LHSAA REUNION SERVICES GUIDE

Free Class Reunion Services for LHS Alumni!
- LHSAA Class Reunion webpage
- Reunion Event Save the Date & Invitation Emails
- Event Registration & RSVP eForms
- Event Registration Attendance Tracking
- Online payments - without processing fees
- LHSAA Website Calander Notices
- Ad space in the published quarterly LHSAA Magazine

For Alum's security and privacy, LHSAA Reunions online Registration & payment Form links are not accessible on social media or other third-party websites.

LHSAA Class Reunion webpages feature highlighted individual events & information, online Registration & RSVP eForm links, photo albums & slideshows of previous and post-reunion events, links to social media class reunion pages, and web browser optimization.

When a classmate submits their Reunion Event Registration or RSVP online, the LHSAA Event Tracking system automatically sends a confirmation email to the registrant and a copy of the confirmation email to the Class Reunion Committee Event Lead.

Reunion Committees are encouraged to provide photos, graphics, digital art, and text copy to LHSAA Reunions for building their Class Reunion Webpage and invitation emails. LHSAA Reunions Emails include a design proof for Reunion Committees to edit or approve before sending it to classmates.

Class Reunion Emails to Classmates
1. Save the Date Announcement.
2. Invitation to Reunion Celebration & corresponding reunion events.
3. Reminder to RSVP – sent to unregistered classmates on a bi-weekly basis.

Email Response Tracking
To initiate LHSAA Reunion Invitation Email Tracking, Reunion Committees are required to provide the LHSAA Reunion Committee with the following event details:

- ☐ Event site & address
- ☐ Time the event begins & ends
- ☐ Reunion Registration ticket/fee prices
  - o Alum
  - o Alum+1 Guest
  - o Price discount if registering by a certain date
- ☐ Guests allowed
- ☐ # of guests allowed
- ☐ Kids allowed
- ☐ Event registration deadline date
- ☐ Event cancellation deadline date

LHSAA REUNION SERVICES GUIDE

As of 2022, to initiate LHSAA Reunion Invitation Email processing, Reunion Committees are required to email their <u>Class Contact spreadsheet</u> in an Excel file format to *LHSAA Reunions*.

Reunion Committees are required to send a current Class Contact spreadsheet of classmates' First Name, Last Name, Last Name in HS (Maiden Name), and email address to LHSAA Reunions before LHSAA reciprocates alum Contact information on the LHSAA database.

Reunion Committees are not required to have all their classmate's contact information when sending the Save the Date Announcement Email.

After LHSAA Reunions receives the Class Contact spreadsheet, we will search the LHSAA Database for the class year's Contact records and add missing classmates' names and email addresses to create the Excel "share" workbook.

- ✓ *The LHSAA Database does not have all LHS alums' contact information or email addresses; we do our best to update our records as submitted by alums.*

- ✓ *LHSAA currently does not have the volunteer human resources to generate Class Reunion Contact Email spreadsheets or research missing classmate's contact information for Reunion Committees.*

After submitting the classmates' names and emails that have been acquired, we will create an Excel "share" workbook for the Class Reunion Committee for continual and reciprocated updates of classmates' names and email addresses for sending the Invitation and Reminder to Register/RSVP Emails.

Reunion Committees can update the Master Class Reunion Email List spreadsheet by adding or updating information:
- ☐ Highlight in yellow all editing and new information.
- ☐ Add a note in the Update Column.

Class Contact spreadsheet formatting requirements: <u>Column order & Titles:</u>

- ☐ LHS Class year
- ☐ First Name
- ☐ Current Last Name
- ☐ Graduation Last Name
- ☐ Email
- ☐ Mail Address

LHSAA Reunion Event Tracking System

Tracking Reports are formatted into Tracking Lists and emailed to Reunion Committees at the end of the month and the day before the Class Reunion event.

LHSAA REUNION SERVICES GUIDE

Event Email Tracking Fields:
- ☐ Emails Sent to: "Contact First and Last Names".
- ☐ Emails Received: (email address is active).
- ☐ Emails Opened: (address recipient received & opened the email).
- ☐ Email Delivery Failure (email address is not active).

Event Tracking Email Notifications
- ✓ Emails Sent
- ✓ Emails Received
- ✓ Emails Opened
- ✓ Email address Delivery Failure

LHSAA Class Reunion Event Emails

Classmates have the option on the Registration Form to show their name as being registered for the event. On the first page of the online Registration Form, classmates can click the link next to "Registered:" to view the names of classmates who have submitted their registration.

Registration with ePay processing & Reminder Emails

LHSAA online Registration and eTicket (online purchase) links are only active when accessed from the LHSAA Website and Invitation and Reminder to RSVP Email links & buttons generated by LHSAA.

Reunion Invitation Emails: Registrations *(free)* & Reminder Emails include:
- ➢ Online RSVP Registration link with autogenerated confirmation email, and Tracking.

Reunion Event Raffle Ticket(s) with ePay processing Link
- ➢ Secure raffle eTicket processing link with autogenerated receipt email, confirmation notification email, and enabled Tracking.

Reunion Event's online RSVP Registration & ePay Ticket processing

Reunion Event links and Email Registration Link Buttons:

1. Classmates have the option to click on the Register or Not Attending button links at the bottom of Reunion Invitation & Reminder to RSVP Emails.

2. When the Register button is clicked, the Registration Form opens a new webpage.

3. After a classmate's registration and eTicket(s) are processed and submitted, their registration is recorded in the Reunion Events Tracking system for Reunion Committees to have a Tracking Log of confirmed registrations and payments processed for planning reunion events.

LHSAA REUNION SERVICES GUIDE

4. Simultaneously the processed registration and eTicket payment will generate a registration confirmation and payment receipt emails sent to:

    1. Event Registrant.
    2. Class Reunion Event Lead.
    3. LHSAA Reunion Committee.

5. <u>Cancelling a Registration to a Reunion Event:</u> Classmates can cancel their registration using the online Registration Form, which will automatically refund their credit card, send the registrant a refund receipt email, and automatically record their registration as canceled on the reunion event Attendance List. 👍

    ✓ Having a classmate cancel their registration by using their Confirmation Registration email to access the class reunion's registration portal - assures the registrant that the cancellation has been completed within minutes and their credit card reimbursement has been processed; instead of sending an email to the Reunion Lead, who in turn has to email LHSAA Reunions to manually cancel the registration and submit the credit card for reimbursement processing.

-FAQ: Reunion Event Secure ePay & Processing-

Q: We have three events that require reservations, and all require payment. We need to keep them separate, not knowing who will attend each event. Do you have the capability to do this?

   A: Yes! Please review the LHSAA Reunion Guide: <u>Event Registration Tracking notifications.</u>

Q: How do Reunion Committees access paid reunion registration and donation funds?

   A: The Class Reunion Lead is accountable for contacting LHSAA Reunions at <u>mailto:lhsaa@lincolnalum.org</u> when funds are needed to be drawn from the Class Reunion Account. A reply email is sent within 24 hrs. confirming the check payment information and the date the check was sent in the mail.

Q: How soon are the collected funds available to us for paying the required bills?

   A: LHSAA bundles the collected registration funds at the end of each month and holds payments in an LHSAA Class Reunion Account. Account funds are drawn with a check payable to the Reunion Committee Lead at any time requested

Q: Should we also make payment options for Venmo and/or PayPal?

   A: LHSAA is in the process of linking PayPal as a payment option to the LHSAA ePay secure credit card system. All other online banking apps are not payable through LHSAA due to financial security and regulatory laws.

LHSAA REUNION SERVICES GUIDE

Q: After a classmate completes the registration and ticket purchasing process online, will the reunion event's Registration Tracking system generate a list of classmates attending for the Class Reunion Committee to use for creating name tags and checking in at the event?

    A: Yes, the Class Reunion Committee receives confirmed registration tracking lists monthly and two days prior to the – this is an excellent benefit for using LHSAA to process all your event registrations. Please review *Event Registration Tracking notifications*.

Class Reunion Donation Fund with ePay Processing & Tracking

Class Reunion webpages can feature Donation options with a link to an online Donation Form & payment processing. After a donation payment is submitted online, an automatic email receipt is sent to the donor and Class Reunion Committee Lead. Donations are automatically recorded in the Class Reunion's Tracking Logs.

Donation Links Options:

☐ **Multiple choice for extra costs:** A set of checkboxes, each with an associated cost.

☐ **Button options for extra costs:** A set of mutually exclusive choices, arranged like buttons, each with an associated cost. Choose this type if you want to allow the registrant to make a single choice from multiple options.

➢ **Increment donation amounts** need to be determined by the Reunion Committee for the LHSAA ePay system to auto-calculate and process the final payment at check out on the payment page.

➢ **Optional Donation increment amounts** can be a single amount - or - one to three separate amounts.

-FAQ: Class Reunion Donation links with ePay & Processing-

Q: We want to add the option for classmates to donate to the Reunion Fund when registering and purchasing tickets. Is this possible, or will it confuse the issue?

A: Class Reunion Donation links can be created and embedded on the Class Reunion webpage and in LHSAA Reunion Event Emails. Donation links can be set up with one to three donation amounts, or the option to type in donation amount.

1st Option	2nd Option	3rd Option
$25	$25	Amount $_____
	$50	
	$75	

LHSAA REUNION SERVICES GUIDE

- ✓ The Reunion Committee determines how the donation funds are dispensed for each reunion event. To ensure the secure processing of online payments, LHSAA ePay links can only be accessed from the LHSAA Website and emails generated by LHSAA.

- ✓ LHSAA payment links will not activate for processing on social media or other third-party websites.

Q: When registration fees and donations are submitted, will we get documentation as well? Will it outline ticket purchases vs. donations?

    A: Yes! The Reunion Committee Lead can request a Reunion Donation List from LHSAA Reunions. The Reunion Donation List is formatted in an Excel spreadsheet file and can be scheduled to be sent to the Reunion Committee Lead monthly and one week prior to the Reunion event.

LHSAA Class Reunion Webpage Development & Design

Due to LHSAA's dual CRM and Website software back-end complexity, Reunion Committees do not have access to create their own Reunion webpage and emails. LHSAA Reunions collaborates with Reunion Committees to create a Class Reunion webpage and reunion event emails by the following process:

Reunion Committees have the option to provide their own copy content and images for:
- ✓ Class Reunion page Banner & Event Headers.
- ✓ Reunion Event details.
- ✓ Slideshow photos& albums of past reunions and events.
- ✓ Reunion Committee contact information.
- ✓ Reunion Event announcements & updates.

LHSAA Reunion Website Development Services:
- ✓ A custom-optimized Class Reunion webpage.
- ✓ Reunion RSVP & Registration Forms with URL browser links for efficient and secure ePay processing & Tracking.
- ✓ Reunion Donation Fund ePay Form & URL browser links with ePay processing & Tracking.

LHSAA Reunion Website Design Services:

Reunion Committees are emailed a design proof for each Reunion event email to edit for final approval before the email is sent to classmates.

Custom email design proofs are available for:
1. Reunion Event Invitation registrations and RSVP Reminders.
2. Reunion Event update announcements.

LHSAA Magazine Advertising for Class Reunion Events

LHSAA REUNION SERVICES GUIDE

The LHSAA Quarterly Magazines are uploaded when published to the LHSAA Website and posted for Members to view, download, and print.

> ➢ LHSAA Members have access to the current Issue after logging in and clicking on the *LHSAA Magazine Current Issue* tab, located under the LHSAA Magazines tab on the main menu bar.

> ➢ Alumni who are not members of LHSAA can access past issues on the LHSAA Website page, by clicking on the *LHSAA Magazines* tab on the main menu bar.

LHSAA Magazine Submission Specifications & Deadlines

Read the LHSAA Magazine ad specifications on the LHSAA Webpage *Media Kit* tab, a subpage under the LHSAA Magazines tab on the Website's main menu bar.

> ✓ Magazine photos and images for print publication are required in jpeg file format.
> ✓ Email jpeg image files to *mailto:danacress@me.com*

Advertisement & Article Submission Deadline Schedule:

> ❖ November 25th   Winter Issue
> ❖ February 25th   Spring Issue
> ❖ May 25th   Summer Issue
> ❖ August 25th   Fall Issue