Revenue

Revenue Item	Quantity	Total Amount
Guest Fee		\$
TOTAL		

Expenses

Expense Item	Quantity	Total Amount
Invitations/Save-the-Dates		\$
Food		\$
Beverage		\$
Gratuity		\$
Tax (gratuity is normally taxable)		\$
Bartender Fee		\$
Room Rental		\$
Entertainment (Musicians, DJ)		\$
Décor (Linens, floral)		\$
Audio Visual (Microphones, projector/screen)		\$
Giveaways		\$
TOTAL		\$