

Raising Extra Funds



Why raise funds?

- ▶ To establish a ***ticket assistance fund*** enabling classmates facing financial hardship to attend the reunion
- ▶ To build a budget for reunion ***extras*** your committee may want to include
- ▶ To give a ***class gift*** to your high school
- ▶ To ***host faculty*** at the reunion
- ▶ To ***reduce*** the reunion ticket price

How can we raise funds?

- ▶ **ADVERTISING:** Sell ads on your homepage or in memory books (if applicable)
- ▶ **SPONSORS:** Seek sponsorships from businesses
- ▶ **TICKET PRICE:** It may be possible to add \$1-2 into the ticket price
- ▶ **DONATIONS:** Solicit donations from classmates
- ▶ **BOOST ATTENDANCE:** Exceed attendance goals and receive Reward Dollars
- ▶ **SELL MERCHANDISE:** Offer an item for sale to your classmates

The key to
successful
fundraising...

Start early!



Advertising

Classmates and vendors have an opportunity to advertise on our website or in the memory book (if applicable for your reunion). This is a great way for classmates to let everyone know what they are doing. Vendors can also advertise and take advantage of reaching out to local, long-time customers.

In this handbook you will find an example of a solicitation letter you can use to contract for vendor advertising. A template of this document is available in the **Committee Portal** under **Reunion Updates**. Feel free to edit/customize the letter to suit your needs.

Online + Memory Book Advertising Rates

Website + Business Card	3½" x 2"	\$50
Website + Half Page	5" x 4"	\$100
Website + Full Page	5" x 8"	\$200
Website + Back Cover (color)	5" x 8"	\$300

Online Advertising Rates

Homepage Listing	\$40/month
Reunion Specific Listing	\$50/for the year
Targeted Audience	\$25/month or \$150/month for 10 reunions or location

Committee Ad Dollars

Reunions With Class will return 50% of the ad \$\$ collected in the form of a slush fund for all ads procured by the committee. A check for the committee's portion will be sent to the committee chair approximately two weeks after the reunion.

*Committee procured ads must be submitted on a version of the form provided or prearranged with RWC. Ads are due one month prior to the reunion.

Sponsorships

Some individuals or businesses may be interested in sponsoring the reunion by underwriting a portion of the cost. Consider businesses owned by alumni or ones whose target market fits your class. The sponsor can host a specific reunion expense (i.e. the DJ) or contribute a set amount to reduce the overall ticket price. Work with your account manager for specifics.

Donations

Your invitation will automatically include 'Sponsor A Classmate' copy that invites classmates to make a donation, over-and-above the ticket price, to create a ticket assistance fund. Any \$\$ donated will be used to subsidize the ticket price for classmates facing financial hardship. The committee may choose to re-word the copy on the invitation if the \$\$ raised will go toward another purpose, i.e. class gift to school, purchase doorprizes, etc. 'Sponsor A Classmate' and 'Ticket Assistance' information will also appear on your reunion homepage on the website.

Ticket Price

Your committee may wish to create a small fund to cover miscellaneous expenses incurred for your reunion. For example, supplies for the family picnic, audio/visual equipment needs, supplies for your memorabilia display or your reunion program, etc.

Under certain circumstances, the committee may add \$1 or \$2 to the ticket price to create a slush fund. If it is an option for your reunion, we will include the information in your Reunion Proposal.

IMPORTANT: This decision must be made early, prior to signing the final contract. Once the ticket price is published, it cannot be changed. Provided the attendance goal is met, reimbursement will be sent to the committee chair approximately two weeks after the reunion.

Note to Committee

Audio/Visual equipment rental is the committee's responsibility. RWC has an LCD projector available to rent for \$100. If you plan to rent equipment through RWC or the venue (sometimes possible), please contact Reunions With Class right away to secure it as our equipment is allotted on a first-come, first-served basis.

(RWC equipment rental only applies to schools in the greater Puget Sound area.)

Attendance

Reunions With Class enjoys rewarding committees who work hard to make their reunion a success. We have established a Committee Reward Program as a way of saying “Thank You” to the committees who exceed their attendance goal.

For example, if your attendance goal is 120 and a total of 132 classmates and their guests attend, the committee chair will receive a check for \$100.

Reward Dollars

10% above goal - \$100 reward

20% above goal - \$150 reward

30% above goal - \$200 reward

35% above goal - \$250 reward



Reward Dollars will be tallied the week after the reunion. If your committee has earned Reward Dollars prior to the reunion, upon request, we will be glad to provide a check for the amount of the reward in advance of the reunion so it can be used for reunion-related items, i.e. ticket assistance, A/V equipment.

All Reward Dollars will be issued as a check payable to the committee chairperson.

Here's to a fabulous turnout for your reunion.

Sample Vendor Ad Solicitation letter

REACH OUT TO YOUR LOCAL HIGH SCHOOL ALUMNI!

To: Local Vendor (fill in vendor name here)

Date: Month/Date/Year

From: XXXX High School - Class of 19XX Reunion Committee (fill in XX)

Re: Donation/Advertising for Local High School Reunion

The reunion committee is planning our _____ year reunion for _____, 2022. We are coming to you first to offer your company the opportunity to advertise your business to our alumni.

We hope you will take advantage of our targeted market! 85% of alumni and families are local to the area. Your ad will appear on our reunion homepage with a link to your website and in the keepsake Memory Book which includes a class directory. The booklets are treasured by each classmate and used repeatedly. It's also a great way to show support of your local community.

Online + Memory Book Advertising Prices

Website + Business Card	3½" x 2"	\$50
Website + Half Page	5" x 4"	\$100
Website + Full Page	5" x 8"	\$200
Website + Back Cover (color)	5" x 8"	\$300

Deadline: Payment and artwork due no later than one month prior to reunion for print ad. **For maximum online exposure**, submit ad and payment as soon as possible.

Ad Requirements: Advertiser to provide camera-ready artwork for print/online ads.

Email artwork to: ads@ReunionsWithClass.com. Questions? Call Reunions With Class at 425-644-1044.

Company Name _____ Contact _____

Phone _____ Email _____

Mailing Address _____

Advertisement type and description _____ Cost _____

Visa/MasterCard # _____ - _____ - _____ - _____ Expire: _____ CVC Code _____

Signature: _____ Name as it appears on credit card _____

Online Only Version Available

For reunions not offering a memory book, there is a sample vendor letter for online only advertising in the **Committee Portal** under **Reunion Updates**.

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.



PO Box 40527
Bellevue, WA 98015
425-644-1044
Fax 425-644-0691
www.ReunionsWithClass.com