BISHOP O’DOWD
HIGH SCHOOL
ALUMNI
REUNION GUIDE

Director of Alumni Engagement & Philanthropy:
LizaDawn Ramirez * (510) 577-9100 x317 * lramirez@bishopodowd.org
Alumni Relations Hotline:
Alyssa Rollins, Intern * (510) 577-9100 x320 * alumni@bishopodowd.org
Bishop O’Dowd High School
Reunion Planning Guide

The Office of Alumni Relations encourages you to organize your class reunion as a way to keep in touch and rekindle the bonds forged during your time at O’Dowd. The following is a planning guide, including some of the essentials which need to be considered for a successful reunion. You can email and phone us at any time for help, suggestions and information.

Page 3: Support from Bishop O’Dowd

Pages 4 – 6: Steps to planning a reunion

Pages 7 - 8: Suggested timeline and check list

Pages 9 – 10: Class gift strategies

Page 11 – 13: Venue options

Page 14 – 15: Marketing Style & Usage Guide
Support from Bishop O’Dowd High School

Promotion
Give reunion planning updates to your Director of Alumni Relations so she can promote your reunion through the O’Dowd:

- IntroMaps – O’Dowd Alumni Online Community w/ over 1,000 registered alums
- Alumni Portal on the school website
- E-newsletter distributed weekly to more than 14,000 alumni world-wide
- “O’Dowd Alums” AKA “LizaDawn Ramirez” Facebook page

We also want to celebrate your reunion so please send photographs and a brief update to be included on the alumni portal, E-news, Dragon magazine and our social media sites.

Class List
The O’Dowd Advancement Office maintains a comprehensive database of all graduates from Bishop O’Dowd High School. We can provide a list of classmates with their contact information. You can help us by sharing updated contact information you receive during the reunion planning process.

Tours of the O’Dowd Campus
Campus tours can easily be arranged and will be tailored to suit the interests and needs of the group. Tours are perfect for alumni who haven’t visited O’Dowd in quite some time.

Reunion Venue
O’Dowd has various on-campus sites where you can hold during two times of the year – Reunion Weekend (in the fall) and Reunion Day (ask Alumni Relations for this date). Consider using various facilities throughout the campus for dinners, receptions, picnics or barbeques:

- Center for Environmental Studies
- Dominican Lounge
- Cafeteria
- Gym
- Outdoor areas

Please see page 11 for more information.
Steps to Planning a Reunion

1. Organize a committee
If practical, begin the planning process a year in advance. Establish a committee of 6-12 classmates to take responsibility for key areas:
- Attendance/Reservations/ Finances
- Missing Classmates
- Outreach, Publicity and Social Media
- Class Gift
- Venue & Catering
- Decorations/Memorabilia/Name Tags

Some classes choose to also have a:
- Program
- Mass

Alumni Relations can help identify interested classmates through the online alumni community, the school website and social media efforts.

2. Event Plan
- Select a date – allow for appropriate lead time to secure location and notify classmates.
- Location (a list of potential venues is provided starting on page 11).
- Style of the function – formal, informal, cocktail function or sit down dinner.
- One day or weekend event (football game, picnic, mass, school tours).
- Program – guest speaker, master of ceremonies, speeches, trivia, nostalgia, slide show.
- Honor those who have passed away.

3. Budget
When preparing your budget consider your anticipated costs. Reunion events should break even. Potential expenditures:
- Venue
- Catering, including wine & liquor, rentals
- Entertainment
- Photographer
- Decorations & name tags
- Invitations/postage
- Reunion booklet
4. Get the word out
Recent reunion committees have used a couple of these methods to communicate:

- “Save the Date” postcard
- Email
- A class Facebook page. For example,
  - Class of ’84 - https://www.facebook.com/groups/152929980716/,
  - Class of ’74 - https://www.facebook.com/groups/585716974850061/,
  - Class of ’03 - https://www.facebook.com/groups/360323557429052/
- Website. For example,
  - http://odowdclassof56reunion.weebly.com/

5. Managing finances
To avoid opening bank accounts or mailing checks, reunion committees have taken to using www.eventbrite.com (a comparable service is probably just fine but several reunion committees have said this works best for them.)

- www.eventbrite.com charges a small transaction fee but committees build that into the reunion bid. This site enables reunion coordinators to monitor who pays when and relieves the reunion committee from handling finances directly.
  - For example, https://classof03dragons.eventbrite.com

6. Invitations or website. Or both!
Invitation and/or website should include:

- What, where, when, time
- Dress code
- Reunion coordinator contact information for questions
- RSVP date and payment required (could provide an RSVP slip to obtain their contact details and the name of their guest).

To obtain approval of identity and logo usage, the Director of Marketing requests:

- 1st draft be sent to Marketing three weeks prior to expected drop date
- Final draft be sent to Marketing two weeks prior to expected drop date
- All materials and announcement be approved by Marketing before printing or going live.
- Please see attached document, O'Dowd Alumni Style Guide, pages 13-14.

Expect a 72-hour turnaround time. If the Director of Marketing is unavailable, contact Director of Communications.

IMPORTANT: The reunion committee should keep a record of any RSVP and contact information changes, and email these details to Alumni Relations for database updating.
7. Class Gift:
As a means of marking this special anniversary or occasion, you will want 2-3 committee members focused on the class gift. They will encourage fellow alumni to contribute towards a class gift or endowment. Your class gift can support a range of programs promoting educational excellence, including financial assistance for deserving students or academic programs.

- Designate 2-3 classmates to concentrate on the class gift
- Set a dollar and/or participation goal
- Identify several donors who can give larger gifts. Their gifts could be used to build momentum when asking classmates to make their own gifts. “We have a group that has initiated the class gift with a donation of $X amount.
- We hope you will join us by making your own gift of $X.”

Further details are provided on pages 9 – 10.

8. Successful Reunion Tips

- Publicize your event through the O’Dowd website, school E-news, and Dragon Magazine (pending print deadlines.)
- Name tags – provide all guests with name badges.
- Reunion booklet – you may want to consider encouraging alumni to send in their biography or an anecdote about their time at Bishop O’Dowd High School prior to the reunion.
- Memorabilia/Reunion gifts.
Timeline

8 - 12 months out
- Contact the O'Dowd Alumni Relations/Advancement office and inform them you wish to organize a reunion.
- Establish a committee – identify 2-3 classmates to focus on the class gift
- Develop your budget, including estimated attendance numbers, expenses and income.
- Set a date and book a venue.
- Set up a reunion webpage through social media.
- Publicize the date via a reunion webpage and possible “Save the Date” postcard or email.
- Select classmates to be asked for leadership gifts to start the class gift.
- Begin researching to find “lost” alumni.

6 – 8 months out
- Hold planning meetings – consider planning lunch on campus for committee to visit O'Dowd.
- Book any speakers, musicians or photographers.
- Contact Alumni Relations about:
  - promotion of the reunion.
  - helping mail Class Gift request notes/letters.

2- 4 months out
- Send out invitations.
- Provide Alumni Relations with any address updates of classmates.
- Record all acceptances/declines.
- Assign tasks to committee members or volunteers in preparation of the reunion.
- Class Gift officers make calls to follow up on letters.
- Organize memorabilia gifts.

1 -2 months out
- Reminder emails sent to all invitees who have not responded.
- Send confirmation letters/emails to attendees (include parking details, etc).
- Confirm all bookings.
1 – 2 weeks out
- Provide final numbers to venue for caterer.
- Make sure the venue has all requested items, including registration table, microphone, etc.
- Assign tasks to volunteers for the event, e.g., registration table, placing signage.
- Brief all volunteers.

Day of event
- Confirm you have completed all last-minute tasks.
- Final briefing for all volunteers.

Follow up
- Contact Alumni Relations to provide an update about the reunion (including photos) to be uploaded on the O’Dowd online alumni community, alumni webpage on school website, e-newsletter, social media sites and for possible publication in Dragon magazine.
- Send letter/email thanking everyone who gave a donation and ask classmates who haven’t given yet one more time to contribute to the class gift.
- Send through any additional address or name updates.
Class Gift Strategies

Establish a Class Gift Committee
Recruit class members to lead the class gift effort. Each committee member would make their own gift to Bishop O’Dowd High School before asking classmates to give. They would serve as ambassadors and encourage classmates to give. Using sample letters provided by Bishop O’Dowd High School, they would revise and sign solicitation letters. O’Dowd will manage all mailings. Follow up with classmates electronically by email or telephone calls when appropriate.

Set a Goal
It always helps to set a challenging but achievable goal. People will rise to the challenge. In addition, the monetary goal should be attached to an end result.
- Class Endowed Scholarship - $50k
- 100% participation

Suggest a Gift Amount
People are looking for direction in making a gift so it is easier if you suggest an amount.

Pledges
Multi-year pledges make it easier for people to give more. For example, you might say “Whatever you give is wonderful. We are asking people to give $1,000 and, to make it easier, you can pay over 3 years.”

Matching Gift
A matching gift can be a motivating strategy. It’s also motivating for a small group of classmates to put up $10k to $15k to encourage people to give. In other words, it can be phrased as “We have a group that has initiated the class gift with a donation of $X amount. We hope you will join us by making your own gift of $X.”

Ensuring Success
Most fundraising initiatives will set a goal of raising half of the money in a “quiet leadership phase” before they even announce the class gift effort. This helps build momentum and ensures that you will succeed. Usually, you put together a core group of people who are willing to commit $1,000 or more. Ask them to think of 3-5 people who can give more than $5,000 each. Then ask them personally to give $5k or $10k to get it going. Alumni Relations can help with this.
**Timing**

Break up the “class gift campaign” into three phases –

- Leadership phase: committee makes their own commitment and they each ask 10 others to make similar commitments.
- Second phase - send a letter to the class sharing the success of the leadership phase and asking the rest of the class to give.
- Third phase - send a letter or an email thanking everyone and giving classmates that haven’t given a chance to join in.

> O’Dowd staff will execute the mailings for you. We can also help with logo design, lists, and other support as needed.

**Recognition**

All donors can be recognized in several ways including:

- Plaque in a prominent area of the school will provide visible recognition and set an example.
- Honor Roll of Donors – Donors will be listed in the annual list of donors and in a class list.
- Dragon Magazine – We will include a story about the wonderful gift and the list of donors in the magazine following the event.

**Ways of Giving**

We can provide many different options for making a gift including cash, credit card, stock transfer or gift of tangible assets.
Venue Options

Bishop O’Dowd High School
510-577-9100
www.bishopodowd.org

*If you choose to have your reunion on campus during Reunion Weekend or Reunion Day, liability insurance fees are waived for alumni.*

Requirements:
- If you choose to have your reunion outside of Reunion Weekend or Reunion Day, the Diocese of Oakland requires you to purchase one-day liability insurance:

<table>
<thead>
<tr>
<th>Attendance #</th>
<th>Dry Event Cost</th>
<th>With Liquor Liability</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 to 100</td>
<td>$162</td>
<td>$262</td>
</tr>
<tr>
<td>101 to 500</td>
<td>$200</td>
<td>$400</td>
</tr>
</tbody>
</table>

- Any group wanting to serve alcohol at their event must book a bartender through the Epicurean Group, the on-site food service management company. Each bartender is $35/hour, minimum 4 hours. Note: 1 hour must be reserved for set up and clean up. Alcohol must be purchased and brought by the reunion class.

Further information about the Epicurean Group:
- Cancellation policy: Epicurean must be contacted by the reunion committee or representative one month prior to the event date or 50% of total costs are due.
- Dietary restrictions: Epicurean requires this information one month prior to event date.
- Final attendance numbers is due two weeks prior to event date.
- Full payment is due within five business days post-event date.

*Please reserve bartending and/or catering services through Alumni Relations.*

Using an outside caterer:
It is preferred that you work with our on-site cater, Epicurean Group, for your food service needs. You are welcome to bring in an outside caterer, provided your chosen caterer can provide a certificate of insurance with $1,000,000 liability.

Other costs:
- Maintenance fee: $25/hr, typically 1 hour each prior to and after the event, or more time for extensive set up and breakdown.
- Security fee: $25/hr for the duration of the event.
- Venue fee: Free for alumni.
A list of venues other classes have chosen for their reunion site:

Claremont Hotel
800-551-7266
www.claremontresort.com

Faz Restaurant
(925) 460-0444
www.fazrestaurants.com/pleasanton

Four Points by Sheraton
(925) 460-8800
www.fourpointspleasanton.com

His Lordships
510-843-8144
www.hslordships.com

Joaquin Miller Community Center
510-238-3187
http://www2.oaklandnet.com/Government/o/opr/s/rental/OAK029373

Kingfish
510-655-7373
www.kingfishpubandcafe.com

Lake Chabot
888-327-2757
http://www.ebparks.org/parks/lake_chabot

Lukas Taproom
510-451-4677
www.lukasoakland.com

Pleasanton Fairgrounds
925-426-7600
www.alamedacountyfair.com
Oakland Hilton
510-635-5000

Rockwall Winery Company
510-522-5700
www.rockwallwines.com

San Ramon Marriott
800-228-9290
www.marriott.com/hotels/travel/oaksr-san-ramon-marriott/

Sequoyah Country Club
510-632-2900
www.sequoyahcc.com

Trader Vic’s
510-653-3400
www.tradervicsemeryville.com

Vo’s Restaurant
510-465-4600
www.vosrestaurant.com
BISHOP O’DOWD HIGH SCHOOL
Style and Usage Guide
For Alumni

SCHOOL REFERENCE:
Always refer to the institution as:
Bishop O’Dowd High School
O’Dowd

Logos:
Our official school logo is the Tower. Any time the tower is used, our full school name needs to accompany it.

Our official school mark is the Block O.

The Dragon logo is for O’Dowd Athletics use only and is not to be used for reunions or events.

When using the school’s return address, use this treatment in either one-color gold or one-color black.

Bishop O’Dowd High School
9300 St. ears Avenue
Oakland, California 94605

Bishop O’Dowd High School
9300 St. ears Avenue
Oakland, California 94605
COLORS:
Our official colors are Black and Gold. Yellow may be substituted for gold.

Logotype:
When using “Bishop O’Dowd High School” with the Tower logo, two fonts are acceptable:

Serif: Adobe Caslon Pro

Sans Serif: Myriad Pro

15 | Page