



EVENT PLANNING 101

Chapter Events

Purpose

Alumni events keep alumni connected to their school — and each other. These events are also great opportunities to reinvigorate your constituents and share a common love for Eagle Pride. This event planning checklist will help Chapter Leaders stay on track when planning events to engage Alumni.

Event Process

1. Chapter Leaders must submit an event proposal form via email

<https://www.fgcu.edu/alumni/getinvolved/chaptersandnetworks/event-proposal-form>

2. Once the event proposal form is filled out a staff member from the Alumni Relations Office will approve the proposed Alumni Event

3. Chapter Leaders must promote and market their proposed event on social media

4. If Chapter Leaders need help promoting the event please fill out the email request form for the FGCU Alumni Association to email blast Alumni

<https://www.fgcu.edu/alumni/getinvolved/chaptersandnetworks/email-request-form>

5. Following the event, an event recap must be submitted

https://www.fgcu.edu/alumni/getinvolved/chaptersandnetworks/event_summary-form

Audience

When Chapter Leaders are planning an event it is important to think about the audience you are trying to captivate. Who do you want to target? Is it Alumni in your area, Alumni and their families, Alumni that haven't attended an event etc...

Who do you expect to attend?

What can they get out of the event?

How many people can realistically attend?

Cost

Alumni Chapter Events are *free* to attend for Chapter Members but in some instances Chapter Leaders can utilize funds to purchase tickets, food, promotional items, or FGCU Swag for events. Please consider the following:

Know how much of the funds early on are allocated to the individual Chapter you are representing

The amount of guests to have in a venue / the amount of guests to provide food for

Timing of event such as weekends or holidays may play a factor

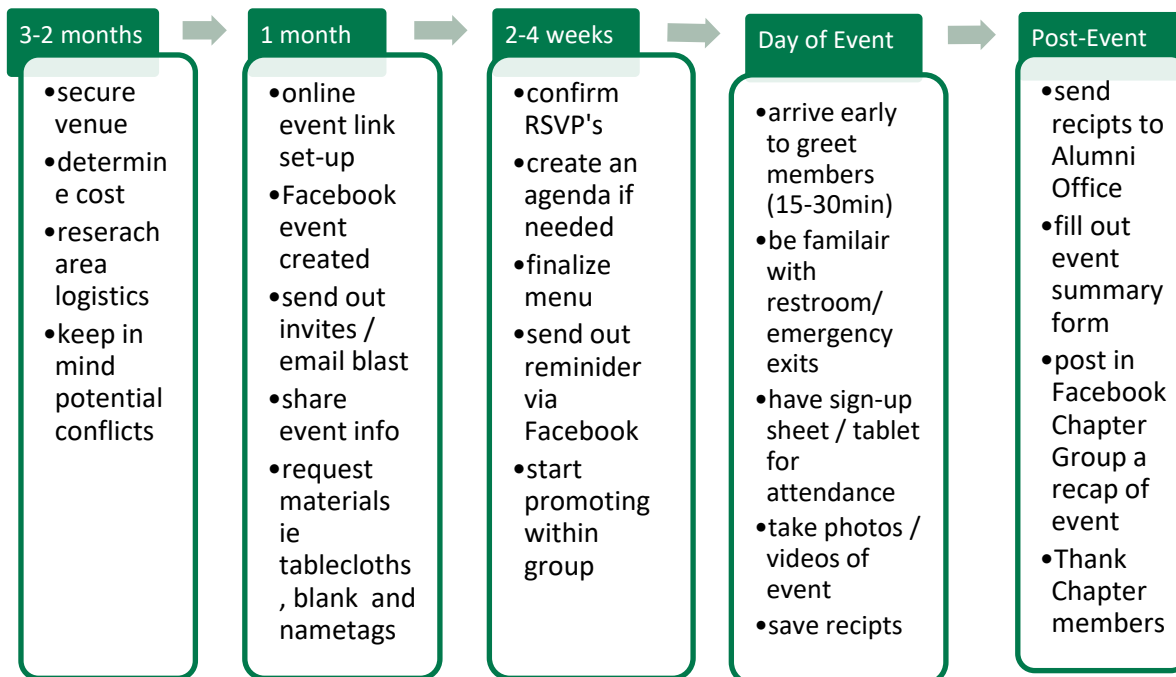
Venue

When looking for a venue to kick-off the first Alumni Event the location should be accessible, have the necessary size or capacity needed to host the event for large groups, and be ascetic in the way that it is suitable for the audience you are targeting.



Timeline of Event

Chapter Leaders should plan events with enough time to give its constituents a proper RSVP and to allow for successful promotion and marketing of the event. This timeline is a depiction of what should happen prior, during and post-event.



Promotion & Marketing

It is the responsibility of the Chapter Leader to promote and market the Chapter Event to its constituents but the Alumni Relations Office is here to guide you:

Social Media

- Create a Facebook Event for the Chapter Event for guests to receive notifications about the event, RSVP and also to answer any questions or comments in the discussion section of a Facebook Event

Alumni Relations Office Outreach

- Send an email request form to reach more alumni in the area you are hosting by sending an email blast, or to reach out for supplies ie invitations, Eagle Swag, table cloths, flags, cornhole etc...

Event Recap

After a successful event it is essential to fill out the event summary form listed below:

https://www.fgcu.edu/alumni/getinvolved/chaptersandnetworks/event_summary-form

The event summary form helps the Alumni Relations Office record important information that is used to help other chapters within our network.

Another way Chapter Leaders can ask for feedback or recap its event for those that could not attend is to create an online survey, have complement/critique forms at the event for members to fill out before leaving, send an online thank you to members on social media (through the FGCU Chapter group) and post a recap of photos or videos taken at the event. These methods help Alumni feel connected and engaged.