DELTA CHI
FRATERNITY

"E" Resources

ALUMNI
EVENT PLANNING

There are many ways that chapters and colonies can engage with their alumni members. One of the most common is to invite alumni to events that the chapter/colony is hosting. When planning events geared towards alumni, there are several things to keep in mind.

Event Ideas: One of the first things to consider is what type of event are you looking to plan. Just like your members, your alumni likely enjoy different things and will come back for different reasons. Providing a variety of different events gives multiple opportunities for increased alumni involvement. Below are just a few different examples. You can find a broader list of events in the online toolkit.

- Alumni/Family Picnic
- Initiation and Rituals
- Attend a Sporting Event on Campus
- Plan a Day of Service
- Founders' Day Event
- Go to a Play or Concert on Campus

Planning Ahead: *Four to six months before your event...*

- Select a date for your event
- Identify an appropriate venue for your event
- Develop a committee to help organize and run your event
- Set clear goals and objectives for your event
- Collect cost estimates to create a budget
- Create a "master planning sheet" for event, complete with "To-Do" list with the person responsible for completing tasks

Three to four months before your event...

- Finalize the registration/participation fee (if applicable)
- Create invitation to be shared with guests, including RSVP options
- Craft email to be shared with with guests
- Connect with venue to arrange logistics (A/V, parking, set up, etc)
- Start developing social media (Facebook event, Twitter, etc)

Two months before your event...

- Send out reminders about the event, and encourage guests to RSVP (a personal call can make all the difference)
- Utilize social media to continue promoting event

One week before your event...

- Bring your committee together to go over the "To-Do" list to make sure everything is set
- Email participants with one final reminder about the details for the event, and share your excitement for the day

- Finalize any scripts you need for the event (at the very least, prepare a welcome and thank you for participants)
- Finalize all details with vendors (catering, event set up, etc)
- Prepare any volunteers for their roles during the event
- Be sure to have all materials ready for the event (videos, copies of speeches, handouts, giveaways, etc)

Day of your event...
- Ensure your materials for the day are ready (agendas, giveaways)
- Set up your welcome/registration table (sign in, name tags, etc)
- Check in with your committee and volunteers to ensure everyone knows their responsibilities for the day
- Have a list of important contacts to ensure that events run smoothly

After your event...
- Send thank you notes to the appropriate people (speakers, attendees, venue, catering, special guests, etc)
- Meet with your committee to discuss the event and how everything came together
- Send out an evaluation of the event to participants to learn what could be improved in the future (this should include a thank you for attending)
- Prepare all receipts and documents to reconcile with the budget

Invitations: Invitations can be sent electronically or through the mail. Think ahead to the type of event you are inviting people to, and what type of invitation would be most appropriate for your event. The invitations should include the following:

- <u>Date and Time of Event</u> – This seems like common sense, but you would not believe the number of invitations that are sent that don't include this crucial information.
- <u>Location of Event</u> – Don't assume people think it is at the chapter house (if you have one). Let your guests know the location, provide the address, let them know the correct entrance to use, and if needed an appropriate place to park.
- <u>Dress Code</u> – Let your alumni and special guests know what the appropriate attire is for your event
- <u>Specify Who is Invited</u> – Make sure you clearly define who is invited to the event. Some alumni might wish to bring their partners, children, etc.
- <u>Ask for an RSVP</u> – To make sure you have enough food, space, etc. you will need to know who is coming. Make sure you give them clear directions on how to RSVP for your event.