



## Events

- Alumni & parent events should be promoted as follows:
  - Save The Date In Email, Newsletter & Website...6-12 months out
  - Mail & Email Invite...3-4 months out
  - Phone Calls and/or Text Messages...2-3 months out
  - Reminder Email...1-2 months out
  - Post Event Write-Up & Photos...2-3 weeks following the event
- The following events should be considered each year:
  - Homecoming Weekend in the Fall
  - Parent Weekend in the Fall
  - Founders' Day
  - Dad and/or Mom's Weekend in the Spring
  - Recognition Event (could be at Homecoming or other event)
  - Career Day in the Fall and/or Spring
  - House Cleanup/Fix-up Day in the Spring and/or Summer
  - House Corporation Meeting (open to all alumni & undergraduates)
  - Golf Tournament in Fall, Spring and/or Summer
  - Recruitment Event in the Summer
  - Reunion Events Whenever Best To Hold
- Donors & volunteers should be thanked at events.
- A database that tracks RSVPs, attendance & payments should be used so you have an event history of everyone. An attendance list should be used at every event.
- Photos should be taken at all events.