



## **NAU Near You Alumni Chapter Annual Engagement Proposal Guidelines**

### **Annual Engagement Proposal**

The annual engagement proposal is a list of suggested events/activities the chapter leadership committee would like to propose. This document will help the Office of Alumni Engagement appropriate funds for your operating needs during a fiscal year (July 1 – June 30) and provide insight for staff as the overall plan for chapter programming is determined each year. Chapters should anticipate suggesting four events per year; one per quarter. Reviewing community and university calendars to identify ideal times for chapter activities throughout the year is suggested. This helps identify ideas for collaboration but also help avoid conflicts with competing events and activities which influence either staff availability or community participation. Activities/events on the engagement proposal will be considered by the Office of Alumni Engagement with other university partners prior to formulating an official plan for chapter programming.

### **Activity Planning**

Most successful chapters will offer a variety of activities to engage a broad range of alumni. Opportunities that reflect the diversity of the NAU experience and mission are highly recommended. Popular types of events include: game watches, happy hours, community service projects, educational offerings such as speaker series events, career development workshops, and networking opportunities.

**Use the list of event/activity categories below to help create your annual engagement plan:**

- Athletic Team Support
- Career & Professional Development
- Mentorship and Networking
- Community Service Opportunities
- Lifelong Learning/Educational Opportunities
- Philanthropic Education and Awareness
- Social Activities and Events
- Young Alumni/Recent Graduate Connections
- Family Friendly Outings
- Arts and Culture
- 
-

**Annual Engagement Proposal Table**

Use the below table to help you organize your ideas for the year.

For each activity, event, or engagement opportunity please include the following information:

<b>Alumni Chapter Name:</b>	<b>Leadership Committee Members:</b>			<b>Point of Contact</b>	
<b>Date Submitted:</b>				<b>Name:</b>	
				<b>Email:</b>	
				<b>Phone:</b>	
<b>PROPOSED EVENT/ACTIVITY NAME</b>	<b>EVENT/ ACTIVITY CATEGORY</b>	<b>PROPOSED DATE</b>	<b>PROPOSED LOCATION</b>	<b>DESCRIPTION (Include goals of the event, targeted audience, attendance estimates, etc.)</b>	<b>ESTIMATED COST</b>

## Activity & Event Planning Timeline

Successful events are critical for any chapter. Whether you are just launching your chapter or thinking about new and creative events for your chapter, advanced planning and strategic communication are vital. Below is a general Event Planning Checklist that covers important factors such as venue, audience and communication. All events are unique, but the *Event Planning Timeline* will walk you through things to consider before, during, and after your events.

### Three Months in Advance:

- Identify an event chair and/or a person to manage registration
- Develop a project plan: audience, attendance goal, calendar, timeline, etc.
- Select a day of the week and time of day that best suits the event – keep in mind potential conflicts, such as holidays
- Research venue options and visit prospective sites with assistance from alumni chapter coordinator
- **Please Note:** The NAU Alumni Chapter Coordinator will be responsible for signing off on all venue selections. Chapter leaders should *never* sign contracts on behalf of the university
- Research area logistics, i.e. parking fees and local transportation
- Work with Alumni Chapter Coordinator to plan out event budget and determine if cost recovery strategy should be implemented
- Research potential speakers and contact your Alumni Chapter Coordinator regarding speaker availability

### One to Two Months in Advance:

- Communicate with Alumni Chapter Coordinator to ensure online event registration webpage has been created
- Give your Alumni Chapter Coordinator event details for *NAU Event Calendar* listing
- Alumni Engagement office will send out email invitation and track RSVPs
- Share event information with the NAUAA Chapter Committee Chair as needed
- Request blank nametags and other event supplies, if appropriate, from alumni chapter coordinator
- Identify if chapter member volunteers will be necessary, begin to recruit volunteers accordingly
- Work with Alumni Chapter Coordinator to monitor and update chapter event on NAU Alumni website as needed

### Two to Four Weeks in Advance:

- Finalize catering menus
- Confirm all A/V equipment and finalize room set-up with facility
- Schedule a guest speaker briefing, if needed
- Send out reminder emails to boost attendance – this usually increases attendance by 10%
- If attendance is low, make phone calls to personally invite alumni

## Version 2

### Day of Event:

- Arrive early
- Set up registration area and nametags, place signage and NAU alumni materials
- Learn location of restrooms and handicapped accessible entrance
- Check-in with event speaker (of applicable) or Alumni Chapter Coordinator
- Take photos during the event and send to your Alumni Chapter Coordinator to use for future NAU alumni publications or to post on the chapter portion of the NAU alumni website

### Post-Event:

- Be sure to send your Alumni Chapter Coordinator the final attendance list or, if online registration was taken, the names of any persons who registered on-site
- Complete a feedback form/survey about the speaker (if applicable)
- Complete chapter member follow up email if applicable. This is sent to anyone who registered for, or attended the event
- Send a thank-you note or email after the event to the guest speaker, if applicable
  - It is also a nice gesture, although not necessary, to give the speaker a small thank-you gift
  - Please inquire with your Alumni Chapter Coordinator about appropriate options
  - Complete the *Chapter Activity Spotlight Form* after each event
  - The form is located in the chapter toolkit

**A Note on Communications:** Spread the word about activities on your chapter's social media outlets and be sure to include the link to more information and/or registration. Many successful chapters send a monthly newsletter with updates from the university, information about upcoming events/activities, and opportunities to get involved. You can also send specific invites for events; typically sending one or two reminders for each activity is recommended.