



2021 TJPF Reunion Planning Guide

GENERAL GUIDANCE

The TJ Partnership Fund (TJPF) offer various services to help TJ alumni plan their reunions. The following outlines some of the services that the TJPF can provide to those classes planning reunions this year.

- Web Page
 - Beginning this summer, posting of reunion dates and plans, as well as coordination of events will be done through our new TJ Alumni Community (<https://www.tjalumni.org/>). Please contact alumni@tjpartnershipfund.org for more information. Suggestions for how to use the webpage for reunion planning:
 - Create a group for your class year if one hasn't been created already
 - Create a "Save the Date" event for your reunion class, which can eventually be used for event registration and ticket sales.
(*Directions for how to create an event are found at the end of this document.)
- Ticketing - collecting money, providing reports
 - We provide an online portal that can be used for ticket sales and registration. This is a very cost-effective option as you don't need to pay a separate registration site.
 - If you are going to have a temporary loan to cover the event costs, we **require** that you use our registration process.
 - Don't forget to account for credit card transaction fees (approximately 3%).
- Payments/Contracts with Venues and Others
 - Reunion committees will not have to front large amounts of money. Deposits and other large payments can be made by the TJPF.
 - The TJPF will only participate and sign contracts that have a reasonable cancellation date and that ensure the cancellation policy does not leave the organization over-exposed, specifically with regards to large non-refundable deposits.
 - Payment requests should be sent to Anita Jo (ajo@fcps.edu) with a CC: to alumni@tjpartnershipfund.org. Payment requests must be sent 10 business

days prior to the deadline for processing. The TJPF processes checks in 7-10 business days.

- The TJPF is also able to provide tax exempt certification for payments to assist with reducing the costs. Please note that this certification only applies to payments in Virginia, though some other states may accept it.
- Temporary Loans
 - The TJPF will only participate and sign contracts that have a reasonable cancellation date and that ensure the cancellation policy does not leave the organization over-exposed, specifically with regards to large non-refundable deposits.
 - The TJPF requires that 50% of the total venue cost is received via ticket sales prior to the cancellation date on the contract, or the TJPF reserves the right to cancel the event. In addition, if additional loans are needed, your class must have sold enough event tickets to cover 75% of the food and catering charges.
 - At the end of the reunion cycle (6/30/2022), any additional funds (income) from ticket sales that were not expensed for the event/logistics will be philanthropically donated to the TJPF in support of the school's needs as part of your Class' Reunion gift.
- Reunion Communications
 - TJPF can pull an email list for your class. The reunion organizers must sign a nondisclosure agreement to receive the email list.
 - Once the list is pulled, our e-marketing system can be used for sending emails: At any time, you may login and draft/create an e-communication/e-mail that you would like to send to your class. To send the e-mail, you will need to notify Tanuja Tase (ttase@tjpartnershipfund.org) at least 48 hours before you would like the e-mail to be sent. Tanuja will upload the list of updated contacts and schedule the e -blast for the date and time you specify. ***You may not schedule any of the e-mails yourself.***
 - You will receive the login and password once you sign the NDA.

OTHER ITEMS TO CONSIDER IN PLANNING YOUR REUNION

- Class Gifts

Recent reunion classes have been organizing a class gift to give back to TJ during their reunion year. We encourage the reunion organizers to meet with Tanuja Tase (ttase@tjpartnershipfund.org) to discuss class gifts, recognition opportunities around the school, and how to make them a part of your reunion.
- Dates

- Homecoming and Thanksgiving Day weekends are common dates to host reunions. Tours of the school will only be given during Homecoming weekend and Alumni Day weekend. All requests for TJ school access
- should go through TJPF staff. Please contact Tanuja Tase at ttase@tjpartnershipfund.org
- Keep in mind that the high school football schedule is not announced until
- Homecoming weekend for 2021 is planned for Friday 24 September 2021.
- Alumni Day is planned for Thanksgiving weekend. If you are interested in reserving a room for a private reunion event during Alumni Day, please contact Tanuja Tase (ttase@tjpartnershipfund.org).
- Reunion Committee
 - It is recommended that a Reunion Committee be organized to help manage reunion planning tasks. The Committee should include a Chair/ Co-Chair, Treasurer, and Marketing and Communications Manager. The Committee will also need members to coordinate a class gift and other event details such as decorations and music.
- You may consider using Guidebook.com to create a reunion app.

GUIDANCE AND RECOMMENDATIONS BY CLASS YEAR

Typically, reunions that are hosted at 5-year marks are lower-key events. Classes celebrating their 5-year or 15-year reunions often host informal events such as happy hours or pre-game meet-ups, frequently over winter holiday or Thanksgiving. Tickets to such events are usually free or low-cost.

Reunions hosted at 10-year marks are generally more formal events and can be accompanied by additional activities. Classes celebrating 10-year and 20-year reunions often host a series of weekend events, such as a happy hour on Friday night, an Alumni Day or Family Day picnic on Saturday afternoon, and a more formal reunion event on Saturday night. Tickets for this more formal event typically range from \$75-\$100/ person. 25-year reunions have tended to follow a similar pattern.

WE ARE HAPPY TO HELP YOU PLAN YOUR REUNION EVENT(S). FOR QUESTIONS, PLEASE CONTACT ALUMNI@TJPARTNERSHIPFUND.ORG

Directions for Creating an Event at tjalumni.org

1. In the top right corner of the webpage, click on “Events”, and on the drop down menu select, “Create an Event”.
2. Once brought to the new page, under “Event Details” provide the details for the event:
 - a. Official Event:
 - b. Event Title (i.e. Class of XXXX Reunion Happy Hour)
 - c. Provide information/description about the event
 - d. Hosted by: Select the appropriate drop down value and additional info if event is hosted by someone other than the creator
 - e. Event location: Enter the address or if online, select the box for “online event”
 - f. Event Schedule: select the time zone, then specify the start and end dates and
 - g. To create an RSVP by date, check the box next to the header, then specify the date and time.
3. You can then choose how many guests are permitted per attendee to join them at the event.
4. Under the “Ticket Options”, you may select that it is either a “free” or “listing only” event by checking the boxes.
 - a. If “Event Listing Only” is chosen, you may type in alternate ticket information
5. Next, you may upload various media to the event page, such as images, videos, and webpages. When adding an image, click on the camera icon in the middle of the screen, in which you can select an image to upload from your computer. Once uploaded, you can adjust the picture size using the blue square edges, as well as clicking and dragging the box to shift the area being shown. Once satisfied the how the picture looks, click “Upload Image”. To add a video, just type the video’s URL into the box. Similarly to add a webpage, just type the URL out, then you may edit the title and description. If you want to delete any of the media, just click on the red x-mark, then verify that you want to remove it.
6. Once satisfied with the media, click “Continue” at the bottom of the page to continue creating your event.
7. On this next page, you can specify and describe the tickets to your event. Fill out the information of ticket name, description, quantity, and price. You can also provide the times at which the tickets are on sale. You can also add custom fields to the tickets if you chose to type information into that section. You are able to create and delete however many types of tickets you want. To move on, press “save and continue” at the bottom of the screen.
8. You may also provide event coupon codes, by pressing “Add Coupon Code”, then providing information into the boxes provided.
9. To promote the fundraising campaigns on your event, select “add campaign” and select campaigns from the list provided.
10. To see a Preview of your event, please select “Preview”, in which it will take you to the event’s page. To save your event, select “save as draft”. To publish the event, please select “Save & Publish”.
11. Before the event is published it requires approval from the Alumni organization. Please notify Tanuja Tase (ttase@tjpartnershipfund.org) that you created an event and would like it published. Tanuja will activate the event which will publish it on the main Events page.
12. Once published, you will be able to manage your event, which includes editing event details, and managing different aspects of your event like tickets, attendees, cancellation requests, and view event metrics.