

Chapter Leader Guide

Event Planning

Plan in-person event specifics 10+ weeks out from the potential event date; The Alumni Association (TAA) will begin email promotions 4-6 weeks out from the event date.

Before an Event (In-person)

Important Questions to ask Vendors/Venues:

- Available Dates/Times
- Cost (catering, parking, rentals)
- Venue Information
- Contract Requirements
- Are there unique experiences that could be provided (ex: behind the scenes tours)?
- Catering Options
- Parking Information
- Tickets, if needed
- COVID-19 protocols (masking, vax, etc.) & cancellation policies

*Please note, The Alumni Association will determine the level of support the university can provide, and complete all procurement and contract negotiation.

Event Communications

- Share event photos with your staff liaison to share on social media
- Personal outreach via phone and email to your CWRU network
- Make sure all informal events are discussed with your staff liaison prior to posting.
 - If CWRU is not paying for or promoting the event, there is no need for approval. However, we do ask that we know who came to the informal event so that we may keep an attendance record.
 - For any events that are put on solely by members of the Chapter or Affinity group without any sponsorship by the university, it must be made clear through the post and only be posted by Chapter/Affinity Group Leaders, not by any members of staff from TAA.
- TAA will create confirmation emails, reminder emails and post-event emails/surveys and provide talking points to be presented at the event, if applicable

During an Event

TAA staff will bring materials, including registration lists, name tags and giveaways. When no staff is in attendance, alumni volunteers are expected to host the event. Materials will be delivered ahead of time.

- When staff is in attendance, volunteer leaders are expected to share an active role in hosting the event, including:
 - Arriving early to set up and prepare for the event.
 - Pick up / secure reserved tickets if applicable
 - Serve as a CWRU ambassador.
 - Welcome everyone.
 - Check in alumni and guests, including walk-in registrants.
 - Keep an attendance list, to be returned to TAA (if TA staff is not present)
 - Take photos

After the Event

- Send photos to your TAA liaison or share as a post to social media channels.
- If no staff was in attendance, send an attendance list back to TAA.
 - Once TAA receives the attendance list and any other post-event documents, survey results can be sent to chapter and affinity leaders for review.
 - In the event that registration money or gifts were collected, please send directly to The Alumni Association for processing.
- Leadership may keep additional giveaways and blank name tags for the next event.