STEP 7: Ticket Sales

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Best Idea to Encourage Early Tickets Sales

You may want to set up a **two-tier price system** based on deadlines. For example, if your event is on June 20, offer an early-bird rate if tickets are purchased before January 31st. Offer an **early-bird draw**. The first 50 people to buy their tickets will be eligible to win a prize. The prize can be donated, or it can be as simple as a free ticket to the reunion. Remind people that there is a **final cut-off date** to purchase tickets.

To create some cash flow at the beginning, **committee members buy the first tickets**. Many classmates who intend to come, will wait until the last minute before buying their tickets. Whether this is due to procrastination or wanting to see who will come before committing, you should be prepared for it.

Here are some tips on how to encourage buying tickets sooner rather than later. Remind people that purchasing tickets is easier than ever. Taking a minute to go online and **pay by credit card** is much simpler than writing a check and sending it in by snail mail. Myevent.com allows you to make **direct deposits** right into your reunion bank account, so in addition to making it easier for your classmates you will **save yourself a trip to the bank** by selling tickets on your website.

At your first committee meeting, decide if you will be inviting any non-paying guests. Do you want to include the beloved math teacher, the basketball coach, the principal? It is common courtesy to offer each person two tickets at no cost.


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