



Reunions That Work: How to Engage Alums and Save Time

December 10, 2025

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Let's start here...

**What do you most
want to improve for
your 2026 reunion?**

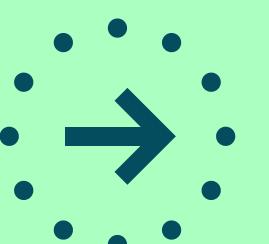


Agenda:



Topics:

1. *Set the Stage: Build Your Reunion Engine Early*
2. *Spark RSVPs: Outreach That Gets Alumni to Act*
3. *Spark RSVPs: Inspiring Attendance on your Landing Page*



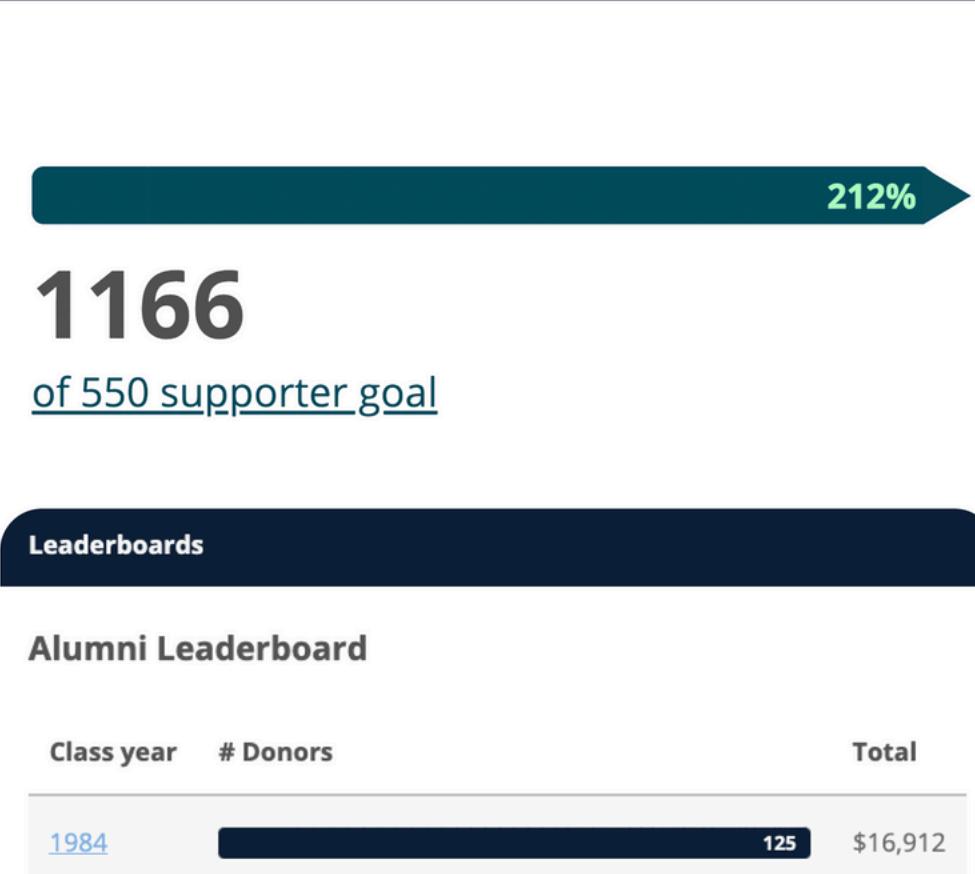
Some Featured Schools:

- *Western Reserve Academy (OH, 9-12)*
- *Gould Academy (ME, 9-12)*



The only fundraising platform built for K-12

Engage



**Pages that feature
your K-12 community**

Fundraise

**Apple Pay DAFs
PayPal venmo**

**No-setup modern
payment options**

Understand



**Dedicated 1-1 support
from a K-12 expert**

Helping 200+ schools modernize their fundraising



Giving



Events



Auctions

**Leaderboards &
Challenges**

Peer-to-Peer

**Streamlined CRM
Support**

Boost Marketing

**On-Site Auction
Support**

Live & Silent

Part One

Set the Stage: Build Your Reunion Engine Early

Your Reunion Planning Timeline

- Your timeline must leverage behavioral sequencing: people need lightweight social proof early, clarity mid-cycle, and urgency late.
- In December, your biggest goals should be finding your volunteers/class agents and prepping to launch your registration.

Date	Work Days Until Then	Tasks to Complete Before Date
Wednesday, Nov 12	ASAP!	Create list of possible volunteers, create outline of what volunteer responsibilities are, discuss if there should be a "volunteer discount" for paid events.
Friday, Dec 12	3	Ask volunteers for permission to share their names, explain the responsibilities of the role, write short bios for each volunteer (especially important for older classes!)
Friday, Dec 12	3	Finalize reunion date, determine whether your school should have a reunion weekend, confirm that all stakeholders are in agreement on key issues.
Sunday, Jan 11	23	Ensure that your reunion registration page has engagement features that will drive more attendees, ways to publically share comments, and allows for reunion giving.
Tuesday, Feb 10	45	Ask volunteers for permission to use their names in segmented text communications, ensure that your registration page is built to be mobile friendly .
Thursday, Mar 12	67	Remove existing registrants from your text list, make sure to use a platform that allows you to track conversion rates .
Sunday, Mar 29	78	Make sure that your schedule of events are confirmed, remember it is possible that specific classes (like 50th reunions) should get additional confirmation and marketing.
Wednesday, Apr 29	101	Ensure that your registration page is as seamless as possible , now is not the time to face a 70% drop off due to a clunky process.

Check out our reunion schedule calculator!

The Three Foundations to Set Today

Secure & Align Your Class Agents

You need to create network effects at scale to boost attendance, class agents make this possible.

Backward-Plan Your Outreach & Attendance Goals

Your class agents (or you!) can't work without a plan and goal in mind. December is the time to build it.

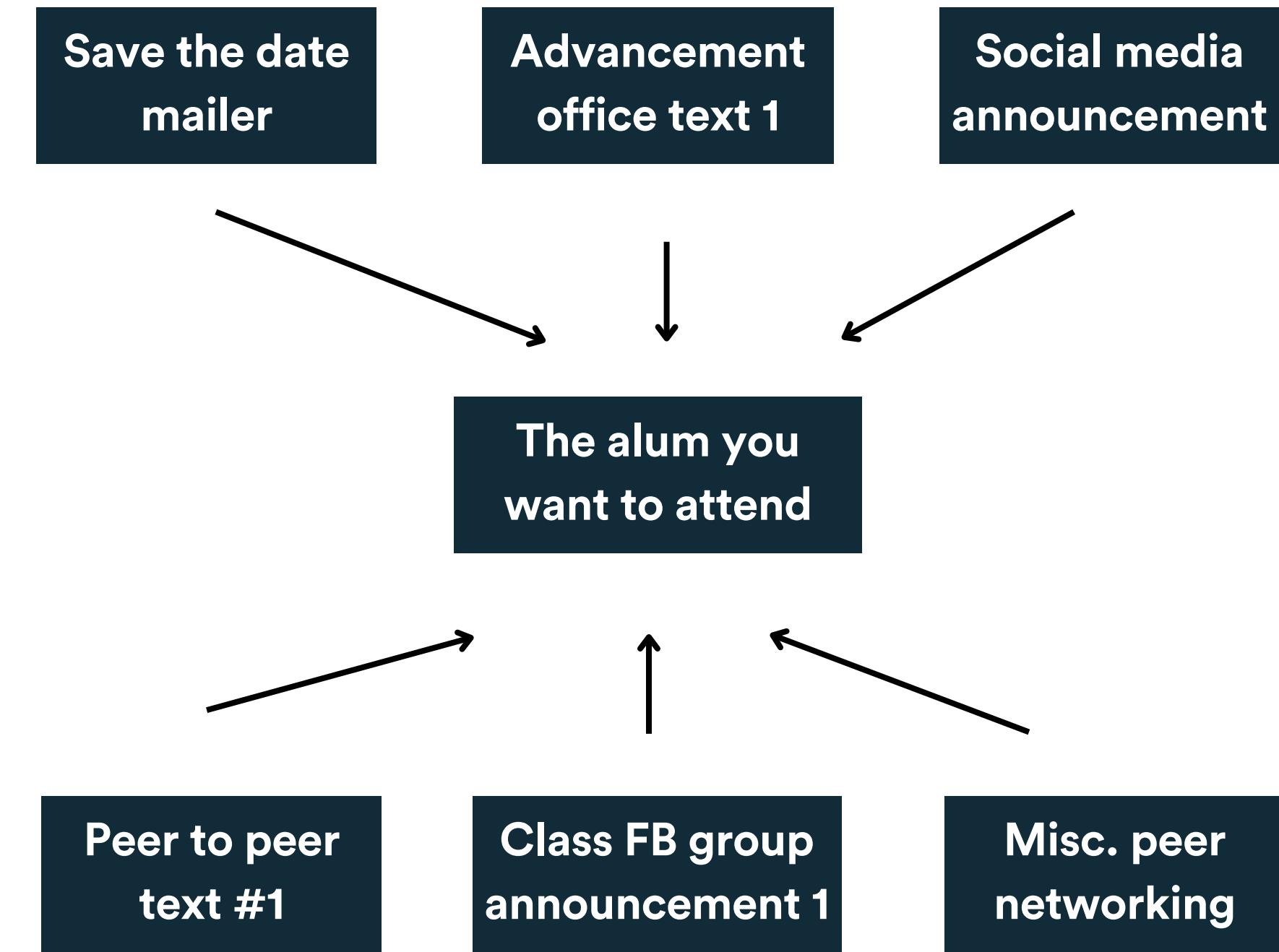
Prepare Your Registration & RSVP Hub

Once you have your foundations set, it's time to make sure that you optimize your landing page.

Ambassador and Class Agent Outreach

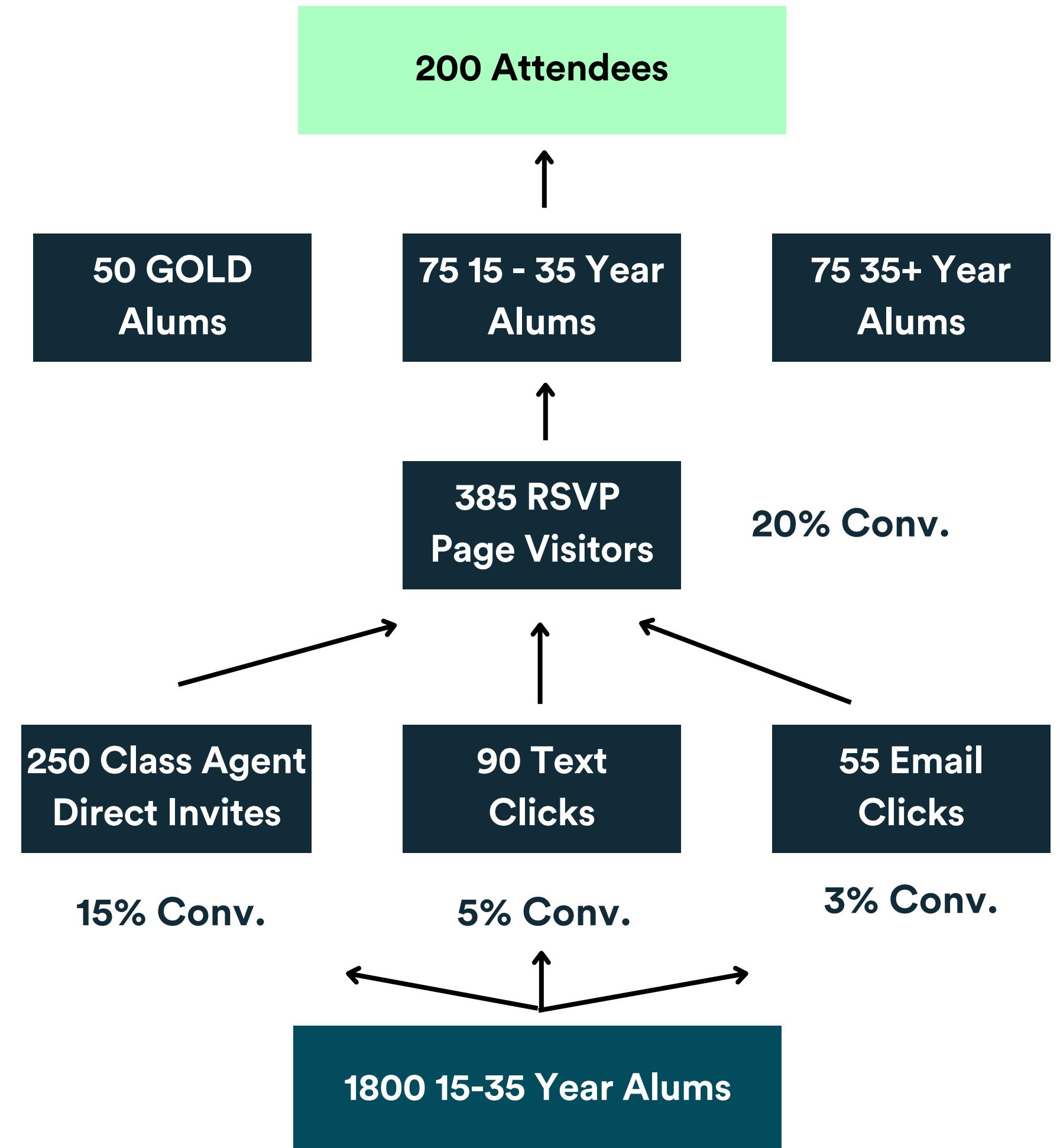
- Treat ambassadors as distribution channels, not message creators. Provide them with pre-built touchpoints and letting their social capital deliver reach.
- For smaller programs, don't jump straight to an ambassador program, ask alums to opt-in to you using their name in outreach.

Alums need 6+ touchpoints to RSVP



Bottom Up Planning

- When planning for your reunion, look to plan backwards from your goal (the bottom).
- Whether you have a pure attendee goal or are looking to tie attendees to future donations, start from your top goal.
- Then, break out each step and conversion.



Building a RSVP Process for 2026

- Your RSVP page cannot just be a form - it has to be built to answer objections and questions.
- Leveraging “what’s simplest” for a page can lead to a decrease in on-page conversion from viewer → attendee.
- Look to split your RSVP process into two parts: your landing page that primes donors and your form that converts them.

Questions to Answer

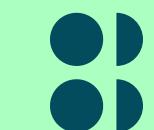
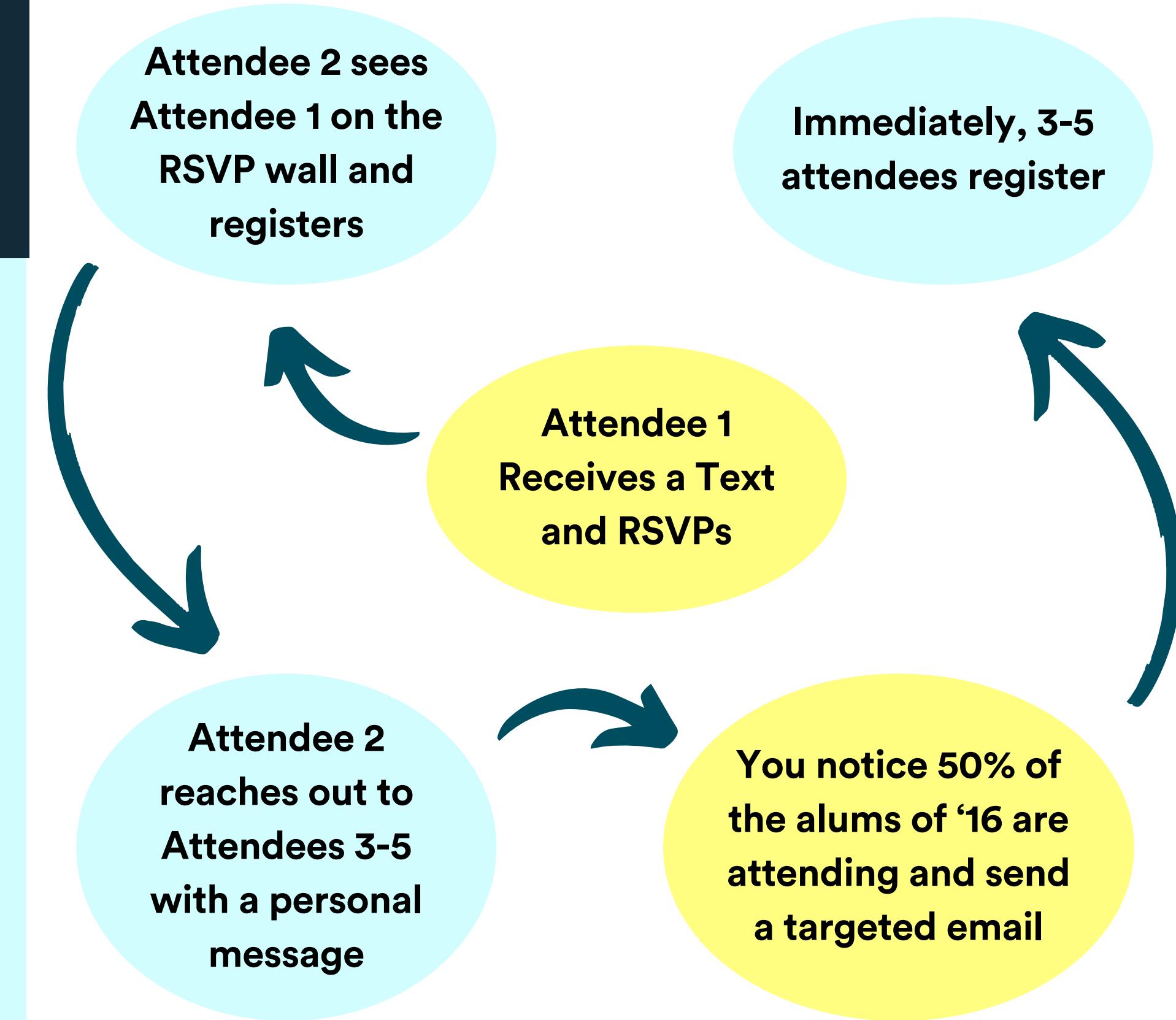
- Who specifically is going?
- Why are they going?
- Will my class actually show up?
- What am I saying yes to?

Part Two

Spark RSVPs: Outreach That Gets Alumni to Act

Leveraging Communication Loops

- When planning a reunion, make sure you're always giving your community a reason to encourage each other to attend.
- Even without a full volunteer program, asking influential class members to use their name in outreach can get people talking



The key to low touch personalization: Multi-channel!

Multi-channel voice:
Who is sharing?

- **Advancement team**
- **Parents, alums**
- **Students**
- **Faculty/staff**
- **Head of School**
- **Board of trustees**
- **Alum council**

Multi-channel messaging:
What is being shared?

- **Page elements**
- **Their ‘why’**
- **Donor stories**
- **Class competitions**
- **Challenges**

Multi-channel comms:
How is it being shared?

- **Email**
- **Text message**
- **WhatsApp**
- **Direct mail**
- **Social media**
- **In person**

Smart Ways to Leverage Text

- Text can be your most powerful method of outreach, but it's not a guarantee of success.

Text Marketing Stats

- >90% Read Rate
- 8-12% CTR
- >80% of texts are read soon after arriving.

Text Fundamentals for Reunions

1. Use trusted names like class agents and school community members your alums know.
2. Make sure your community knows a text is coming before your first ask.
3. Mix low pressure updates with direct RSVP asks.
4. Use text to promote specific parts of your reunion, not the entire concept (every time).



Acing Outreach

Leveraging Personalized Email

- **Email is the most difficult channel to earn RSVPs from because there is the most “noise.” Personalization lets you stand above it.**
- **Email is the most difficult channel to earn RSVPs from because there is the most “noise.” Personalization lets you stand above it.**

161 : 01 : 59 : 49

Days

Hours

Minutes

Seconds

{{Custom Salutation}},

Big news — the **Class of 2016** is leading the charge for Reunion Weekend.

As of today, **50% of your class is already registered**. Yes... half your classmates will be here.

We'd love to see **you** there too, {{First Name}}.

Here's your personalized link to check the attendee list — including which of your classmates have already signed up:

👉 {{Personalized RSVP Link}}

This year's reunion is shaping up to be one of the most connected classes on campus. Whether you haven't been back since graduation or you were here last year, you'll walk into a room full of familiar faces and people excited to reconnect.

Join the 2016 momentum — your class is making this year something special.

If you have questions or want to see a preview of the weekend schedule, just hit reply. We're here to help.

Hope to welcome you back soon,
{{Sender Name}}
{{Sender Signature}}

Where to send them next?

- **Don't just tell them that 50% of their class will be there, show them!**

Attendees of WRA Reunion Weekend 2025 ×

Alumni '15

Abby Wyman +1
Alumni '15

Amanda Sudilovsky +1
Alumni '15

Brett Kramer
Alumni '15

Colin Barsella
Alumni '15

Colin Horgan
Alumni '15

Connor Semple
Alumni '15

- **How can you tie your outreach themes to the dynamic content that lives on your reunion RSVP page?**

WRA Western Reserve Academy **Sasha Maseelall (Faculty/Staff)**
7 months ago

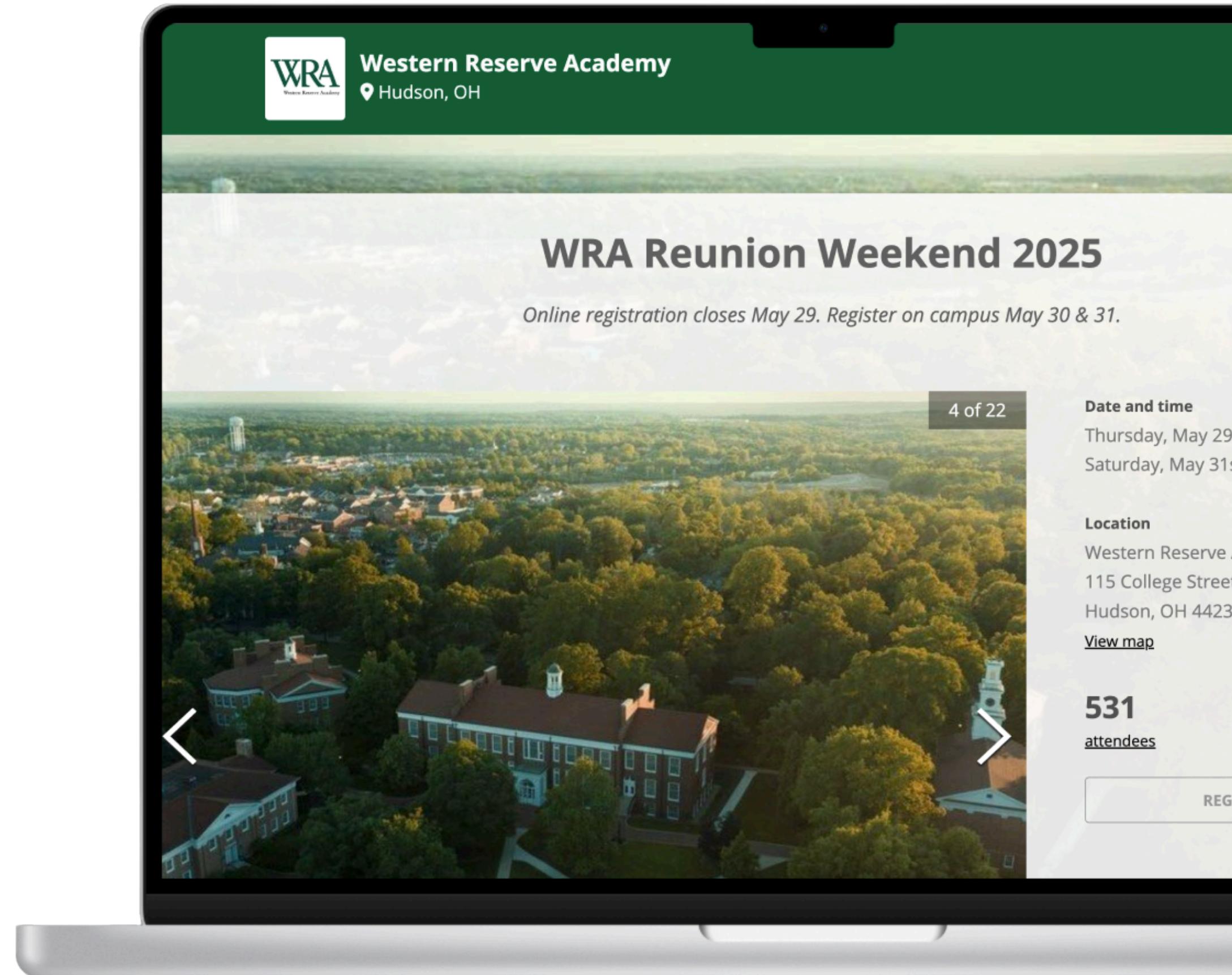


Excited to see the Class of 2020!

About Western Reserve Academy

Hudson, Ohio

School Type
Boarding 9-12



The image shows a tablet displaying the Western Reserve Academy website. The top navigation bar is green with the WRA logo and the text "Western Reserve Academy" and "Hudson, OH". The main content area features a large aerial photograph of the school's campus, which includes several large buildings and a church spire. Overlaid on the image is the text "WRA Reunion Weekend 2025" and "Online registration closes May 29. Register on campus May 30 & 31." In the top right corner of the image, there is a small text box that says "4 of 22". To the right of the image, there are several details: "Date and time" (Thursday, May 29th; Saturday, May 31st), "Location" (Western Reserve Academy, 115 College Street, Hudson, OH 44236, with a "View map" link), and "531 attendees" (with a "REGISTER" button).

Western Reserve Academy

Hudson, OH

WRA Reunion Weekend 2025

Online registration closes May 29. Register on campus May 30 & 31.

4 of 22

Date and time

Thursday, May 29th

Saturday, May 31st

Location

Western Reserve Academy
115 College Street
Hudson, OH 44236

[View map](#)

531 attendees

[REGISTER](#)

Part Three

Spark RSVPs: Inspiring Attendance on your Landing Page

Page Conversion Stats

- **Social proof is the primary motivator for more than 80% of decisions.**
- **70% of people will not register for an event they are excited about if the registration process is overly long or cumbersome.**

Event Benchmarks

Time on Engagement Pages → 1-2m

View to Attendee Ratio → 20%

Average Page Visits/Donor → >2



Boosting Conversions

Showcasing Attendee Lists

- If there's one "must have" for a reunion RSVP page, it's a public RSVP list.
- Public attendee lists massively increase the chances that a page viewer will convert into an attendee.
- These lists allow your community to encourage itself to attend in greater numbers.

RSVPs (181)

Parent (81)

Caroll Carpenter

[Alum '59](#)

[Parent '68](#)

[Suns](#)

Catherine Gervais

[Parent '30](#)

Catherine Kenney

[Alum '84](#)

[Parent '25, '28](#)

[Suns](#)

Cathy Taylor

[Parent '30](#)

[Dials](#)

Clarissa and Alan Basch

[Parent '15](#)

[Faculty/Staff](#)

[Suns](#)

Clive Connor

[Parent '05](#)

[Dials](#)

Dana and Craig Riendeau

[Parent '26](#)

[Dials](#)

Daniel Durkin

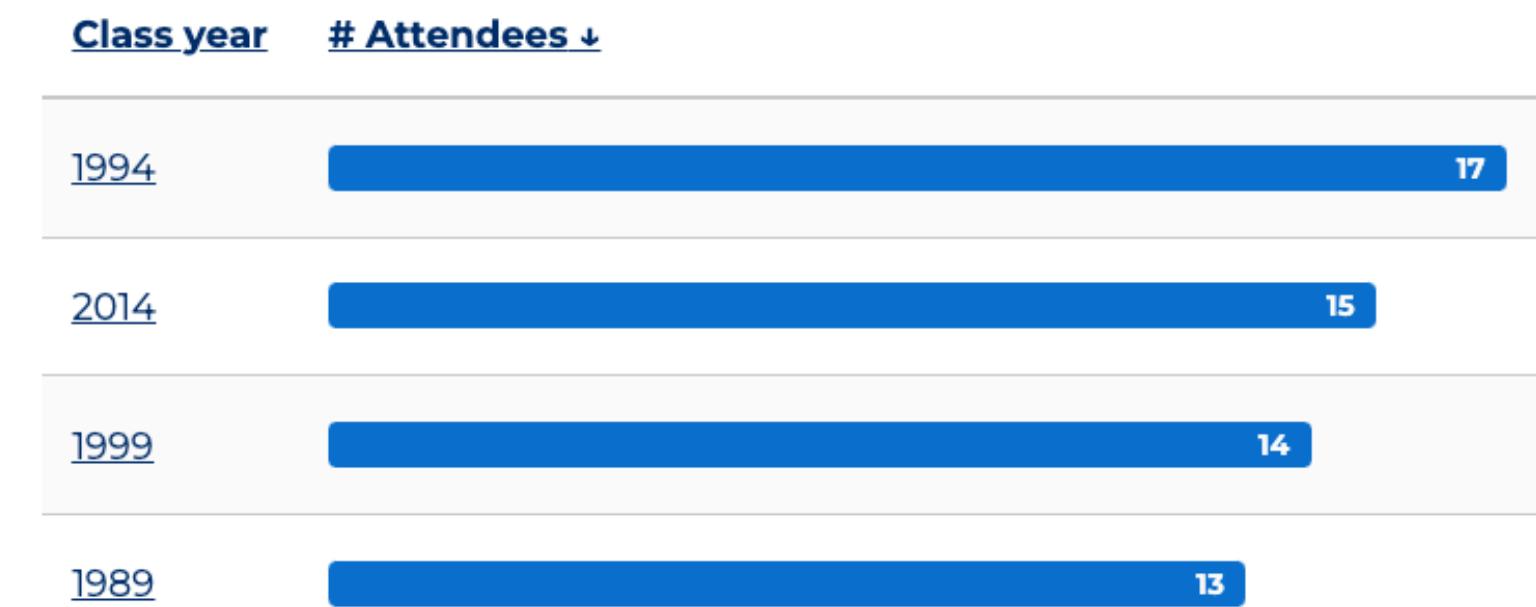
[Parent '27](#)

[Suns](#)

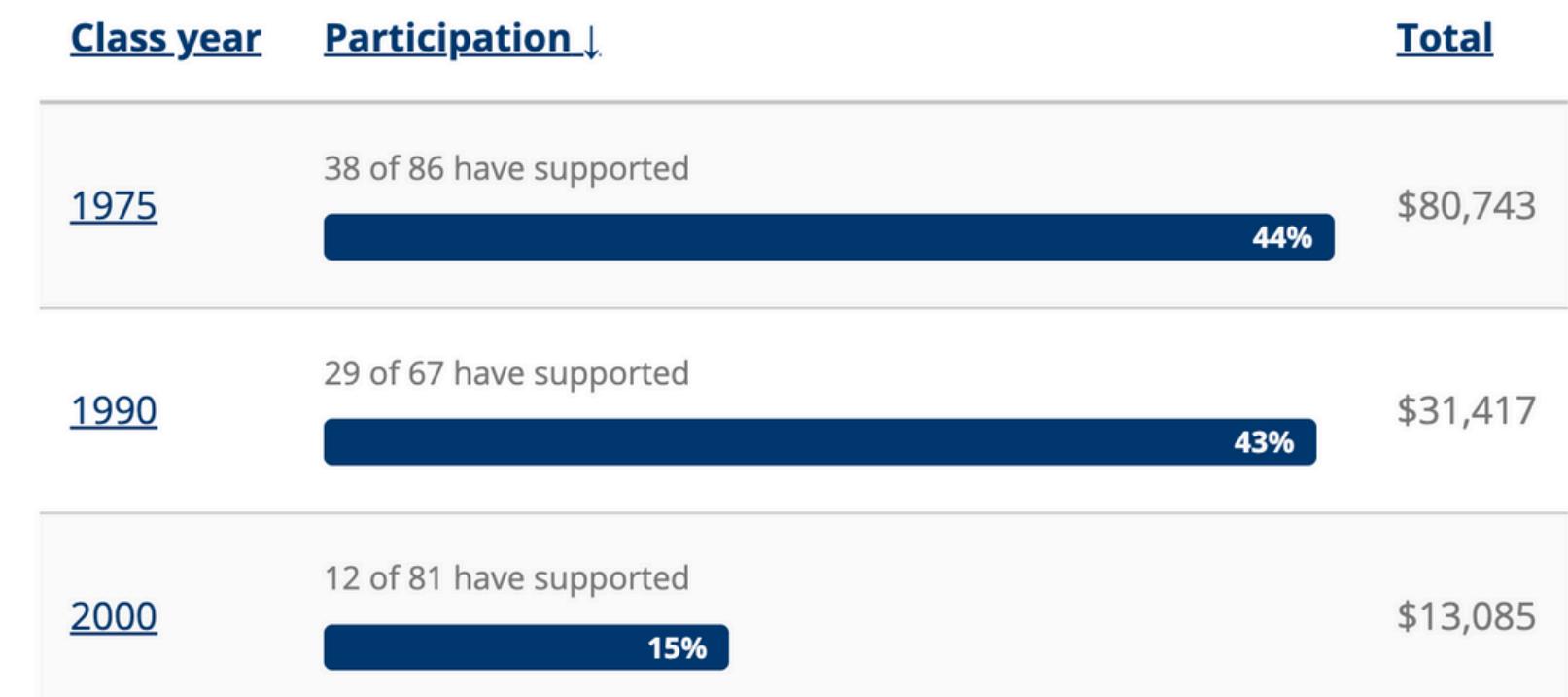
Class Attendee Leaderboards

- Class attendee leaderboards are a simple and effective way to encourage competition among attending classes.
- They are a particularly strong tool for cluster reunions as they can push on class rivalries.
- For schools with spirit clubs or groups, look to leverage affiliations.

Reunion Attendees by Class



Giving Challenges Participation Leaderboard



Registration Flow Fundamentals

- When it's time to register, make it as easy on your community as possible.
- Ideally, your registration form would allow alums to RSVP for the whole event, build their schedule of events, and make a reunion gift.
- Relying on alums to come back to a different page is risky.

Single Day Ticket- All Ages

\$60

Quantity



0



No longer available

Make Your Mark with an Alumni Quad Paver



At the base of the amphitheater in the North Quad, the "Alumni Courtyard" is being constructed through a series of different size stone pavers. This area will be used for alumni gatherings during alumni weekends as well as student traditions that symbolize moving from being a student to being an alum. We invite you to join the many others who have already supported this effort by buying a personalized paver to commemorate someone or something. Whether it's in memory of a loved one, in honor of someone special, or courtesy of your organization or class reunion, your personalized paver will be a timeless addition to our cherished courtyard.

[Show details](#)

\$500

\$750

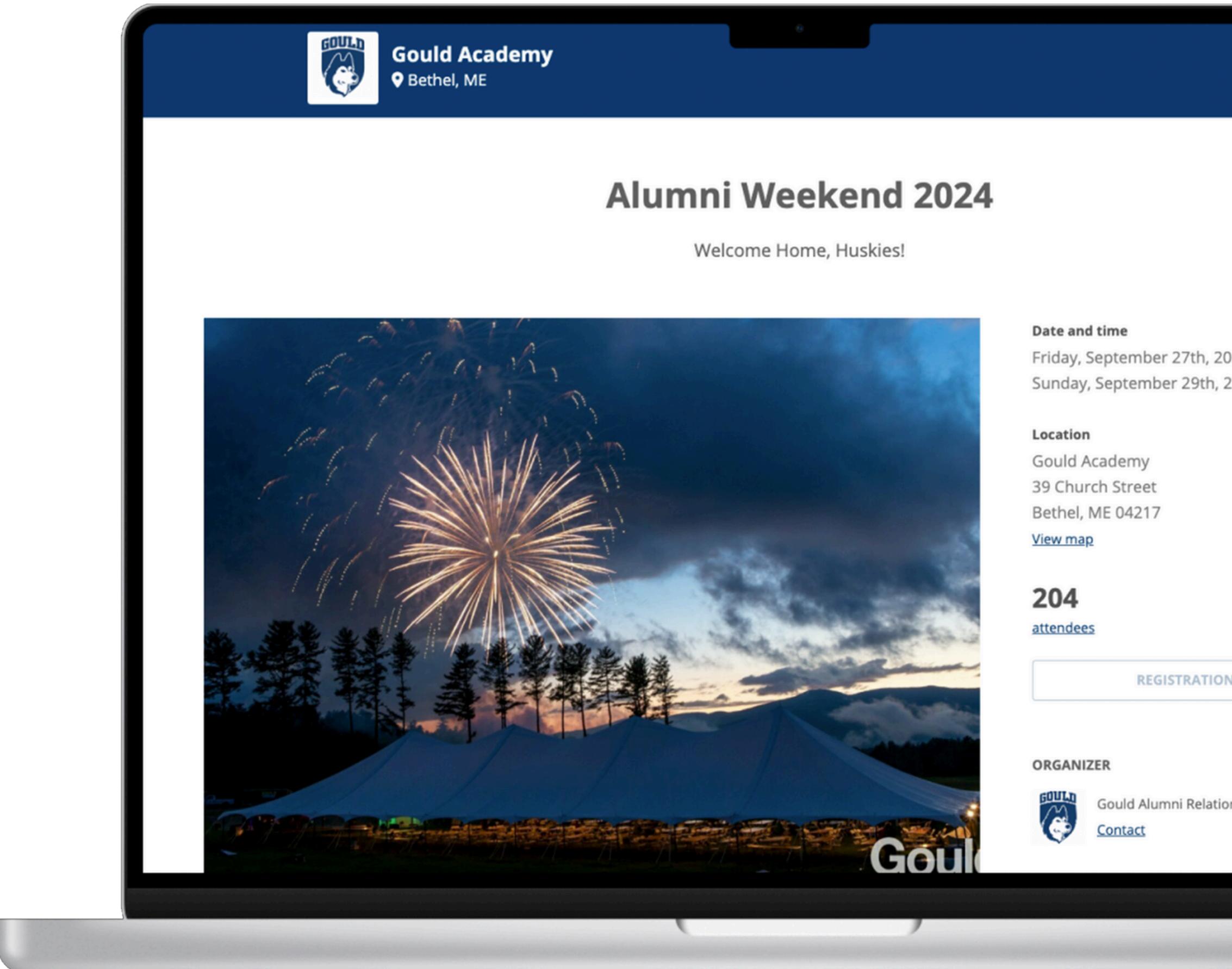
\$1,000

Custom

About Gould Academy

Bethel, Maine

School Type
Boarding 9-12



Gould Academy
Bethel, ME

Alumni Weekend 2024

Welcome Home, Huskies!

Date and time
Friday, September 27th, 2024
Sunday, September 29th, 2024

Location
Gould Academy
39 Church Street
Bethel, ME 04217
[View map](#)

204
[attendees](#)

REGISTRATION

ORGANIZER
 Gould Alumni Relations
[Contact](#)

Looking Ahead!

What's your focus going
to be this year?





The only reunion platform built for K-12 schools.

Outreach | RSVPs | Live Event

Send Emails and Texts

Embed Social Proof

Streamline Complex Registration

Manage your Event on the Day



The only development comms platform built for K-12 schools.

Email | Text | QR Codes

Segment your Community

Embed Social Proof

Automatically Remove Donors

Track ROI

Your Questions Pt. 1

How do we build early momentum when alumni feel “up-to-date” on social media but don’t feel the need to come back to campus?

- Kimberly from Detroit Country Day School

For schools launching reunions for the first time — or for the first time in years — what’s the smartest way to structure a simple but high-impact reunion?

- Beth from Saint John Neumann Catholic High School & Tawnya from Christian Heritage Academy

What’s the best way to motivate class reps, decade teams, or reunion ambassadors without overwhelming them — especially in small shops?

- Laurie from Hyde School, Hannah from Saint Joseph Academy, and Kate from Kentucky Country Day

Your Questions Pt. 2

What tactics actually get disengaged alumni — or alumni who haven't attended in years — to visit the RSVP page and convert

- Suzy from La Salle College Prep and Greg from Western Christian Schools

How should schools think about reunion formats — class-only, cluster, or all-alumni — so that milestone classes feel special but energy isn't diluted?

- Iris from De La Salle Institute

How do we increase attendance among younger alumni (Millennials + Gen Z), who often ignore traditional channels and register late (or walk in)?

- Sharon from Academy of the Sacred Heart and Bailey from Valor Christian High School