

CHAPTER OPERATIONS & EVENTS MANAGEMENT

Presenter: Tammy Horn

AGENDA

- Contact Information
- Online Event Form
- Alumni Association Support
- Who Takes the Lead (Chapter Leadership or Alumni Association)
- Types of Events
- Timing Events
- Understanding Constituency

CONTACT INFORMATION

Meg Ayers '19

Email: mayers@vmiaa.org

Phone: 800-44-1839, ext. 204

ONLINE EVENT FORM

vmi.imodules.com/submityourevent

The screenshot shows a web form with two tabs at the top: "Event Submission Form" (active) and "Specific Event Details".

EVENT SUBMISSION FORM

First Name: *

Last Name: *

Preferred Class:

Primary E-mail: *

Primary Email: *

Confirm Email: *

TELL US ABOUT YOUR EVENT

Event Name *

Type of Event *

If you answered other, please explain

Who is your Point of contact for this event? *

What is the Point of contact's phone number? *

What is the Point of contact's Email Address? *

SAVE AND CONTINUE

ALUMNI ASSOCIATION EVENT SUPPORT

- Getting the word out:
 - Emails
 - Texts
 - Fliers (can be mailed via USPS four times per year)
 - Online calendar announcements (at vmialumni.org)
- Payment
 - Paying deposits
 - Paying caterers, ballparks, venues, etc.
- Reimbursement
 - Save receipts for funds spent on chapter events
 - Funds collected online will be used to reimburse funds


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WILLIAMSBURG CHAPTER HAPPY HOUR



JOIN US!
The Williamsburg Chapter is back in action!


When:
Wednesday, Aug. 11, 2021
5:00 p.m. – 7:00 p.m.

Where:
Revolution Golf and Grille
1420 High Street
Williamsburg, VA 23188


Cost:
Pay as you go

RSVP:
Please RSVP by Monday, Aug. 9, 2021, to John Kokolis '96 by email at
john.j.kokolis@morganstanley.com or 757-210-9433


 Moody Hall | 308 Letcher Avenue | Lexington, VA 24450
 P: 800-444-1838 | 540-464-7287 | F: 540-464-4545 | feedback@vmas.org


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CENTRAL NC/RALEIGH CHAPTER




SENIOR ALUMNI BREAKFAST

When:
Tuesday, July 20, 2021
9:00 a.m.

Where:
Brigs Great Beginnings Restaurant
8111 Creekmoor Rd
Raleigh, NC 27613

Cost:
Pay as you go

Attire:
Informal


 Moody Hall | 308 Letcher Avenue | Lexington, VA 24450
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Pikes Peak & Rocky Mountain Chapters

DATE: SATURDAY, AUG. 7, 2021
TIME: 10:00 A.M.—2:00 P.M.

Where:
 Phillip S. Miller Park
 1375 W Plum Creek Pkwy
 Castle Rock, CO 80109
Pavilion No. 2

- \$23 per person
(Cost includes catered BBQ lunch)
- *No charge for incoming coaches and two parents/guests*

Registration ends Aug. 1


www.vmialumni.org/calendar/coloradoso2021

Rat Send-Off

SAMPLES

WHO TAKES THE LEAD

- Chapter leadership
 - Most events are planned and run by local chapter leadership
 - VMI Alumni Association supports as requested
- VMI Alumni Association
 - The Alumni Association plans some events (ex: when the superintendent addresses alumni at dinners)
 - Pre-games (ex: VMI Football versus The Citadel)

TYPES OF EVENTS

- Rat send-offs
- Formal events
- Breakfasts
- Regular gatherings
- Age or interest gatherings (ie, Old Corps or young alumni gatherings, sporting events)
- Athletic-related gatherings (VMI or other local teams)
- Happy hours/Meet-ups
- Other

TIMING EVENTS

- Each chapter is encouraged to have one event per quarter
 - Summer: Rat send-off
 - Fall: Founders Day
 - Winter: Christmas or holiday party
 - Spring: New Market Day
- Weekends
 - Tend to work best for gatherings of all ages
- Breakfasts and Luncheons
 - Popular for Old Corps gatherings
- Evenings
 - Popular for young alumni gatherings

UNDERSTANDING CONSTITUENCY

(AKA, HOW TO GET ALUMNI TO PARTICIPATE)

- Each chapter is different (geography, age, weather, etc.)
- Try different things:
 - Different ways of contacting chapter members
 - Different events
 - Different timing (weekend, weekday, morning, evening)
- But also ... Try to keep some things 'regularly scheduled', so people know what to expect:
 - Old Corps breakfast or luncheon
 - Young alumni meet-up
 - Monthly chapter meetings

QUESTIONS?