

# TIMELINE FOR CHAPTER EVENTS

**Develop your event idea, share it with other chapter leaders and contact your VCU Alumni staff representative.**

- Identify event goals and measurable outcomes.
- Select target audience(s) and outreach tactics.
- Determine the best format for the event.
- Develop event program.

**Continue outreach and event marketing through social media updates or additional email pushes, as applicable.**

- Chapter leaders should market the event through individual/personal invitations via email, social media or phone (don't be afraid to get creative!).

**Proper processes after an event are just as an important as the pre-event process.**

- Chapter leaders should personally thank volunteers.
- Report attendance and other follow-up information to your VCU Alumni staff representative.
- Post pictures from the event on the chapter's Facebook page.
- Share your event experience on the VCU constituent leaders' Facebook page.
- Communicate "what's next" for your group to key stakeholders.



before the event

before the event

before the event

before the event

after the event

**Fill out and submit the VCU Alumni chapter event request form.**

- VCU Alumni will create a calendar event listing on the alumni website and an event registration form.
- VCU Alumni will help develop a marketing strategy and collateral (if applicable) to help promote the event.
- Determine volunteer needs and request help from other chapter leaders. If more volunteers are needed, contact your VCU Alumni staff representative.
- Work with your VCU Alumni staff representative on program preparation or budgetary items (contracts, venue, food, etc.)

**Remind alumni about the event.**

- VCU Alumni will send an email to alumni who registered for the event, providing event details and logistical information (directions, parking, etc.).



**VCU** Alumni