STUDENT SENDOFF BEST PRACTICES

Pre-Event :

Begin with:

- Designating an event chair or coordinator as a central point of contact who will delegate duties

In addition to communication being shared by the Virginia Tech Alumni Association we suggest:

- Sending a personal email invite to incoming students
- Inviting current students to serve as hosts or participate in a small panel discussion
- Encouraging alumni with children attending Virginia Tech to participate
- Beginning social media promotion as soon as possible
  - Pinning the event at the top of your Facebook page or group
  - Adding the event location as a co-host to your Facebook event to get a broader reach
  - Creating a social media post schedule
    - Checkout our **Social Media Best Practices and Tips** for more tips and tricks
- Announcing student sendoffs at all chapter events leading up to the student sendoff

Consider using:

- Eventbrite, Evite, Facebook Events, Google Forms, etc. to track registrations/RSVPs
  - Easy for busy people to manage
  - Easy for creating a sign-in sheet for the event
- Eventbrite, Paypal, Venmo, etc. to collect payment for events (if needed)
  - Easy to collect and deposit funds to a connected bank account (if available)
  - Option to take credit cards
    - If attendees have the app, they can also pay at the door
  - Fees are minimal and can be passed along in the cost to attendees

Event –Day and Post-Event :

Create FOMO (Fear of Missing Out) for future events by:

- Sharing photos, videos, and event details on social media platforms
- Emailing your liaison and chapter planning /leadership team with photos, videos, attendance, feedback, etc. after the event
- Recapping event in chapter meetings, in the Alumni Chapter Officers Facebook Group, and at the next chapter event

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