

Event Planning Guide for Alumni Community Programming

Programming in an alumni community is the responsibility of the local alumni community.

Community Programming Purpose: To provide meaningful interactions in each alumni community that connect UD alumni, students and parents to each other and to campus. These connections will result in increased engagement and build a foundation of loyalty to the Alumni Association and UD that fosters life-long involvement.

Community Programming Goals: Each year, alumni communities plan programs for their local alumni population that support the purpose and mission and are focused in specific areas.

- **Career Development (at least 1):** One goal of the Alumni Association is to continue education and professional growth long after you graduate from the University of Dayton. Communities should plan at least one program that inspires alumni to further their personal goals within their careers. This can be a networking event, mentoring sessions, a speaker series, educational programs, etc.
- **Service (at least 2):** The University of Dayton teaches students to “Learn, Lead, Serve.” We embody these values in the alumni communities through our service events and initiatives. Communities should plan a minimum of two service programs per year, one of those programs being Christmas off Campus.
- **Socials:** Flyers love to gather in community! Social events are *not required* within the alumni communities, but definitely encouraged. Social events can include cultural events, game watches, family programs, and much more.

Event Planning: Where do I start?

Before you begin:

- Think about your audience: Just because you would like to have a certain event, does not mean it will appeal to the audience you are trying to reach.
- Recruit volunteers: The chair does not have to do it alone! Build a team that will help you do the work.
- Who else can you partner with? Enhance the event through partnering with local alumni resources and establishments.

- Check the calendar: Remember to plan according to the community calendar and existing local events. You don't want to plan over something else that may already be established. Make sure to leave time for proper communication and promotion.
- Consult the annual plan created at the beginning of the fiscal year. Does this event fit into the plan? Does it support alumni engagement? Will there be enough interest from local alums?

At least three months before the event:

- Set a planning meeting with the committee to decide what type of event will work best for the community. Keep in mind the alumni base you are attempting to reach and plan programs to engage and excite.
- Delegate responsibility for the event to members of the committee, when possible.
- Keep leadership team informed of ideas or possible events that will take place.

Two months out:

Choose date, time and location and share these details with your leadership team. This will give the Communication Chair enough time to help craft messaging and promotion.

- Date and Time:
 - Events are not limited to certain times of the year, but the time of year may dictate what type of event you plan.
 - Communicate with the Community Leader and other chairs to make sure that an event is not occurring during the same time frame as other community events.
 - Refer to the *Notable Dates* resource in the *Alumni Community Handbook* to make sure the event does not conflict with a University event or holiday.
- Location:
 - Choose your location wisely. Is this location easily accessible? Where will everyone park? Is there enough room or too much room for the activities we have planned?
 - If a venue requires a deposit, please go through Alumni Relations to secure the spot and to make sure the location is worth paying for.

Submit an Event Submission Form

- Once the details for the event are established, work with the Communications Chair to submit an *Event Submission Form* (can be found at <http://alumnicommunity.udayton.edu/events>). An event will not be advertised to the full alumni community through the community email until an *Event Submission Form* is submitted.

- Community emails are the main form of advertisement for an event.
- Communities are allowed one email per month, sent at the earliest, on the Wednesday after the *Event Submission Form* is submitted (with the exception of the second week of the month because *UD Quickly* goes out).
- The *Event Submission Form* must be submitted by noon, the Friday before an email is scheduled to go out.

Do not include alcohol references in community emails—for example avoid language such as “happy hour” or “drink specials.”

Need additional marketing materials? UD can help!

- In addition to emails, UD can help communities develop and mail printed promotional pieces. This may include postcards to advertise or invitations to register for events. Alumni Relations bears the costs for printing and mailing and must approve all requests.
- All requests for designed and printed pieces must be submitted with complete event information to the Engagement Officer **eight weeks before you would like the piece to be mailed**. This gives University Marketing time to design to your needs and work with a printer to ensure accuracy and mailing services.

At least one month before event: PROMOTE! PROMOTE! PROMOTE!

Work with the Communication Chair

- Provide suggested posts for the community social media channels. Suggest timing, frequency and language of posts.

Use your connections!

- It is the responsibility of the chair and committee to provide peer-to-peer outreach for events. Reach out to fellow alums through personal Facebook and Twitter posts, make a personal phone call or email, and talk it up!

Week of Event:

- Send out a reminder email to all registered participants.
 - An email contact list can be provided by the staff Engagement Officer if there is a registration page via the UD website.
- Ensure all contracts for vendors are signed. The Engagement Officer in your community should sign any contracts.

Post Event Follow Up (within a week after the event):

- Send a thank-you email to all attendees (if necessary) and personal notes to those who took a key role in the event. Possibly include a survey.
- Send original receipts and the reimbursement form to the Alumni Relations Office. The form can be located at: your.udayton.edu/communityresources.
- Send attendance sheets to the Alumni Relations Office.
- Evaluate the event with the committee to discuss successes and areas of growth. Share notes with the leadership team.

Budgeting

Most events should be self-supporting. The cost of events should be supported through ticket or registration fees. Events should not make money for the community. *The exception to this rule is to support a service event like Christmas off Campus.*

Examples of being a self-supporting event include:

- An event that is free to hold, no room fees or cost to attendees
- Food and beverages are pay-as-you-go for attendees, such as at a game watch
- An event with an attendance fee, to cover costs

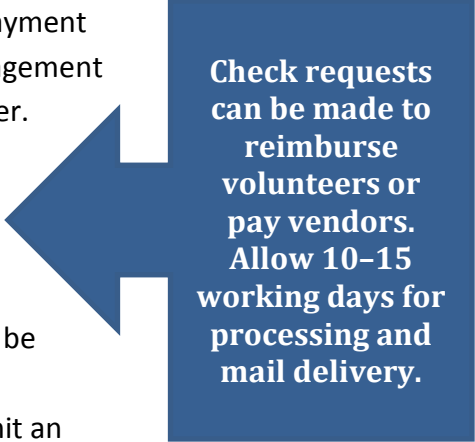
Alumni Communities are encouraged to request additional funding for events when needed.

Some events may cost more to plan, so UD grants those funds on an as-needed basis. If you are seeking additional funding for your event, please make sure to complete the *Event Submission Form* according to the information below.

- At least 90 days out for funding requests of \$1,000+
- At least 45–60 days out for funding requests of \$500–\$1,000
- At least 30–45 days out for funding requests of \$200–\$500
- No later than 30 days out for funding requests below \$200

There are many ways to cover expenses:

- The University P-card: The University can make the payment with a purchasing credit card. Please contact the Engagement Officer on staff or work through the Community Leader.
- Reimbursement to Volunteer: If payment is made by the chair or a volunteer, a reimbursement form and original receipt is to be submitted immediately following the events. A check will be issued to the volunteer to cover expenses. No reimbursements will be issued after the close of the fiscal year.
 - Invoices: The chair can ask the vendor to submit an



Check requests can be made to reimburse volunteers or pay vendors. Allow 10–15 working days for processing and mail delivery.

invoice to the University. Again, please work through the Community Leader or staff Engagement Officer.

All requests for payment and reimbursements need to be accompanied by the following:

- Name of vendor or individual requesting payment
- Tax ID or social security number of the vendor or individual
- Contact information including phone number and address of vendor or individual
- Invoice or original receipt to show the amount needed to be paid

Tax-Exempt

- For all Alumni Relations purchases, please inform the vendor that the University of Dayton is a tax-exempt organization. If the vendor requires a copy of the tax ID card, contact your Alumni Relations representative. **Tax ID number 31-0536715**

If at any time, you have questions or need additional assistance, do not hesitate to contact University of Dayton Alumni Relations and speak to your Engagement Officer.

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