



Creating Successful Colorado College Alumni and Parent Events

Your Colorado College Alumni & Parent Relations Office would like to offer the following guidelines and helpful hints for planning successful Alumni and Parent events. For those City Champions Coordinators who have Event Ambassadors in their City work to let them take the lead on planning events. For those of you who do not have an Event Ambassador, or who fulfill both roles for your region, please utilize these directions and let us know any way we can help.

Why Do We Plan Alumni Events? Connect. Motivate. Have fun. CC's volunteers advance the general interests of the College; promote the College; and to promote the participation of alumni and parents in College affairs.

What Types of Events Should We Plan? Planning a variety of events through the course of the year ensures attendance by a diverse alumni crowd – e.g. social, cultural, athletic, family, President and Professor visits.

Annual Planning Meeting Ambassadors should hold an Annual Planning Meeting to determine the variety of events for the area each year.

- Plan the local alumni event calendar 14 months in advance when possible
- Reserve venues, speakers and details in advance

Planning Your Event

About 2-3 Months before:

- Contact the Alumni & Parent Relations Office at least 8 weeks prior to the RSVP deadline so alumni lists for e-blasts and mailing can be ordered and invitations can be designed, printed and mailed.
- Determine the budget- CC pays for invitations and travel expenses for professors
- Reserve the location and get directions
Check for ADA accessibility
Contact the speaker (if necessary)
Purchase tickets (if necessary)
Charge a fee (no matter how small) to cover food, tickets, admission, etc.
- Assign a person to accept RSVPs and/or payments (CC can help with both through online registration)

Within the Month Prior to the Event:

- Confirm speaker, venue, catering, etc.
 - Arrange for payments if necessary
 - Prepare for needed equipment (AV equip, tables, chairs, registration table)
 - Request registration packet from Alumni Office in advance (name tags, sign-in sheet, event report from, CC news, CC banner)
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- Confirm final attendee count

- Not enough attendees – call and recruit/invite from "active list" from the Alumni Office
- Too many attendees – keep a waiting list and/or add a second program
- Make nametags in advance – Use thick black marker or print them from a computer
 - Print names large enough to read from a distance
 - Include class year or "parent"
 - Include maiden name

Day of the Event

- Arrive early, hang CC event signs and direction signs if necessary
- Set up registration table: CC banner, name tags, sign-in sheet, “goodies” from event package, RSVP list, CC news
- Check arrangements: room, equipment, catering, heating/air conditioning, water for speakers
- Greet attendees: accept payments if necessary, assist with name tags/sign-in
- Open the event: provide welcoming remarks, news from CC, upcoming alumni events
- Take pictures: action shots are great! - get the CC banner in the background
- Close the event: thank everyone, if appropriate provide gift to speaker, remind attendees of upcoming events, if appropriate distribute evaluation sheets

After the Event

- Collect/deposit fees, make necessary payments
Send event packet to Alumni Office
 - sign-in sheet, event report form and pictures with names for Alumni Bulletin – You may also fill out the event report online.
- Send thank you notes to speakers, hosts, etc. as appropriate
- Review event with your planning group - share ideas for improving event

How to Contact the Alumni Office

Phone: (800) 852-6519

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Email: alumni@ColoradoCollege.edu

Address:

Office of Alumni & Parent Relations

The Colorado College

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