

**EAST  
GRAND RAPIDS**  
*Class Reunion*  
**PLANNING  
GUIDE**



**East Grand Rapids**  
Schools Foundation

[egersf.org](http://egersf.org)

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## **East Grand Rapids Schools Foundation and Alumni Association**

welcomes the opportunity to support your reunion planning efforts and help your class come together again.

### **WHO WE ARE**

The East Grand Rapids Schools Foundation enriches the experience of all students by investing in programs and educational enhancements that support the whole child.

The East Grand Rapids Schools Foundation exists to ensure a thriving school district where all students can reach their full potential.

- Redefining excellence by empowering all students to succeed
- Encouraging staff to seek innovative grant opportunities and funding those that meet our mission.
- Funding projects and initiatives that will seed new ideas, provide stability, and support growth for the future.
- Promoting and celebrating the growth of all students and staff.
- Integrating the Foundation with the community and alumni in ways that honor investment and inspire partnership.

**EGRSF established an Alumni Association to support the Foundation's mission while providing opportunities for alumni to connect.**

### **ALUMNI CONTACT INFORMATION**

The EGRSF and Alumni Association will share our alumni information with graduates who are working on East reunion events. We do our best to keep track of all alumni, including those that are lost and deceased. A reunion is a perfect time to update the class list to ensure as many classmates as possible are receiving reunion information. As you find your classmates and update their contact information,

we would appreciate receiving those updates as well. Maintaining current information in our alumni database makes the process much easier for future reunion planning. East Grand Rapids Schools Foundation does not sell, rent or otherwise distribute demographic or personal information of any participant, alumni, volunteer, donor, friend, or staff member to any other organization.



**EGRSF OFFERS THE FOLLOWING RESOURCES AND SUPPORT TO MAKE THIS A SPECIAL REUNION**

- Reunion planning information
- Designated reunion page on our website
- Share reunion information on social media sites and in newsletters
- Alumni contact information
- Decoration items and ideas
- Save the Date and invitation templates
- Preferred printing pricing
- School tours, scrapbooks, yearbooks, and viewing of historical information
- Local venue, catering, activity information
- Online reservations and treasurer support

**Reunion Planning**  
*Checklist*

**EGRSF can assist with many of these tasks.**

- Contact the EGR Schools Foundation and Alumni Association 1 year before reunion year
  - Review Reunion Planning Guide
  - Request Class Contact List
- Establish a Reunion Committee
- Search for Lost Classmates
  - Share contact information with EGRSF
- Determine Reunion Date(s)
- Determine Venue(s) and Reunion Activities
- Schedule School Tour
- Set up Reunion Website and Social Media
- Send out Save the Date information
- Secure Caterer
- Send out Invitations and Registration Information
- Memorial Information/Presentation
- Nametags (EGRSF will assist)
- Reunion/Class Directory

## Reunion Committee

Reunion committees vary significantly, ranging from small teams with just a couple of members to larger groups exceeding ten individuals dedicated to planning the event. Below, you'll find suggestions outlining key roles vital for any successful reunion committee.

**REUNION CHAIR:** (this can also be co-chair) – This position manages the overall planning of the event. This person(s) is the main contact and representative for the Foundation and classmates.

**TREASURER** – The person in this position is responsible for handling the reunion finances, issuing deposits to the venues, collecting and organizing receipts, upholding a budget, managing incoming registration payments, and maintaining the reunion bank account. **EGRSF is able to assist with this position** (for more information see RSVP and Financial Support on page 6).

**DATA COORDINATOR** – This can be one person or shared responsibility. The data coordinator is charged with maintaining and updating the class list. The final compilation of information can be shared with EGRSF to ensure there is a central, consistent point of contact for alumni contact information.

**COMMUNICATIONS COORDINATOR** – This can be one person or shared responsibility. This position is in charge of the social media accounts for the reunion group (ex. Facebook) and sharing information with the EGRSF Alumni Relations Coordinator. EGRSF is able to share your reunion information on our website and social media platforms.

**TEAM MEMBERS** – Additional planning members to handle decorations, entertainment, photography, additional activities, etc.



**ONLINE ENGAGEMENT IS A GREAT WAY TO  
CONNECT WITH CLASSMATES FROM ALL OVER  
THE COUNTRY AND WORLD.**

**Facebook** – a widely used social media platform for reunion groups.

- Start a page or a group for your class rather than your reunion (ex. EGR Class of 1950). Have more than 1 page/group administrator. Ensure the login and password are saved and can be passed on to any additional or new administrators.
- Facebook provides different privacy settings that allow you to set who can find your page/group, how people are allowed to join the group, etc. For example, you may want to set your group as “public” so that anyone can find it when searching. You can also choose a privacy setting that allows the administrator to approve members.
- Use the page to post class updates, reunion information and photos from high school, and encourage classmates to interact.

*EGRSF Online*



The East Grand Rapids Schools Foundation can provide the following online assistance for your class reunion:

1. Designated reunion page on the EGRSF website that allows you to create and promote your event.
2. Online ticketing for your reunion event that allows classmates to register and pay for the event through our secure website.
3. Custom, personalized group emails using Gmail mail merge
4. Shared Google documents allows for real-time collaboration
5. Sharing reunion information in our alumni newsletters and on the EGRSF social media pages

## SCHOOL TOURS

Come and see what has changed since graduation. EGRSF provides tours of the high school to reunion groups, as well as the other school buildings. If you would like to include refreshments for your tour, please let us know. Ask about how alumni can purchase East spirit items.

## PRINT MATERIALS

Sending information via regular mail (USPS) is a good way to reach alumni who are not aware of the online information.

EGRSF has various templates for Save the Date postcards and reunion invitations/RSVP forms. If you design your own reunion materials, we can connect you with local print shops. EGRSF can provide printed address labels and name badges upon request.

## RSVP AND FINANCIAL SUPPORT

EGRSF is able to provide assistance with tracking reunion finances, maintaining a reunion account, issuing payments and reimbursements, collecting and organizing receipts, upholding a budget, and managing incoming registration payments. Be sure to ask for more information.

*Reunion reservation payments and reunion sponsorships made online with a credit card are subject to a processing fee.*

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## GIVE BACK

One purpose of the Alumni Association is to assist our alumni, and in turn, we hope our alumni consider supporting our future East alumni. Consider a reunion gift that directly feeds back into the East Grand Rapids Public Schools to support the current students and future leaders graduating this year and beyond. A class reunion gift can raise awareness among alumni about the importance and impact of supporting current and future students. Every gift, regardless of the amount, contributes to the significant cumulative impact of giving, indicates alumni commitment to East, and motivates others to become donors. Your generosity creates new opportunities for our students to succeed and continue to make a difference in communities all over the world, just as East alumni have done since 1925.

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**TOGETHER,  
WE'RE INVESTING IN OUR STUDENTS,  
BECAUSE THE FUTURE BELONGS TO**

**PIONEERS**



**East Grand Rapids  
Schools Foundation**  
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