

Diversifying Event Programming

2018 Alumni Leadership Assembly



UNIVERSITY OF
GEORGIA

WHY DIVERSIFY?



WHY DIVERSIFY?



David, '17



Sydney, '12



Jessica, '08



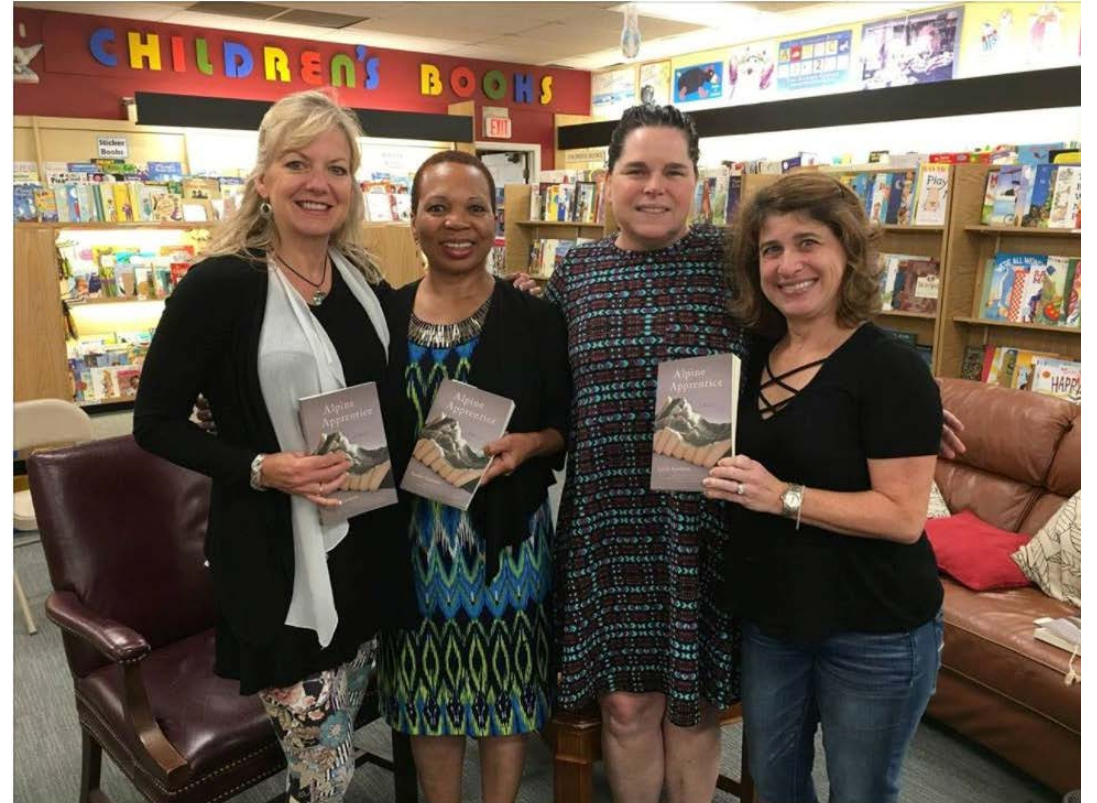
Richard, '95

How would you program for each of these alumni?

WHY DIVERSIFY?

You'll engage more alumni throughout the year by strategically engaging targeted audiences with different interests through unique events.

These events may not get as many attendees as a game watching party or happy hour, but they will bring out new faces (who return when they have a good experience!)



Cheryl Freedman Alley ▶ Alpine Apprentice

August 24 at 5:56pm · Charlotte · 🌐

Hi Sarah - Here is a photo from our Women of UGA Alumni Charlotte Chapter book club meeting last night. We all really enjoyed reading your book and had a lively discussion about it. We still have a few unanswered questions....



UNIVERSITY OF GEORGIA

EVENT CATEGORIES

Alumni Connect

Academic Interest

Professional Development & Networking

Student-Focused

Service

Donorship

Affinity



UNIVERSITY OF GEORGIA

EVENT CATEGORIES

- **Consider having a board member to focus on each event category**

Don't want your board to get too big? Try building a committee under the Director of Events, where each member can be responsible for planning one event per year

- **Don't be afraid of an empty room!**

Be open-minded about trying a new event for your chapter – no harm done if the event isn't successful!

We always appreciate your efforts, and now you've learned that this kind of program doesn't work well for your area.

- **If the event is a hit, make it an ongoing programming series**

Try hosting monthly Women of UGA events (Charlotte) or bi-monthly service opportunities with different organizations (Metro Atlanta)



DOUBLE DAWG DARE

DDD – Chapter Leader Resources Page

This program encourages a calendar of annual programming in each of the seven categories. These are not meant to replace existing programs; this is simply meant to serve as inspiration!

June—Day at the Museum

Event Category: Academic Interest

Event Description: School is out but learning never stops. Join UGA alumni and friends for a day at a local museum. The chapter can meet before or after at a nearby bar or restaurant for a social.

July—Freshman Send-Off

Event Category: Student-Focused

Event Description: The chapter helps to host a Freshman Send-Off to help ensure that all local students (and their family members) are prepared for life in the Classic City. Students and parents are encouraged to bring questions and get to know a few of the Bulldog Faithful in their town.

These events must be staffed by UGA staff and may be contingent upon the number of incoming first-year students from the area.

August—Welcome to the City

Event Category: Professional Development and Networking

Event Description: This nationwide event allows the chapter to welcome new graduates and those who have recently moved to their city. This event is helpful in engaging recent graduates living in a new city, relocated dawgs looking to grow their network, and longtime locals that haven't connected with the local alumni chapter.

September—Game Watching Parties

Event Category: Alumni Connect

Events Description: If you bleed red and black, UGA Football Game Watching Parties are the place to be! Cheer on the Dawgs at a local bar or restaurant.



NATIONWIDE EVENTS

Dawg Day of Service | Freshman Send-Off | Welcome to the City

One evite is sent to every alumni across the country – even if their information is outdated, they'll find your event!

WELCOME TO THE CITY



Once a Dawg, always a Dawg! In just a few weeks, alumni chapters across the country will host a series of Welcome to the City events designed to enhance and grow the Bulldog network. Find an event in your city today!

[FIND YOUR LOCAL EVENT](#)



UNIVERSITY OF GEORGIA

NATIONWIDE EVENTS

Dawg Day of Service April 14, 2018



NATIONWIDE EVENTS

Freshman Send-Off July 2018



UNIVERSITY OF GEORGIA

NATIONWIDE EVENTS

Welcome to the City!
August 16, 2018



DIVERSIFYING EVENT PROGRAMMING



David, '17



Sydney, '12



Jessica, '08



Richard, '00

What kind of programming would you consider for Sydney?

DIVERSIFYING EVENT PROGRAMMING



David, '17



Sydney, '12



Jessica, '08



Richard, '00

What event would not be a good fit for Jessica?

DIVERSIFYING EVENT PROGRAMMING



David, '17



Sydney, '12



Jessica, '08



Richard, '00

What kind of programming would get Richard interested in being involved?

DIVERSIFYING EVENT PROGRAMMING



David, '17



Sydney, '12



Jessica, '08



Richard, '00

What kind of event would appeal to David and at least one more of these alumni?



Questions?

Questions after this weekend?
alumnichapters@uga.edu



UNIVERSITY OF
GEORGIA