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 in memory books and on RWC website
- **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 in the memory book and Reunions With Class website. 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 Resource Center under the Reunion Updates tab. Feel free to edit/customize the letter to suit your needs.

### Ad Prices

<table>
<thead>
<tr>
<th>Type</th>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Card</td>
<td>3½” x 2”</td>
<td>$25</td>
</tr>
<tr>
<td>Half Page</td>
<td>5” x 4”</td>
<td>$75</td>
</tr>
<tr>
<td>Full Page</td>
<td>5” x 8”</td>
<td>$100</td>
</tr>
<tr>
<td>Back Cover (color)</td>
<td>5” x 8”</td>
<td>$200</td>
</tr>
<tr>
<td>Website Bottom Banner</td>
<td></td>
<td>$150</td>
</tr>
</tbody>
</table>

### 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 page 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.
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.
REACH OUT TO YOUR LOCAL HIGH SCHOOL ALUMNI!

To: Local Vendor (fill in vendor name here)

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

Date: Month/Date/Year

Re: Donation/Advertising for Local High School Reunion

The reunion committee is planning our ________ year reunion for __________, 2016. 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 in the keepsake booklet which includes a class directory and/or as a banner our reunion homepage. The booklets are treasured by each classmate and used repeatedly. It’s also a great way to show support of your local community.

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**Deadline:** Payment and artwork due one month prior to reunion

**Ad Requirements:** Advertiser to provide camera-ready artwork for print ads (black & white preferred, book is printed in black & white except for the back cover which is full-color). For website banner ad, camera ready logo or image with URL must be provided.

**Email artwork to:** ads@ReunionsWithClass.com or mail to school/year, PO Box 40527, Bellevue, WA 98015, Questions? Call Reunions With Class at 425-644-1044 x476.

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Company Name __________________________________ Contact ______________________________

Phone_____________________________________ Email _________________________________________

Mailing Address ______________________________________________________________________

Advertistement type and description____________________________________________________ Cost __________

Visa/MasterCard # __ __ __ __ - __ __ __ __ - __ __ __ __ - __ __ __ __ Expires _____________

Signature:_________________________Name as it appears on credit card _______________________

Please complete this form and send with ad and payment to:
Reunions With Class, Inc. PO Box 40527 Bellevue, WA 98015
Questions, call 425-644-1044 or email ads@reunionswithclass.com