



HOW TO PLAN AN EVENT

REGIONAL ALUMNI CLUB TOOLKIT

Although organizing and maintaining a club may seem overwhelming at first, the following “how to” guide can be a helpful reference. Remember, not every event idea will work in every community. Plan events that are unique to where you live. Know your audience and plan your events accordingly. Offer a variety of events and activities that will satisfy the greatest number of people.

Most of the work required to host an event is done beforehand. The more you plan and prepare, the easier the event will be and the more you can enjoy it.

HERE ARE A FEW TIPS TO ENSURE A SUCCESSFUL EVENT

- + Clearly define the purpose of your event. Ensure every aspect supports the purpose of our regional clubs.
- + Determine the number of people you expect to attend and the appropriate pricing, if applicable.
- + Plan a budget based on the expected number of people and determine how the event will be funded.
- + Select a location/venue that is convenient and friendly for the type of event you are planning.
- + Make a game plan. Outline all parts of the event, from budget to promotion to follow-up. Delegate tasks to appropriate club leaders.
- + Consider the follow-up after the event, such as cleanup, thank-you notes and billing/budget processes.
- + Talk to other people who have planned similar events. Ask what worked and what didn't.

AS YOU VISUALIZE THE EVENT, think about all that needs to be completed to make sure the event goes the way you imagine.

Selecting a location:

- + Pay attention to the distance alumni will have to travel to get to the event. Select a central location.
- + Choose a location where all alumni feel welcome.
- + Make sure there is enough space and that resources are available for your event. For example, if you need a presentation screen, choose locations that accommodate such needs.
- + Make sure there is ample parking. If not, provide transportation or maps from a nearby area with sufficient parking.
- + If hosting an event outside, pay close attention to the weather. Will it be cold? Is there usually rain or snow during this time of year?

Much of the success of your event will depend on the mood, talent and enthusiasm exhibited by the club leadership. Events should always be fun and welcoming.

EVENT PLANNING TIMELINE

SIX+ WEEKS BEFORE YOUR EVENT:

- + Discuss event details, goals, etc. with regional club leaders.
- + Complete the **Event Planning Checklist**.
- + Connect with the Office of Philanthropy + Engagement if you need additional planning support.

FOUR+ WEEKS BEFORE YOUR EVENT

- + Contact the venue.
- + Send any contracts to the Office of Philanthropy + Engagement.
- + Spread the word about the event on your club's social media and by word of mouth.
- + The Office of Philanthropy + Engagement will send out email registrations.

ONE TO FOUR WEEKS BEFORE YOUR EVENT

- + Coordinate financial details with the Office of Philanthropy + Engagement. Keep all receipts.
- + Continue event promotion.

AT YOUR EVENT

- + Arrive early and check in with event contacts, venue staff, etc.
- + Set up a registration table/space to track attendance and greet attendees.
- + Take lots of photos!

AFTER YOUR EVENT

- + Forward all images, receipts and attendance information to the Office of Philanthropy + Engagement.
- + Post a thank you and images on your club's social media.
- + Debrief with your club leadership and the Office of Philanthropy + Engagement.
- + Start planning the next event.

- + **SIGN-IN SHEETS FOR EVENTS CAN BE FOUND [HERE](#).**