



Alumni Club Events & Budgets

Alumni Club Volunteer Training

June 3, 2011



Overview

- Board responsibilities to meet event goals
- Role of board officers at events
- Planning a year's worth of events
 - Timeline
 - Marketing
 - Logistics & budget
 - Post event
- How the Office of Alumni Relations can help!





Board Responsibilities to Meet Event Goals

- Regular board meetings
 - Meet as a team – spread the “work” around - all hands on deck
- Establish event goals, objectives, expectations
 - Agree to the number of events you’d like to have in a year
- Consider the different alumni audiences with diversified events
- Manage event costs, budgeting and negotiation - Treasurer



Role of Board Volunteers with Events

- **BEFORE**

- Register yourself – all attendees pay
- Set an example to get the excitement going – attendance lists online
- Make phone calls to alumni – use our lists

- **DURING**

- Manage the event – make sure venue is prepared
- Check-in, greet alumni, collect business cards
- Engage the alumni
- Network to find prospective volunteers and avid UD supporters
- Be an Ambassador for UD



Event Timeline

- Start early!
- Event Ideas throughout the year
 - Develop an event timeline
 - Lead time for everything – funding, marketing, planning your event well
- Alumni want more lead time/notice about events – some up to a year!



Event Marketing Timeline

Method	Lead Time	Delivered to Alumni
Save the Date	As soon as you have a date	As soon as you have a date
<i>Messenger</i>	13-16 weeks	4 weeks prior to deadline
Website Copy	5-16 weeks	2 weeks before want event posted
Email	5-6 weeks	At least 4 weeks prior to event date
Facebook	4 weeks	4 weeks prior to event date
UDaily Articles	4 weeks	4 weeks prior or 1 week after for post-event article



Sample Events

- Annual “Open” Board Meetings
- Family-oriented, kid-focused – Baby Blue Hens
- Cultural and culinary
- Community service, civic engagement, charity projects
- Sports – spectator and participatory
 - Baseball, football, Watch Parties, horse races, boating, ice skating, 5K run/walks, golf
- Student related events – incoming “send-off” and graduating “welcome”
- Diversified events - different ages like different styles of events
- Networking - Happy Hours to Career Fairs



Logistics & Budget

- **Logistics**
 - Venue & set-up
 - Catering & Alcohol issues
 - Tickets
 - Parking and Public Transportation

- **Funding and budget**
 - Club Budgets - Est. \$800/yr; \$200/event; New \$1000/yr; \$300/event
 - UDAA monies and SAP funding
 - Sponsorship – help from other departments
 - In-kind
 - Hosts



Sample Event Budget

Sample Alumni Club Event Budget				
Saturday, November 13, 2010				
Item	Amount	Number	Total	Notes
Income from Registration	\$12.00	53	\$636.00	
SAP Funding	\$395.70	1	\$395.70	
Alumni Club Budget	\$200.00	1	\$200.00	
Walk-ins	\$0.00	0	\$0.00	
Total Revenue			\$1,231.70	
Tickets	\$10.75	53	\$569.75	AR Staff Credit Card
Room Rental	\$150.00	1	\$150.00	AR Staff Credit Card
Pizza (Tutti Gusti Pizzeria)	\$199.97	1	\$199.97	AR Staff Credit Card
Balloons (Hallmark)	\$19.87	1	\$19.87	AR Staff Credit Card
Food (Whole Foods)	\$187.59	1	\$187.59	AR Staff Credit Card
Craft Project (5&10)	\$35.89	1	\$35.89	AR Staff Credit Card
Craft Project (AC Moore)	\$2.99	1	\$2.99	AR Staff Credit Card
Supplies (Napkins, Cups, etc.)	\$22.21	1	\$22.21	Reimbursement to AC Board Officer
Drinks/Ice (ACME)	\$36.43	1	\$36.43	Reimbursement to AC Board Officer
Parking (Garage)	\$7.00	1	\$7.00	Reimbursement to AC Board Officer
Total Cost			\$1,231.70	
Total Profit			\$0.00	



Post Event

- Thank you email to participants and exceptional volunteers
- Include event satisfaction survey to all event attendees
- Send to AR within 1-2 weeks after the event
 - Photos – post on Flickr & Facebook
 - Event write up/de-briefing notes
 - Article for UDaily or *Messenger* , if warranted
 - Final attendance list
 - Check for walk-in money collected
 - Receipts from venue, catering etc.





How the Office of Alumni Relations can Help!

- **Guide you** through the planning process
 - Idea development, marketing, online registration, day of event logistics
- **Survey alumni** in your area
- **Staffing** at events - where appropriate
- **Joining board meetings** - in person or by conference call
- **President's Conference Call** - sharing information regularly; quarterly calls

- **We THANK YOU** for your time, energy and enthusiasm!



Questions

