



# **ULM Alumni Association**

## **Chapters & Clubs Event Toolkit**

## **Table of Contents**

### **Getting Started**

- Events Committee
- General Event Planning Tips
- Ideas for Events & Activities

### **Event How-tos**

- Event Application Form
- Engagement Calls with Alumni Staff
- Event Registration Pages
- Event Communications
- Working with Vendors

### **Budgets**

#### **Quick Guide:**

- Event Responsibilities
- Event in a Box
- Day of Event

### **FAQ**

The ULM Alumni Association expects chapters to assist in the engagement of alumni in identified areas/and or associated with formal clubs. In doing so, this often involves hosting events of interest for our alumni. We want to equip your chapter/club with tools to ensure successful events! Utilize this toolkit to assist in creating and managing an events committee, hosting amazing events and keeping alumni engaged.

The Alumni Association staff is your partner when planning events. Please contact us with questions, for guidance or ideas, procedural knowledge, etc.

*general* overview of the steps needed to host an event.

1. Form an events committee that focuses on hosting chapter/club events.

The events committee lead should contact the designated events committee and schedule a planning meeting/call to create a calendar of events. Contact the alumni staff to notify them of the meeting. Utilize the tips for a successful meeting found in the **Chapter/Club Webpage** and use the following best practices specifically for event committee meetings/calls.

Send calendar invites via email (Outlook, Google, etc.) so the meeting/call appears on

**Ideas for Events and Activities**

trending events like axe throwing. Whatever the case, remember to have varying types of events throughout the something new! Below are some examples to get you started, but use your creativity and knowledge of what will work for your area and/or interest. If you need other ideas, reach out to our Alumni staff or other **chapters or clubs** to see what they are doing and experiencing with events.

Family Friendly/Athletics	Social	Networking/Career Development
ULM watch parties/tailgates - person when in your area or within driving distance!	Happy hours; wine/beer tastings; axe throwing; escape rooms	Host ULM faculty on a Zoom call to discuss current, trending topics of interest
Crawfish/shrimp boil; cochon de lait; pizza party; picnics at a park	Form a team for a co-ed team (i.e., kickball, pickleball, softball)	Alumni lunch/dinner

### **Engagement Calls with Staff**

After completing the Event Application Form a member of the Alumni staff will contact the event coordinator to further discuss the event and provide feedback and/or approvals to move forward with the event. It is the responsibility of the designated Alumni staff to set-up a call with the event coordinator of the event, preferably within 3 business days of the request being submitted. During the call the event coordinator and Alumni staff member will discuss specifics of the event to include compliance with ULM policies and specific needs from the Alumni staff.

Upon the completion of the event, the designated Alumni staff member will have another call with the event coordinator to discuss topics to close the event, to include, but not limited to final payments, reimbursement (if applicable), overview of how the event went, etc. It is the responsibility of the Alumni staff member to set-up this call with the event coordinator, preferably within 3 business days after the event.

Other calls can be scheduled as needed, especially as it relates to updates on RSVPs, payments, signing of contracts, etc.

### **Event Registration Pages**

The Alumni Association will create online registration for all alumni related events. Online registration pages allow chapters/clubs to have an RSVP count and to collect any event fees needed from participants. During the initial engagement call, the Alumni staff will collect information needed for the registration page and will update the event coordinator leading up to the event regarding RSVP count and other pertinent information.

### **Event Communications**

To assist in the success of your event, work with your designated Alumni staff member to advertise each event the chapter/club is hosting. The staff member will need eight weeks notice of the event in order to effectively advertise for the event and plan a communications plan for the event. As previously mentioned, it is recommended that the event is advertised via various outlets to reach a broader audience. The Alumni Association will print and mail event

relevant chapter/club members; post events to relevant online calendars; and post events to relevant social media pages. Events may also be advertised in the newsletter assuming the timing aligns to the bi-monthly distribution of the newsletter.

Any communications regarding events that are communicated via the chapter/club itself needs to have approval of the Alumni staff prior to sending, posting, etc.

Mailed communications:

postcard that is mailed approximately eight weeks in advance of the event, provided the information is available.

It can take approximately 3 weeks for mailed communications to be received from the time it is mailed from the University. Therefore, as soon as details are solidified for

Social media will be utilized to communicate alumni chapter/club events. The Alumni staff will ensure events are advertised on all ULM Alumni Association social media outlets (Facebook, etc.). Chapter/club event coordinators are responsible for posting to chapter/club specific groups on social media.

Emails will be sent to relevant alumni to advertise the event. At a minimum, emails will be sent 1 month prior to the event and again 2 weeks prior to the event. Additional emails can be sent as needed to boost attendance, communicate changes or communicate additional information about the event.

- Do they require you to hire/pay for extra security?



- Work with the Alumni staff to create email invitations and other advertising.
- Request relevant ULM speakers
- Contact area alumni and invite them to attend
- Recruit alumni to assist with the event
- Attend the event as the primary host
- Complete engagement calls (minimum of 2) with Alumni staff members
- Provide a copy of sign-in sheets to Alumni staff
- 
- Working within the given budget from the Alumni Association

Alumni Association staff

- Consult with the chapter/club on locations, budget, scheduling of dates, event ideas, menu selection, etc.

#### Prior to guest arrival

- Event committee volunteers should arrive anywhere from 1 hour to 30 minutes prior to the beginning of the event to make sure the venue is set up as requested
- Set-up registration table with ULM branded tablecloth, name tags, sign-in sheets, decorations, etc. Table should be prominently positioned at the entrance but still allow for free movement in and out of the room/space.
- Set-up any audio/visual needs and test to make sure visual is working and audio is set to an appropriate volume.
- When the speaker arrives (if applicable), make sure they are welcomed and provide details related to the agenda and timing of when you anticipate they will speak.
- Designate someone to take pictures.
- Designate volunteers to circulate during the event to encourage conversation between alumni (when relevant) and to network with chapter/club guests.

#### During the event

- Greet guests and guide them to sign-in and write a name tag for themselves; provide guests with details regarding food and beverage service, expected timeline of events (speakers, door prizes, etc.), provide guests with raffle tickets for drawings, etc.
- Once the majority of guests have arrived, have the chapter/club president or other designee collectively welcome guests, highlight ULM news, introduce speakers, etc.

#### After the event

- Thank guests for attending as they leave the event
- In accordance with vendor agreements, clean up as needed; at a minimum, ensure things are left in the condition upon which you found them.
- Secure items sent by the Alumni Association and return to staff via mail to include sign-in/attendance lists.
- Send all receipts, bills, etc. to the Alumni staff
- Complete final engagement call with Alumni staff member.
- Write and mail thank you notes to key volunteers, vendors, etc. Recognize key volunteers on chapter/club social media accounts.
- Post pictures to social media accounts and send pictures to Association staff
- Alumni Staff will send an event survey to all attendees once sign in sheet has been received.

***Will alumni staff attend events?***

University event requiring staff attendance (i.e., home football game, Homecoming, etc.) or that someone from the staff can attend so speak with your Association staff to discuss their attendance at your event. If cash will be exchanged a University or Alumni Staff member must be present to accept cash.

***Is there a better time to plan chapter events?***

It depends on the event and what you want at the event. For example, during the fall and travel to attend a chapter/club event. However, during this time, we encourage watch parties, etc. to support our university.

***already scheduled events?***

Check the [ULM Calendar of Events](#), [Alumni Association Calendar of Events](#), [Athletics calendars](#) and most importantly, talk with Association staff to verify the date will work.

***How do I secure a University speaker for an event?***

talk about the best fit for your event and will secure the speaker on behalf of the chapter.

***How many events should we host each year?***

to host more, if possible, to keep our alumni engaged. Reme physical event anymore! Hosting webinars for your alumni members or jointly with another chapter via Zoom or other platform is an option.

***How do I request a list of alumni in my area for events?***

During your engagement call plans, to include if you need a list of alumni in your area. Keep in mind the Alumni staff members are bound by privacy policies to protect personal and sensitive data. Thus, you may not be able to secure personal information such as email addresses or phone numbers. You should discuss this during your engagement call to see what information you can request and how it can be utilized.