Purpose
To bring Virginia Tech alumni together for social interaction and to raise money to support the chapter’s scholarship fund for incoming Virginia Tech students (where applicable).

Initial Planning Considerations
• Create an annual plan: enables you to plan the year well in advance and avoid having a large number of events competing with your speaker event.

• Work with your liaison to review your chapter demographics: Where are the alumni located in your area? What are their ages or interests?

• Capitalize on local attractions: What local events are happening in your area already? Are there interesting local industries that could provide speakers or interest alumni?

• Keep in mind that chapter postcard mailer submissions must be submitted at least six weeks prior to the RSVP date!

Keys to Success
• Select an audience-building Virginia Tech speaker (see our suggested list of faculty speakers). Always work with your chapter liaison to arrange a speaker.

• Select a venue for the event that is convenient for Virginia Tech alumni and can provide appropriate services such as food, A/V equipment, size, cost, etc. Ideas include:
  o Restaurant
  o Classroom in school or church
  o Community center
  o Someone’s home

• Work with other chapter volunteers to share the work load and provide them with the ability to make decisions as needed. Duties to be shared by officers may include:
  o Raffles, prizes, auctions, etc.
  o Food details (appetizers, desserts, etc.)
  o Event site and budget
  o RSVP date, if necessary

Marketing Suggestions
• Use the email templates and postcard mailers available through the Alumni Association (find out more on the Chapter Resources website). Have details ready when submitting request: date, time, place, contact, etc.

• Consider using a variety of media in addition to the alumni office services to promote event:
  o Chapter website
  o Facebook/Twitter/Instagram
  o Local newspaper news release
  o Local radio stations

Food and Beverage Suggestions
• Decide if food and beverages will be served and how much the chapter will need to charge for overhead and scholarship fundraising proceeds.

• Refreshments: provide drink tickets with registration, or offer cash bar & specials.

• Food: catered BBQ, boxed lunches, buffet dinner, heavy hors d’oeuvres, potluck, etc.

Evaluation
Plan for a post-event wrap-up meeting with your volunteers to discuss what worked well and what needs improvement. Collect all materials to be shared with team for next year’s event.