

# REED Alumni Relations and Volunteer Engagement

## Toolkit to Host an Alumni Chapter Event

Alumni events come in all shapes, sizes, and forms. An event is successful when Reedies gather to establish or strengthen bonds with each other or the college. Events can be simple or elaborate, from small book clubs, to attending lectures, to grabbing a bite to eat. Events are not limited to chapter regions. As long as there are Reedies interested in your idea, we can help you organize an event!

At the most simple, an event requires:

- A date: ideally selected at least 6-8 weeks in advance so there is enough time to spread the word and generate some buzz.
- A location: anywhere you can fit a group of Reedies will do! It is helpful to consider the physical accessibility of the space (stairs, restrooms, etc.) as well as the availability of parking and public transportation, and any tickets or fees required. Virtual events are also an option!
- A Reedie host: That's you! Your willingness to show up and spark conversations with your fellow alumni is critical to the success of any alumni event.

## Communications

Our office can help spread the word about your event by emailing your chapter membership. Alumni Relations will do their best to meet requests by volunteers, depending on other Alumni Relations activities and overall capacity. Last-minute requests may not be possible to fulfill.

Additionally, we can provide a list of alumni in your area so you can reach out directly and encourage them to come, if you have signed the [volunteer confidentiality agreement](#). We also recommend posting in any relevant social media groups you are aware of.

## Step by Step

### Step 1: Planning

Alumni volunteer host/s chooses event details - date, time, location. Plan your event about eight weeks in advance to allow time to spread the word! **Note:** Make sure you've signed [the confidentiality agreement](#)!

It is helpful to collect RSVPs when possible. This gives the host a sense of how many people to expect, helps when making connections at the event, and makes it easier to note who attends the event. Set up a quick

Google Form to collect RSVPs. Google form responses are collected in a spreadsheet, to which you can add notes. Make a copy of [the template form in this Drive folder](#) and add the details of your event.

Funding is available for alumni events on a case by case basis. Please [review the funding guidelines](#) and [contact the Alumni Relations office](#) to ask about getting funding for your event!

## Step 2: Spread the word

Submit the event information to the Alumni Relations office via [the Event Notification and Communication Request Form](#) **two weeks in advance** of when you would like the first communication to be sent. If an event is being “hosted” by another individual, such as at their place of business, and we are organizing on their behalf, please run all final communication by them before submitting to Reed.

Ideally, three communications will be sent for each event:

- 1) Invitation email, to be sent by the Alumni Relations office 4-6 weeks in advance of the event
  - a) [Check out these sample chapter emails](#)
- 2) Follow-up email encouraging more alumni to RSVP or attend, to be sent by the Alumni Relations office 2 weeks in advance of the event.
  - a) The content of this is mostly the same as the invitation, but requires a new introductory paragraph to distinguish it from the original email.
- 3) Reminder to attend email, to be sent by alumni volunteer(s) to those who have RSVPd that they are attending. This is typically sent within 24 hours of the event and includes reminder or last minute details such as parking information.
  - a) [See our template email.](#)
  - b) Requires that RSVPs are collected. In some cases, the Alumni Relations office can alternatively send a reminder to the full chapter membership.

To help spread the word you can also reach out to alumni in your area. Ask the Alumni Relations office for a list of alumni near the event location (email: [alumni@reed.edu](mailto:alumni@reed.edu)). You can also post to any relevant social media pages—for example, there are many regional Facebook groups for Reed alumni.

## Step 3: Prepare for the event

- Create and print [a check-in sheet](#).
- Gather any Reed swag you may have.
  - We recommend wearing Reed hats, shirts, or other apparel when possible
  - If you have a Reed flag, stuffed Griffin, or other Reed items, it is helpful to display them at the event so Reedies can easily find you.
- Gather any other supplies you may need (pens, snacks, games, etc.).
- Check in and share details with the venue or event co-host if applicable.
- Send a quick reminder email to everyone who signed up for the event. Include any helpful information such as parking and when applicable, it can also be fun to share educational information related to your activity. [Check out this template.](#)

## Step 4: Host the event!

- Show up at least 15 minutes prior to the event start time.
- Bring to the event:
  - Check-in sheet & pen (and clipboard if needed)
  - Reed swag
  - Charged phone (for taking photos and last minute communication)

- Welcome guests as they arrive and help make introductions. Ask folks to fill out the check-in sheet or keep notes on who attends.
- Take photos! Photos are great for sharing memories and helpful for promoting future events.
- Most importantly: Have fun! Enjoy spending time with your fellow alumni.

**Step 5: A bit of important housekeeping after the event**

Send the Alumni Relations team a final list of all alumni who attended the event (must include names and class years). It's great to include non-alumni guests when possible. Please also share highlights, stories and/or photos.

**Step 6: Say thanks and keep the conversation going!**

Follow up with a 'thank you' note or email to those who attended! If possible, include save the date/info about upcoming events.

## Questions?

Email [alumni@reed.edu](mailto:alumni@reed.edu)