



THE EPISCOPAL
SCHOOL *of* DALLAS

ALUMNI ASSOCIATION

Reunion Committee Handbook

General Reunion Information

- Reunions at The Episcopal School of Dallas are held in 5-year increments
- Reunions take place during on the Saturday of Alumni Weekend every April
- ESD provides a budget in the form of a reimbursement to each reunion class
- ESD provides Uber credits for transportation to the Class Reunion
- ESD provides a banner for the reunion party as well as some “swag”

Reunion Committee Member Job Description

Reunion Committee Members assist in the planning and execution of their class reunion during Alumni Weekend.

Reunion Committee Members are responsible for:

- Helping build the Reunion Committee with 4-5 members
- Encouraging classmates to attend Alumni Weekend and the Class Reunion
- Encouraging classmates to make a gift to The ESD Fund in honor of their reunion year. The reunion class with the highest participation percentage will win the Reunion Cup Challenge for the year
- Confirming and updating email and mailing addresses for classmates
- Securing the location for the Class Reunion
- Making logistic decisions for the Class Reunion that could include price per head, menu, catering, swag, entertainment, etc.
- Executing the Class Reunion on the Saturday of Alumni Weekend
- Allowing ESD to use their name on email and direct mail communication around Alumni Weekend and Class Reunions

The Office of Advancement and Alumni Relations is responsible for:

- Providing initial email and mailing data for classmates so that Reunion Committee Members can confirm and update
- Updating email and mailing data in the ESD database
- Direct mail and email communication – save the dates, invitations, Reunion Cup Challenge/The ESD Fund solicitations
- Collecting RSVPs and updating Reunion Committee Members on attendees
- Collecting Class Reunion prices per head and reimbursing Reunion Committee Members after the Class Reunion
- Solicitations to reunion class members for The ESD Fund
- Event follow up communication

Reunion Committee Member Timeline:

July and August:

- Reunion Committee Members recruited and secured
- Brainstorming begins

September and October:

- Reunion Committee Members will be sent initial email and mailing data from ESD and should confirm/update contact information

November and December:

- Secure location by end of December
- Send some sort of personal communication about Alumni Weekend and Class Reunion

January:

- Logistics decisions like price per head, menu, catering, vendors etc.

February:

- Begin encouraging classmates to attend Alumni Weekend and their Class Reunion
- Begin encouraging classmates to support The ESD Fund. The class with the highest participation percentage will win the Reunion Cup Challenge

March:

- Continue attendance and The ESD Fund encouragement
- Tie up any loose ends for the Class Reunion

April:

- Continue attendance and The ESD Fund encouragement
- Attend and execute the Class Reunion on the Saturday of Alumni Weekend

FAQ:

Q: Can we hold our reunion on a different date?

A: Yes. But we strongly advise against it. Alumni Weekend is a one stop shop for all alumni. There are 10+ events for alumni of all ages aimed at enhancing the Alumni Weekend and Reunion experience. During Alumni Weekend, each reunion class has full staff support to execute the reunion. We have found that hosting a Class Reunion during Alumni Weekend yields the highest attendance and support of The ESD Fund.

Q: I know ESD provides a budget for your Class Reunion. What is that budget?

A: The 5 and 10 year reunions are given \$1000. All other reunions are given a \$500 budget.

Q: Should we charge per head for our Class Reunion?

A: We suggest charging a small fee per head so that Committee Members are not tasked with paying for the Class Reunion personally should the total cost exceed the ESD provided budget. In the past, we have seen anywhere from \$20 - \$50 per head. It is up to you and should be based on expected total cost.

Q: Where should we host our reunion?

A: The sky is the limit! Reunions can be held anywhere. We have seen homes, bars, restaurants, retail stores and more. Some venues that have worked in the past are: Katy Trail Ice House, Renfield's Corner, Chelsea's Corner, STIRR, Republic, Trinity Groves, St. Ann's. We suggest finding a location that does not charge a rental fee for a space.

Q: What does the school provide?

A: In addition to the budget for each reunion, ESD provides Uber credits for reunion class members transportation, a large banner to be hung at your Class Reunion, photo frames for fun pictures, and other swag like koozies.

Q: Who is my point of contact at ESD?

A: Megan Boyd Schroeder '09, Director of Alumni Relations will be your main point of contact when planning your reunion.

Q: Should we send emails or make posts in addition to the marketing that comes from ESD?

A: YES! Personal emails/calls/texts, social media posts, and Facebook groups are great ways to remind your classmates to update their information, RSVP for the Class Reunion, and make their gift to The ESD Fund.

Q: What is the Alumni Weekend schedule?

A: The schedule is tweaked slightly each year to make sure we provide the best possible programming. Below is an outline of the typical schedule:

THURSDAY

10:55 am Panel with four alumni for Juniors and Seniors

12:00 pm Lunch for Panelists

6:30 pm Tournaments Kick-Off Party

FRIDAY

9:00 am Tennis registration opens and brunch

9:30 am Tennis Tournament

11:00 am Golf registration opens

11:30 am Lunch and Tennis awards with tennis and golf players

12:30 pm Golf Tournament

5:30 pm Golf awards, hors d'oeuvres and cocktails

SATURDAY

- 5:00 pm Alumni Chapel in Honor of Father Swann
- 5:30 pm Cocktails on Campus in/around the NEW Lower School
- 8:00 pm Off campus reunions