

How to Hold a Successful Alumni Event

12-18 months prior to the event:

- Set the date of the event. By setting the date early, it enables alumni to plan accordingly.
- Once the date is established, identify a Steering Committee (SC) which should include alumni and undergraduate members (when possible). The SC is responsible for the planning and implementation of the event **and must commit to carrying out a successful event.**
- A member of the SC should contact Sigma Nu Headquarters at (540) 463-1869 or via e-mail at headquarters@sigmanu.org to request an updated alumni roster. You will be responsible for the mailings, phone calls and event registration.
- Items to consider when planning an event include:
 1. Remember the spouse / significant other.
 2. Obtain a well known and easy to find location that will give you access to a private room, separate checks and will take a reservation without a deposit.
 3. Try not to have a set meal and, if possible, let each individual order from a menu at a reasonable price. If serving alcohol have cash bar access. Verify the alcohol policy of the school (if event is held on a campus) and the fraternity. How will you assure that all brothers follow these policies at the event?
 4. Maps or directions to the location to be used in the mailings.
 5. Have information available for out-of-town guests regarding nearby hotels, entertainment, etc. for after the event.
 6. Take attendance, which will include name, address, phone number, e-mail, etc. Use this information to update the national office.
 7. Bring Sigma Nu memorabilia to the event (composites, scrapbook, flags, etc.).
 8. Have a formal introduction to begin the event. Allow time to mingle and socialize before and after the main event (dinner, sports outing, etc.).
 9. Use nametags with badge numbers and class years at the event.
 10. Have a designated photographer and someone who will write an article on the event for your alumni newsletter and the Delta.
 11. **MOST IMPORTANT - MAKE IT FUN FOR ALL ATTENDEES!**

6 to 9 months prior to the event:

- The SC should make reservations with the establishment and work out all of the details.
- Again, work with the chapter and alumni on developing the second mailing. This mailing has specific information about the event including: date, time, maps, costs and how to register. The SC needs to keep status on the headcount situation.

3 to 6 months prior to the event:

- Work with the National Office on developing the third and final mailing. This mailing reminds people who have not registered about the event again. You may want to include names and class years of those who have registered to encourage others to attend. Again, Sigma Nu will handle the mailings, but you must continue to handle the registration process.
- Keep in touch with the establishment to ensure that the reservation is not cancelled, misplaced, etc.
- The SC would start working with chapter members and area alumni on the phone list of alumni to be called. **Phone calls to all alumni in the targeted area are an absolute necessity to make the event successful.**

4 to 6 weeks prior to the event:

- The SC should finalize the details of the event with the facility at which the event is being held.
- The SC should start making phone calls to those alumni who have not registered yet.

After the event:

- Send thank you letters to all attendees.
- Hold a wrap up SC meeting to discuss lessons learned and improvements for the future.