

High School Reunions - Committee Planning Options

[updated for 2024]

Decide to Not Have the Reunion

PROS

- ✓ No responsibilities

CONS

- No memories
- Not fulfilling classmates expectations
- Potential undesirable reactions from classmates

Manually Plan using Spreadsheets & Facebook

PROS

- ✓ Full control of all planning decisions: The venue, food, music and program
- ✓ Possible online ticket sales thru PayPal

CONS

- Time-consuming to find ALL missing classmates
- No proven marketing strategy to guarantee maximum attendance
- Financial risks if attendance is low
- Credit card fees
- PayPal fees
- Spreadsheets that need constant attention and updates
- Not easy to share classmate contact information
- Not easy to protect payment information
- Reports, mailing lists and name tags generated manually
- Biography/Memory Book created manually or having to pay for it
- Manually sending emails
- Manual collection of classmate biography info

ReunionDB's Database, Marketing Plan & Facebook

PROS

- ✓ Full control of ALL planning decisions
- ✓ ALL classmates researched for current contact info
- ✓ Database built for you: NO monthly fees added to reunion cost
- ✓ Bio/Memory book, mailing labels, call lists and name badges created for you
- ✓ Proven and automated marketing plan to guarantee max attendance
- ✓ Automated email sending
- ✓ Professional advice on how to keep ticket prices low
- ✓ Help to sell tickets early to cover any deposits
- ✓ Financial risks eliminated
- ✓ Online ticket sales via computer or mobile device
- ✓ Fully automated accounting and tracking
- ✓ Credit card fees and PayPal fees built into ticket price
- ✓ Minimal out of pocket expense to get started
- ✓ Upload pictures, music and videos thru Facebook

CONS

- Requires temporary use of class yearbook
- Requires class list or GP

Manually Plan using a Website & Facebook

PROS

- ✓ Custom web pages
- ✓ Upload pictures, music, and videos
- ✓ Classmates can pay for their tickets online
- ✓ Full control of venue, food, music and program
- ✓ Social media features

CONS

- Will NOT help find missing classmates
- No ownership of data
- No marketing plan or expertise to guarantee maximum attendance
- Financial risks if attendance is low
- No secure control of classmate contact info
- Setup fees
- Credit card fees
- PayPal fees
- Monthly/annual host fees
- Other à la carte fees
- No automated Biography/Memory Book creation
- No photo scanning without costs
- 20+ different "Create-A-Class Website" vendors and none are vested in the success of the reunion

Use a Full Service Reunion Planner

PROS

- ✓ Someone else is fully responsible for planning and organizing the entire event from beginning to end while the committee just enjoys the event
- ✓ No financial responsibility or risks

CONS

- Little or no control over venue choice
- Little or no control over ticket price resulting in very expensive tickets
- Reunions are typically very "cookie cutter" and not tailored for your class
- Only a few reputable full service companies left who will work hard to
 - find classmates
 - keep expenses down
 - remain transparent to reunion committee during the planning process
- Limited availability depending on geography and class size
- The fun and personal side of planning a reunion gets lost in the process

If you have any questions about this document, contact Mike@ReunionDB.com or call toll free (855) 550-7510