

Planning a Small Scale Offsite Alumni Event

by Alfred Twu, September 2017

1. Decide on what kind of event

- Float the idea with BSCAA External Committee and get input.
- Coordinate with BSC Development Director (DD) and Alumni Board

2. Choose location

- Verify with location if they have a space for a group of 10-40 people to gather
- Near mass transit and parking
- Wheelchair accessibility
- Cost of attending

3. Make budget. Should be around \$10 per expected alumni attendee.

- Location reservation
- Food
- Decorations
- Who is going to actually buy and pay for each item
- When/how they will get reimbursed

4. Choose date (about 2-3 months away)

- Check with DD on deadlines for newsletter mailings
- Review when other events are happening in the city that might attract people or compete.
- Check with venue what dates are good. Bars tend to be less busy Monday-Wednesday.
- Select start and end time. 2-3 hour events are ideal.
- Give ExCom and Alumni Board 2 or 3 options to find out when people can attend.
- Approve date with ExCom and Alumni Board
- Reserve location if necessary.
- As soon as date is set, inform DD, Executive Director (ED), Alumni Board

5. Promote Event

- Create Facebook Event and/or Eventbrite Event, list on BSCAA website
- Ask a few alumni in the area to reach out to their friends
- DD has list of phone numbers of alumni

7. About a week before event, confirm everything's good to go

- Have rough estimate of number of attendees
- Confirm with venue.
- Consider potential "After-party" options for people who want to continue hanging out afterwards.
- Purchase any supplies needed
- Get BSCAA paraphernalia from Central Office
- Print out sign in sheet and BSCAA signs
- Send out reminders to people who signed up.

8. Day of event

- Send out reminder the night before or the morning of.
- Arrive about 15-30 minutes before start of event.
- Set up BSCAA signs to help people find the place.
- Put out sign in sheet.
- Take photos

9. After event

- Submit receipts for reimbursement
- Thank people for attending, send photos and info on any future events
- Log the event on the Cal Alumni Association website
- Send DD info from the sign in sheet.
- Update ExCom and BSCAA on how the event went.