



UGA Alumni Association – Event of the Year Rubric Guide

Level of Engagement – 15 points

Event should have engaged a large number of alumni based on geographic area. The event that wins event of the year should be one that was exceptionally well attended, above and beyond expectations for the chapter area. We are not necessarily looking for the event that had the most people, but the event that drew an unusually large crowd based on the geographic area. We are looking for an event that was appealing to a large number of people.

Diversity of Event – 10 points

Event should have been planned and executed with the goal of engaging diverse alumni. Event of the year should be one that was planned and intended to attract a high number of both newly and actively engaged alumni. To receive the full amount of points in this category, the event should have been well thought out by chapter board with the intention of engaging a broad and diverse range of alumni.

Impact – 10 points

The event that wins event of the year should be one that made a noticeable impact on the chapter or chapter area. Please use all materials provided to determine the overall impact this event made on the chapter/chapter area. Ways the chapter/chapter area could have been impacted can include overall reach, alumni engagement, community service, fund raising, new initiatives, etc.

Unique and Innovative – 10 points

The winning event should have demonstrated a unique and/or innovative approach to engaging a broad range of alumni. For full points in this category, we are looking for an event that demonstrates 'out of the box' planning and execution. Events that get full points in this category are ones that are unique to the area, have never been done before, or are highly appealing.

Marketing and Outreach – 5 points

The event should have been marketed successfully by using creative strategies. Please use the data provided to determine if the chapter demonstrated consistent and innovative efforts for chapter event marketing. Both the number of marketing techniques used and the effectiveness of those techniques should be considered. Examples of strong and effective marketing include using



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engaging evites, multiple forms of social media (Facebook, Instagram, etc.), print materials (business cards, flyers, etc.), boosting Facebook events, etc.