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

Event Submission Form 39	Specific Event Details	
EVENT SUBMISS	ION FORM	
First Name: *		
Last Name: *		
Preferred Class:		
Primary E-mail: *	Primary Email: *	
	Confirm Email: *	

TELL US ABOUT YOUR EVENT

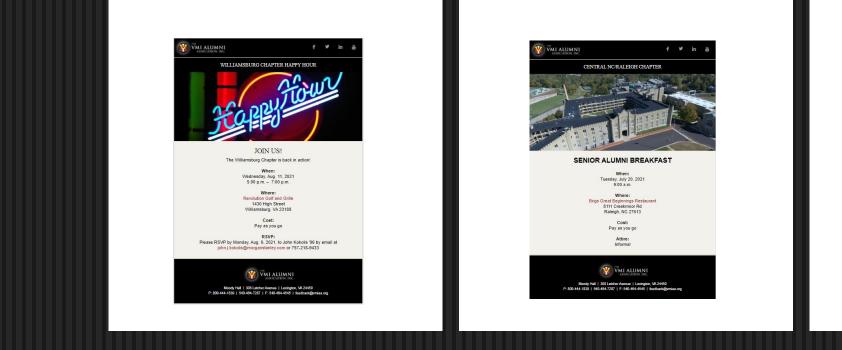
Event Name *		
Type of Event *	Please Choose	~
If you answered other, please explain		
Who is your Point of contact for this event? •		
What is the Point of contact's phone number? *		
What is the Point of contact's Email Address? •		

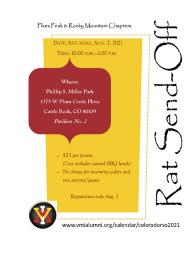


ALUMNI ASSOCIATION EVENT SUPPORT

- 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

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?