

TIMELINE FOR CHAPTER EVENTS

Develop your event idea, share it with other chapter leaders and contact your VCU Office of Alumni Relations 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 relations 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.



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

- The VCU Office of Alumni Relations will create a calendar event listing on the alumni website and an event registration form.
- VCU alumni relations 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 relations staff representative.
- Work with your VCU alumni relations staff representative on program preparation or budgetary items (contracts, venue, food, etc.)

Remind alumni about the event.

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



VCU Alumni