

Reunion Merchandise and Favors Overview

Merchandise and Favors Overview

Some reunion committees choose to offer a reunion favor (a merchandise item) to classmates attending in-person campus programming, though this is completely optional. Committees may also choose to offer an online merchandise store through Harvard Student Agencies (HSA) during the reunion year, either instead of or in addition to a reunion favor.

Merchandise and favors are typically managed by the Chairs and the Reunion Treasurer in partnership with the HAA staff liaison. Depending on committee interest, additional volunteers may also assist. Having at least two volunteers involved can help keep the process moving as key deadlines approach.

Reunion Favors

Reunion favors provide classmates with a keepsake from the reunion year. Classes that choose to offer a favor typically provide it to alumni registered for in-person campus programming (not guests). The cost is included in the flat registration fee for in-person attendees.

Classes may select a reunion favor through either the Harvard COOP or Harvard Student Agencies (HSA). Your HAA staff liaison can connect you with both vendors so you can explore options before selecting one. Please copy your staff liaison on all communications with vendors so they can assist as needed.

Some recent classes have chosen to forgo a reunion favor to help reduce registration costs, while others have offered a COOP gift card so classmates can select their own merchandise.

We strongly recommend selecting one-size-fits-all items rather than size-based apparel (like a jacket, t-shirt, sweatshirt, or vest). Popular options include hats, mugs, glasses, water bottles

Your HAA staff liaison can help you determine what option best fits your class.

Reunion favors may be customized with a class logo. See the Logo Approval section below for additional information.

Merchandise Stores

To build excitement throughout the reunion year, committees may choose to offer an online class merchandise store through Harvard Student Agencies (HSA). Your HAA staff liaison can connect you with an HSA representative to begin the process.

HSA can:

- Recommend merchandise based on past reunion stores.
- Share pricing for potential items.
- Advise which products require minimum order quantities, and which can be produced on demand.
- Build and manage the online store for you, including credit card payments.
- Ship purchased items directly to classmates (and loved ones).

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When selecting merchandise, we recommend:

- Offering no more than 15 items (fewer is perfectly acceptable).
- Including a range of price points.
- Avoiding products with high minimum order requirements whenever possible.

Selecting merchandise, developing designs, obtaining Trademark approval, and building the online store takes time, so contact your HAA staff liaison as soon as you begin considering a merchandise store.

When reunion classes have offered merchandise stores in the past, classmates have purchased their own items rather than using class treasury funds to subsidize purchases. This remains the recommended approach. When selecting products, be mindful of pricing alongside other reunion expenses, particularly registration costs. For this reason, it is also recommended that merchandise stores launch separately from reunion registration.

Some committees choose to use class treasury funds, with approval from the Chairs and Class/Reunion Treasurer, to purchase additional merchandise for raffles or giveaways during virtual or in-person events. One-size-fits-all items are generally the best choice for giveaways. Your HAA staff liaison can help determine the best approach.

Merchandise store products may also be customized with a class logo. See the Logo Approval section below for more information.

Logo Approval

Classes may customize reunion favors and merchandise store items with a class logo and text. You should have just one logo for your reunion favor and merchandise store products. These may be the same, or you may choose one logo for your reunion favor and a different logo for your merchandise store products. However, HSA can accommodate only one logo across all merchandise store items.

If your logo includes one or more Harvard College, Radcliffe College, or class-specific shields, it must also include one of the following:

- Harvard College Class of XXXX
- Harvard-Radcliffe Class of XXXX
- Harvard and Radcliffe Classes of XXXX

You may also include additional text such as “50th Reunion.”

The Trademark review process can take up to six weeks, including time for any required revisions, so begin planning early. Once your logo is finalized, your reunion favor has been selected (and with which vendor), and your merchandise store items have been identified, your HAA staff liaison will submit the logo and product applications to the Trademark Office for review.

Timeline for Logos, Favors, and Stores

- **By the end of November:** Submit your logo to your HAA staff liaison for Trademark review. Allow up to six weeks, plus the University’s holiday break, to help ensure approval by the end of January.

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- **By mid-December:** Share your merchandise store selections with HSA. This allows approximately one month to refine and confirm merchandise options before the stores are built. You should also select your reunion favor during this same timeframe.
- **February:** HSA builds the merchandise stores, with the goal of launching them on or around March 1.
- **Early February:** Your HAA staff liaison places the reunion favor order.

Gifts

While not required, some reunion committees choose to use class treasury funds, with approval from the Chairs and Class/Reunion Treasurer, to purchase thank-you gifts for key speakers, including classmates or faculty. Your HAA staff liaison can assist with selecting and purchasing gifts so volunteers do not need to seek reimbursement (unless they choose to purchase gifts personally).

Under Harvard expense policies, gifts to individuals may not exceed \$99. If you have extra reunion favors or merchandise store items, you may wish to use those as gifts instead of purchasing additional items.

Additional information is available in the Budgeting Process and Best Practices document.