





Reunion Planning Guide

How We Help You Plan a Successful Reunion:

1. **Class List:** We provide a list of graduates from your class. (NOTE: All information may not be accurate; people often move, get married, etc. without informing us of their change in address, phone or email.) Encourage your classmates to become a part of the Foundation, even if this just means updating their contact information. You can easily update contact information by visiting our website at <http://brhsfoundation.net/update/>.
2. **Tour/Picnic of BRHS:** If you would like to plan a tour/picnic at BRHS, please E-mail Alexa Territo at assistant@brhsfoundation.net for more information. There is a facility request form that needs to be completed at least 2 months in advance. **See Page 4 regarding choosing a date for your reunion and pages 9-10 for Tour Guidelines and Rules.**
3. **Website Info:** We post your reunion on our website under **Upcoming Reunions** at the bottom of the page. We can link your reunion webpage or post the primary contact information so alumni know where to register for your event. **NOTE: The Foundation does not provide financial assistance for reunion costs nor do we process reunion registration fees.**
4. **Social Media:** We can announce your reunion plans on our social media once they are finalized. This post will need to include contact information for your reunion planners or how to purchase tickets—this can be a website link or an email address. We will also post, just before the reunion, on our social media page—normally with a “Throwback Thursday” or “Flashback Friday” post. If you would like to provide us with pictures for that post, you can email them to assistant@brhsfoundation.net with the subject line “TBT Class of (insert year) Reunion”; otherwise, we will choose a handful of pictures from your senior yearbook. **IMPORTANT NOTE:** Please make sure that you have secured your dates, venue, and hotel arrangements prior to your public announcement. Your classmates will begin making travel arrangements, booking flights, hotels, etc., so you do not want to cause problems by changing the date after the announcement.
5. **Reunion Invitation Template** (See Page 11): Contact Alexa at assistant@brhsfoundation.net for this template. It is available in MS Word and MS Publisher.

About the Foundation:

The Baton Rouge High School Foundation is a *charitable non-profit*. Membership donations are fully tax deductible. A large part of our mission is to provide financial support for the classrooms, athletic, and arts needs at Baton Rouge High when School District budgets fall short, which is frequently the case! **We would appreciate you including member donation information as a part of your reunion planning and communication with your classmates.** The Legacy of Excellence is only possible with strong alumni advocacy and support. Thank you.



Reunion Planning Guide

Hotel booking options:

Some Hotels will offer block pricing. If you know several of your classmates will be coming from out of town, try to book hotel rooms near your event. If your reunion event is downtown, consider booking with a downtown hotel. Your classmates can then walk to and from the event and enjoy our historic downtown without having to drive or find parking.

Hotels that have been booked by previous reunion groups include:

The Cook Hotel and Conference Center at LSU (LSU Lakes)

2.3 miles from BRHS

(225) 388-2665 (Group rates available)

www.thecookhotel.com

Watermark Hotel (Downtown)

2.0 miles from BRHS

(225) 408-3200

Bulldog-owned Business

www.watermarkbr.com

Renaissance Hotel (Bluebonnet)

6.6 miles from BRHS

(225) 215-7000

Bulldog-owned Business

<https://www.marriott.com/hotels/travel/btrbb-renaissance-baton-rouge-hotel/>

Hampton Inn & Suites (Downtown)

2.4 miles from BRHS

(225) 382-2100

www.hamptoninnandsuitesbatonrouge.com

Hotel Indigo (Downtown)

2.0 miles from BRHS

(225) 343-1515

<http://www.hotelindigo.com/hotels/us/en/baton-rouge/btrin/hoteldetail>

Marriot Residence Inn (off Corporate)

3.5 miles from BRHS

(225) 925-9100

<http://www.marriott.com/hotels/fact-sheet/travel/btrrb-residence-inn-baton-rouge-towne-center-at-cedar-lodge/>



Reunion Planning Guide

Social Media

Social media is a great asset in reunion planning; however, it should not be your only form of communication with classmates since not everyone uses social media. Here are some helpful hints:

1. Encourage classmates to use hashtags (#). Come up with one specific to your class reunion. Hashtags help others find reunion info and pictures quickly. By having and using a specific hashtag for your reunion, you automatically link together all info and pictures from your reunion. They can be used across the most popular forms of social media: Facebook, Instagram, and Twitter.
 - a. Creating your hashtag: Make sure to use a hashtag that is easy to remember but also not too general that your info/pictures get lost. Letters, numbers and underscores can be included in hashtags, but NOT punctuation and spaces.
 - b. Examples: #BRHS1976, #BRMHS2004, #BRHSreunion1989, #BRHSBulldogs1968
2. Build excitement by participating in common social media practices, such as “Throwback Thursday” (#tbt) or “Flashback Friday” (#fbf) where you post old photos from your high school days or previous reunions.
3. You can make an event page and/or a class group page on Facebook (FB). Both of these options can be great ways to keep your classmates, who are on FB, up to date. A group page can also be helpful connecting classmates in years between reunions. Keep content on these pages related to BRHS. Classmates will lose interest quickly if others are constantly promoting their business or cause.
4. Invite a Foundation Staff member to your Facebook Group. We promise not to post anything, but it can be helpful for us to have access to the reunion information as it becomes available. It will help us update our event page on our website with little effort on your part.



Reunion Planning Guide

Picking a Date:

If you intend to include a tour of BRHS in your reunion activities, you must contact the Foundation to verify that your potential date is available for a tour. The BRHS Foundation has the sole responsibility for scheduling and conducting alumni reunion tours as directed by the school administration.

1. Most BRHS Reunions occur in the summer. A few class years have opted for the fall or late spring. Make sure to check LSU dates, holiday dates, and ACT/SAT testing dates (if booking a tour of BRHS). It's worth repeating to select, verify, and complete scheduling of your reunion events prior to announcement. You don't want to cause problems for your classmates by having to make significant changes due to a lack of organization.
2. It is always good to poll your classmates about what date works best, but remember that you can't please everyone.
3. Holidays and long weekends seem like a great time to schedule a reunion, but many people will already have plans for those weekends. If you are planning early, these might still be an option, but remember that the Foundation does not offer tours of the school on holiday weekends so you **will not be able** to include one if your reunion falls on a holiday weekend.

Summer in Louisiana means Hurricane Season, increased tropical storm activity, and the potential of severe weather. It is certainly unlikely, but if the threat of a tropical storm or hurricane presents itself at the time of your reunion visit, the decision could be made to cancel all activities and close all school campuses. The BRHS Foundation must follow the directives issued by the East Baton Rouge Parish School District. Your tour of the school will be automatically cancelled if the district closes facilities in advance of a potential tropical system or in the event of an extreme and dangerous weather event. This should not be a deal breaker but we think it is good to have all the information.



Reunion Planning Guide

Things to keep in mind:

1. An *average attendance* for a high school reunion is 30-40% of the class. There are many factors that affect reunion attendance. Remember, as long as everybody has a good time together, the numbers do not matter. These numbers are also good to keep in mind when setting a price for your reunion.
2. Make a *deadline for payment*, but do not make it too far in advance. A week in advance should be sufficient, but be flexible if a classmate contacts you and needs to pay closer to the event.
3. *Budgeting*: Make sure to set the price for your event as soon as possible. Assume that only 30-40% of your classmates will attend and use that as your guide for establishing a budget. Try to keep costs as low as possible. The higher the price, the less likely people are to attend. Most reunions fall in the \$50-\$75 price range per person. Some reunion groups have a free event, such as meeting at a bar the night before the reunion. These events can be a great way to involve more classmates; but, keep in mind that some classmates will be on a budget and may only attend the free event.
4. WBRH is able to make short announcements about your event. These PSAs are only announced weekdays during school hours. If you know many of your classmates listen to WBRH, you can contact WBRH directly with the attached shell (page 8) filled out, so they can make the PSA.

Words of Wisdom from Reunion Planners:

1. "Don't rely on your class President to do the work- you may need to step in to make it happen. It is never too early to start planning and the meetings are a great way to reconnect. Delegate to committee members by their strengths and/or fields of work. Make sure that your committee or yourself is willing to front some costs."
2. "Definitely include a tour of our beautiful school." The tour is often the highlight of the reunion!
3. "You are not going to make everyone happy (open bar/cash bar/ no bar/ cost) so just do what you feel is right- It is better to charge too much and make a profit than to come out short."
"Listen to the overwhelming preferences of the class, but don't get bogged down in trying to please everyone."
4. "Establish a database of classmates early and maintain it – A good start would be to contact the Foundation for class database." See our website (www.brhsfoundation.net) to download our suggested excel spreadsheet.
5. "Keep it simple." Remember, this is about connecting with your classmates. It doesn't need to be extravagant.



Baton Rouge Area Venue Information

As recommended by Past Class Reunions and the BRHS Foundation

Venue:	Contact Info:	What is included:
Shaw Center for the Arts	Renee Bourgeois Payton http://www.shawcenter.org/facility-rentals/the-river-terrace	Cash Bar, Tables/Seating, Clean-up, one security officer.
BR City Club*	Wendy Phillips (225) 387-5767 WendyPhillips@brcityclub.com http://brcityclub.com	Facility (Seated capacity: 130), Catering, Cash Bar.
The Varsity Theatre	Channing Stott (225) 383-7018 cstott@varsitytheatre.com	Facility (up to 800), Event Insurance, Sound/light technicians, Cash Bar, Catering available via The Chimes Restaurant.
The Cook Hotel and Conference Center at LSU	Danielle Gueho (866) 610-2665 danielle@lsualumni.org www.thecookhotel.com	9 different meeting spaces to accommodate large or small groups. On-site Catering.
Boudreaux's	Jene Wilkinson (225) 383-5886 boudreauxs@boudreaux2.com	
Bistro Byronz	(225) 218-1433 http://www.bistrobyronz.com/	Small venue, good for mixer. Can also be catering option.
The Bulldog	4385 Perkins Road Baton Rouge, LA 70808 (225) 303-9400 bulldog-batonrouge.draftfreak.com/events.php	Small Venue, good for mixer. Reserved area will hold up to 40. Overflow mixes into unreserved areas with other bar guests. Indoor and Outdoor options.
Sullivan's	(225) 925-1161 http://sullivanssteakhouse.com/baton-rouge/private-dining	
Renaissance Hotel	(225) 215-7000 http://www.marriott.com/hotels/event-planning/travel/btrbb-renaissance-baton-rouge-hotel/	Several space options to accommodate large and small groups. On-site catering. Cash bar.



Reunion Planning Timeline

12-18 months in advance:

- ☐ Form committee & hold first meeting
- ☐ Start a website or Facebook group
- ☐ Contact Foundation: Inform them of reunion, website, and ask about contact list. If you plan to include a school tour, check available dates
- ☐ Prepare preliminary budget
- ☐ Open bank account
- ☐ If the date is not fixed, set up an online poll with *three* options

8-12 months in advance:

- ☐ Finalize date of event (Factor in surrounding events: LSU games, holidays, festivals, etc.)
- ☐ Book venue, caterer, & entertainment
- ☐ Send out 'Save the Date' cards/emails
- ☐ Revise budget
- ☐ Finalize ticket pricing
- ☐ Send broadcast e-mails about the reunion
- ☐ Start early-bird ticket sales
- ☐ Set up memorial page on website
- ☐ Get quotes from a photographer(if needed)
- ☐ Plan the festivities (awards, games, speakers)
- ☐ Plan Memory Book, if desired

4 -8 Months in advance:

- ☐ Make personal contact with classmates who have not yet responded
- ☐ Plan décor, displays, registration kits, etc.
- ☐ Sketch a detailed diagram of room & set-up
- ☐ Order any printed decorations(banners, etc.)
- ☐ Order mementos (keychains, pens, etc.)
- ☐ Enlarge any photos that will be displayed (class photo, etc.)
- ☐ Arrange for any on-site sale items (t-shirts, etc.)
- ☐ Continue to push ticket sales
- ☐ Send out invitations by email or by post

1-3 Months in advance:

- ☐ Assemble slide show/video
- ☐ Arrange supplies for name tags
- ☐ Get volunteers to work the registration desk
- ☐ Send email reminders
- ☐ Assemble program booklet, if necessary
- ☐ Send estimate tour guest count to Foundation staff **30 days in advance**

The Final Weeks:

- ☐ Cut-off for final ticket sales
- ☐ Give final meal count to caterer
- ☐ Prepare guest lists for registration table
- ☐ Prepare name tags
- ☐ Compile registration kits
- ☐ Confirm with all vendors, suppliers, etc.
- ☐ Prepare detailed schedule of reunion day

Reunion Day:

- ☐ Decorate room, tables, displays
- ☐ Set-up registration area
- ☐ Ensure audiovisual equipment is set-up
- ☐ Review check-in procedure with registration workers
- ☐ Pick up or ensure delivery of registration kits, giveaways, mementos, etc.

Post Reunion:

- ☐ Upload reunion photos to website/Facebook
- ☐ Send thank-you notes to all sponsors/committee members
- ☐ If you plan on future reunions, send a follow up letter/e-mail to all alumni
- ☐ Close bank account
- ☐ Share your knowledge with other classes and BRHS Foundation.
- ☐ Contact BRHS Foundation with updated contact list, photos and comments about your reunion for use in BRHSF Newsletter/Website.



WBRH PSA Script

PSA Script for class reunions...

The Baton Rouge High School class of _____ will celebrate its _____
(Insert class year) (Insert # of years)

Reunion on _____ at _____. For more information, contact
(Insert date) (Insert location)

_____, or visit the website at _____.
(Insert contact person name & #) (Insert website)

Note: Please email or fax directly to Shameka White at WBRH.

Email: swhite2@ebrschools.org

Fax: (225) 379-768



Class Reunions

Visit to Campus Guidelines

The staff and volunteers make every effort to ensure our alumni guests enjoy their reunion visit to the campus. We schedule our staff and volunteers according to the details of the confirmed visit. Please do not change the time of the scheduled tour without consulting our office.

So that we can best facilitate the visit, please inform your classmates of the following guidelines:

- * Tours are offered Monday-Saturday. Tours cannot be scheduled on Sundays.
- * At the scheduled time, have your group meet in the Administration Lobby Off of Ogden Street.
- * Reunion tours will begin promptly 15 minutes after the above scheduled arrival time. Those arriving after the tour has departed can join the tour in progress. ***We will not conduct separate tours to those arriving late the same day.***
- * No weekend reunion visitors will be allowed around the campus without a Foundation staff member or volunteer accompanying them.
- * Parking is available as follows: Ogden St. Visitor Lot or Faculty Lot, Visitor Lots on Eugene St. or the Student Parking Lot rear of campus, entrance on Eugene St.
- * There is handicapped parking in the Visitor lot off of Ogden St.
- * There is an elevator and ramps for those alumni needing this assistance.
- * If there is a conflict and the visit must be rescheduled, please inform Alexa Territo, Administrative/Communications Director, at least **48 hours** in advance.

Campus Picnic Rules:

We want you to fully enjoy your visit at Baton Rouge High School (BRHS); however, it is important to note that we must abide by rules and conditions set forth by the EBRP School District and the administration of BRHS. The Foundation has graciously been allowed to facilitate class reunion picnics on the campus provided the following rules are adhered to:

- No outside **commercial vendors** are permitted unless you have made arrangements with the District via separate facilities use contract. This includes onsite food preparation by catering vendors, spacewalks, entertainment, etc. No food preparation is permitted, including: grills, charcoal and propane outdoor units, and electric appliances. Outside delivered, prepared food is permitted, as is brown bag lunches. Please provide your own tables, chairs, coolers, serving implements, trash disposal bags. **Important Note: All trash must be removed and disposed of off campus. Please leave the campus clean and neat!**
- We can provide one small 'sign up' table for your reunion inside the Administration Lobby. **No campus furniture may be taken outside of the building or used for food or beverage service.**
- The Foundation staff and volunteers are available the day of your visit to conduct the tour and be on hand to provide information about the mission of the Foundation. Please have enough reunion volunteers to handle all of the setup, organization aspects, execution, clean-up of your picnic, and other campus activities.
- Children require constant supervision and become easily bored during campus visits. So you may fully enjoy the tour experience with your classmates, we ask that you have adult supervision for all children under the age of 12 at all times during the tour and picnic.
- For good weather, please use the front lawn and access bathrooms through the Administration Lobby. You will not have use of any heating or refrigeration for food and beverages. In case of inclement weather, you may picnic under the North and West Common Area Plazas. The same rules for picnics, food service apply (see above).

Thank you so much for allowing the BRHS Foundation to participate in your reunion day and show you the beautiful, newly renovated **dear ol' Baton Rouge High**. We know that you are very proud to be a Bulldog, and we hope you will take every opportunity to visit your alma mater for Foundation, arts, athletic and community events in the future.

For the school we all adore...



##th Reunion
Class of #####

BRHS Class of #####

##th Reunion

EXAMPLE

Info about Reunion Here

Date

Time

Cost

RSVP Info

EXAMPLE

contact assistant@brhsfoundation.net for template