

Reunion Planning

Thank you for volunteering to plan your class reunion. This guide was developed with the help of seasoned reunion planners to assist you in your planning process. However, you may plan in any fashion that you and your team agree upon. If you need additional assistance, please contact Tracey Stone, Director of Alumnae, at tstone@setonkeough.com or 410-646-4444 ext. 1216. (SK=Seton Keough)

PLANNING COMMITTEE PRE-REUNION

1. Preliminary Notes:
 - 9-12 months is ideal for planning; set your timeline early. Gather as many committee members as possible.
 - Committee meetings can be held at Seton Keough with enough advanced notice.
 - All expenses are the responsibility of the class. SK does not provide any financial support for reunions.
2. Obtain class list from Seton Keough Alumnae Office.
3. Start by calling several “movers and shakers” from your class. Confirm their addresses and ask if they have any suggestions for the reunion. Then ask them if they would be willing to serve on the planning committee with you.
4. Once a committee has been recruited, hold your first committee meeting. You want to do this as soon as possible. Invite volunteers to participate. At meeting:
 - Vote on a chairperson if not already determined.
 - Determine goals (i.e., enjoyable time, as many classmates in attendance as possible, large donation to the school)
 - Determine individual components of event (i.e. decorating, location scouting, name tags, favors, memory book, class list/classmate locators, finance, publicity, etc.). Ask for volunteers to commit to handling those tasks.
 - Draft a timeline for event tasks.
 - Discuss calls and mailing(s).
 - Divide up class list for calls to confirm addresses, etc.
 - Schedule follow-up meetings, if necessary.
5. Call classmates regarding the reunion. If these calls are successful, you may not need to send out a pre-invitation mailing. This will save on cost.
 - Gauge interest and ask for opinions on: what, when, where and maximum cost; nighttime vs. daytime; family and/or spouses vs. classmates only; indoor vs. outdoor.
 - Get updated names and addresses. **Highlight any changes made to the class list** by making them in a different font color (See *Planning Committee Post-Reunion* for more information.)
 - Request email addresses for easier communication.
 - Ask for ideas and volunteers.
 - Give estimated time of when invitation/event details will be mailed.

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6. Prepare first mailing, if deemed necessary. (See #5)
 - Request input as outlined in #5.
 - Insert a list of “missing” classmates and ask for address/contact information.
 - Give a return date for questionnaire.
 - Mailings of 200 pieces or more qualify for the bulk mail rate. (Call the Seton Keough Alumnae Office for more information on bulk mailing before preparing your mailing.) Otherwise, first class mail will be necessary. Use the Chairperson’s home address as the return address. First class mail will be forwarded or returned; because of this some planners think spending money on first class postage is worth it.
7. Work on obtaining current information on classmates with bad addresses. The internet and telephone directory assistance are resources. A free web site, www.Zabasearch.com, has been recommended by previous reunion leaders. It shows birthdays which helps narrow down options.
8. Based on feedback from classmates, visit and work with potential caterers/locations to determine possible menus and other details keeping within targeted fee. Collect proposals. (Remember to keep in mind other costs.) A sample Location Review Checklist is attached. Make copies as needed.
9. Budgeting:
 - Make a budget which will help determine cost per person. In addition to location and catering charges, don’t forget to figure in costs for postage, paper/envelopes for mailings, long distance calls, decorations, name tags, favors, printing (even if it is to reimburse yourself for the use of your own printer). Some classes also figure in the cost of a few extra people to cover meal of a teacher/Sister or two who may accept an invitation. Still, others do not include them in the count since often there are a few no shows to balance these guests. (See #17-18)
10. Determine date and location. Keep in mind the following as you make these decisions:
 - When choosing date, be aware of time of year, weekend family obligations (especially if your class may have young children or grandchildren involved in sports), holidays, etc. which could reduce attendance. Also check school calendar for possible conflicts.
 - When choosing location, consider age/limitations of the group when it comes to steps, distance of room from parking, front door. Is there ample/easily accessible parking on-site? Is location easily accessible from major roads/highways?
11. Promotion of Event:
 - Notify Tracey Stone at tstone@setonkeough.com for promotion in SK publications and web site.
 - Consider doing a reunion website. www.myevent.com has been used before. It is user-friendly, offers good ideas, and the monthly cost is minimal. Gives opportunity for people to encourage others to attend and for those who cannot attend to send their regards. You can also list “missing” classmates so others can assist you in finding them. SK can put link from school website to reunion site.

Promotion of Event (continued)

- Contact community publications and area churches and provide reunion information. (See attached contact information.)
 - Continue to make calls to classmates. Ask those you do reach by phone to work on getting others to attend.
12. Prepare invitation mailing:
- Develop invitation/letter. Offer event details – cost, location, details, accommodation suggestions for out-of-towners; provide registration form with all required info (including updated name, address, phone; email address, spouse's name, etc.); indicate how checks should be made payable; return date. Mention class reunion website (if you do one) for updates and other fun items. (Sample letters/invites are available from the Alumnae Office upon request.)
 - Offer option for making a donation for the class gift to Seton Keough. Some people who don't come may want to contribute.
 - Include list of "missing" classmates and ask for assistance in locating them.
13. Bank account/Finances
- Some people choose to set up a separate checking account so all transactions stay out of personal accounts. You CANNOT set it up in Seton Keough's name. The bank can help you determine a name.
14. Photographer
- Mr. Steve Ritter of Superior Photographics is used most often. You can reach him at 410-636-4157. The cost for each class picture (8x10) is \$10, pre-paid at the reunion by interested individuals. The photographer handles everything. Call Tracey Stone at 410-646-4444 ext 1216 if you'd like Mr. Ritter's info sheet mailed to you.
 - A copy will also be sent to Seton Keough which, space permitting, will be included in school publications. If a class gift is given, the amount will be included in the caption.
15. Name Tags: Make them big and bold. If your class had a yearbook, consider including senior photo for easier recognition. If you don't have your senior yearbook, you can come to SK and use the office copies. (Please call ahead for an appointment and to confirm that we have a copy.) Some classes use only maiden names on the name tag. Others use maiden and current names.
16. Class Gift: A gift to Seton Keough is graciously accepted. Gift can be general or specific (i.e., Science Wing renovation, a specific scholarship fund). Gifts of \$1000 or more are recognized with a leaf (inscribed with School/Class Year) on the school's giving tree located in the main lobby.
17. School/Alumnae Representative: Consider inviting a representative from the school (or alumnae association) for a brief update. Do not count him/her in the guaranteed number for whom you must pay. Often there are a number of no-shows, and the rep may not even stay for the meal. To request a school rep, contact Tracey Stone at tstone@setonkeough.com or 410-646-4444 ext 1216.
18. Former Teachers/Sisters: Some classes have wanted to invite teachers and/or Sisters to their reunion. The Alumnae Office may be able to facilitate contact with requested individuals. Please contact Tracey Stone at tstone@setonkeough.com or 410-646-4444 ext. 1216.

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19. Check-in table: Have a sign-in sheet in alphabetical order by maiden name with check-in box to save time. Have name tags and flyers or other handouts at the table. If you have a favor to give out, you may want to give it out at check-in to assure everyone gets one.
20. Favors: Some classes opt for having favors and include the cost in the ticket price.
21. Miscellaneous Advice from Seasoned Reunion Planners:
 - Do not try to do everything yourself. Let your classmates help.
 - Keep in mind – you will not be able to please everyone.
 - Best place is one that has its own catering and clean-up service.
 - Buffet is best way to go.
 - Have a cash bar.
 - Use round tables, not long tables for dining.
 - Deadline for reservation returns – 5 weeks recommended
 - Many classes invite only “the girls” as history has shown that when spouses/significant others are invited single, divorced and widowed feel awkward and do not want to attend alone. Also, spouses tend to be bored since they don’t know anyone or any situations being talked about.
22. Extra Options:
 - Silent auction; 50-50 raffles; door prizes; prizes for traveling shortest and longest distances. Prizes can be donated by companies and individuals.
 - Consider inviting classmates to bring memorabilia to share at a display table at the reunion.
 - Consider having a tribute/photos of deceased classmates.
 - Some classes have put together reunion booklets with photos and updates of classmates. If you decide to do this, remember to add this cost into your ticket price.
 - Mass: If your reunion is held at SK, you may use the chapel for Mass. You must arrange for a priest on your own. Please contact Tracey Stone at tstone@setonkeough.com or 410-646-4444 ext 1216 before making arrangements to make sure the Chapel is available at your desired time.

SETON KEOUGH ALUMNAE OFFICE PRE-REUNION

1. Provide leader with class list, including addresses and phone numbers.
2. List reunion information on Seton Keough website.
3. List reunion information in *Seton Keough News* and *Alumlines* e-newsletter.
4. Provide reunion leader with flyer of upcoming events to distribute at reunion (if applicable).
5. If an updated class list is provided to the Alumnae Office, labels can be formatted and printed for you, **HOWEVER, you must provide the labels.** Two (2) weeks lead time is required. **Please highlight the addresses that have been changed** so the Seton Keough database can be updated.
6. Serve as liaison between reunion committee and internal contacts if reunion is to be held at Seton Keough.

PLANNING COMMITTEE POST-REUNION

1. **Provide Seton Keough with updates to class list highlighted. This is of utmost importance to keeping the school's database current.**
2. Donate class gift to school
3. Complete and return Reunion Summary Sheet.
4. Send two (2) copies each of invitation/letters/postcards, etc. that were sent out in relation to your reunion. They will be put in a class file for reference for future reunions, and may be used in the school's archives.
5. Provide any photos of the reunion that you would like to share on the Seton Keough web site. Those who attended can remember the fun, and those who could not attend will be able to see what they missed.

SETON KEOUGH ALUMNAE OFFICE POST-REUNION

1. Update names and addresses of class in database
2. Include class reunion photo in *Seton Keough News* and *Alumlines*, and include recognition of class gift.

Area Publications

The contacts below are for Community News/Calendar items. Publication contacts change often. If you find any of these are incorrect, contact the publication via phone for the proper contact, or call Tracey Stone at tstone@setonkeough.com or 410-646-4444 ext. 1216 for assistance. Two sample press releases – one recruiting a planning committee and one for announcing the reunion – are attached for your convenience.

Baltimore Messenger	Cara Mattlin	cmattlin@patuxent.com	410-337-2400
Westminster and Eldersburg Eagle	Heidi Schroeder	hschroeder@patuxent.com	410-386-0334
NorthEast Booster/ Reporter	Jennifer Gibson	jgibson@patuxent.com	410-337-2400
Towson Times	Mohamed Mansour	mmansour@patuxent.com	410-337-2400
Catonsville/Arbutus Times	Pat Fenwick	pfenwick@patuxent.com	410-788-4500
Columbia Flier/How. Cnty Times	Stefanie Ickowski	sickowski@patuxent.com	410-730-3990

Area Churches

Often, area churches will include your reunion information in their bulletins. Additional church information may be found on www.archbalt.org. Of course, you may also contact non-Catholic churches if you wish. Two sample announcements – one for recruiting a planning committee and one for announcing the reunion – are attached for your convenience.

Ascension Church-Bowie	ascensionbow@aol.com
Ascension Church-Halethorpe	Ascebalt@archbalt.org
Holy Trinity-Glen Burnie	HTrinity@archbalt.org
Our Lady of Good Counsel	LGCounsel@archbalt.org
Our Lady of Perpetual Help-Ellicott City	LPHelli@archbalt.org
Our Lady of Victory	LVictory@archbalt.org
Resurrection-EC	RCelli@archbalt.org
St. Agnes Church	SAgnes@archbalt.org
St. Alphonsus	alphonsus9@verizon.net
St. Augustine-Elkridge	StAugustine@archbalt.org
St. Bernadine	SBernar@archbalt.org
St. Clements-Lansdowne	SClands@archbalt.org
St. Gabriel (Woodlawn) *	stgabriel@archbalt.org
St. John the Evangelist-Columbia	SJEcolum@archbalt.org
St. Mark-Catonsville	SMCatons@archbalt.org
St. Paul-Ellicott City	stpaulsrc@archbalt.org
St. Philip Neri	StPhilip@archbalt.org
St. William of York	SWYbalt@archbalt.org

* Formed by merger of Our Lady of Perpetual Help and St. Lawrence parishes

Sample Press Releases for Area Publications

You may modify these sample press releases to reflect the appropriate information for your school, class, reunion year, etc. The first one is to recruit a reunion planning committee. The second is to announce the reunion, date and other details later in the process.

CONTACT: Reunion Coordinator: _____
Phone: _____
Email: _____

FOR IMMEDIATE RELEASE

Seton/Keough/Seton Keough High School Class of ____ Seeks Reunion Committee

[date you are sending, 200_] (Baltimore, MD)—Members of the [Seton/Keough/Seton Keough] High School Class of ____ who are interested in serving on the Reunion Planning Committee are asked to contact _____, Reunion Chairperson, at _____. The reunion will be held next [Spring, Summer, Fall, Winter]. Members of the class are also asked to update their addresses and phone numbers by either calling ____ (same person as above)____, or via www.setonkeough.com

* * *

CONTACT: Reunion Coordinator: _____
Phone: _____
Email: _____

FOR IMMEDIATE RELEASE

Seton/Keough/Seton Keough High School to Hold ____ Reunion

[date you are sending, 200_] (Baltimore, MD)—The [Seton/Keough/Seton Keough] High School Class of ____ will hold their ____ reunion on _____ from ____ to ____ [a.m./p.m.] at _____. For more information, contact _____, Reunion Chairperson, at _____.

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Sample Announcements for Area Churches

You may modify these sample announcements to reflect the appropriate information for your school, class, reunion year, etc. The first one is to recruit a reunion planning committee. The second is to announce the reunion, date and other details later in the process.

CONTACT: Reunion Coordinator: _____
Phone: _____
Email: _____

Members of the [Seton/Keough/Seton Keough] High School Class of _____ who are interested in serving on the Reunion Planning Committee are asked to contact _____, Reunion Chairperson, at _____. The reunion will be held next [Spring, Summer, Fall, Winter]. Members of the class are also asked to update their addresses and phone numbers by either calling _____ (same person as above) _____, or via www.setonkeough.com

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CONTACT: Reunion Coordinator: _____
Phone: _____
Email: _____

The [Seton/Keough/Seton Keough] High School Class of _____ will hold their _____ reunion on _____ from _____ to _____ [a.m./p.m.] at _____. For more information, contact _____, Reunion Chairperson, at _____.

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