

2023 Game Watching Parties Best Practices

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Alumni Association
UNIVERSITY OF GEORGIA







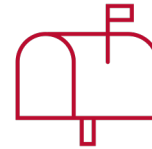
Overview



Best Practices



Attendance Tracking



Follow-Up



Giveaways



Best Practices: Raising GWP Awareness

Location, Location, Location

- Centralized and welcoming
- Sound turned on

Utilize the Social Tool Kit

- Post on Facebook/Instagram at least two times a week
- New customization features!

Utilize your listserv

- Encourage guests on site to sign up for the listserv so they can hear directly from the chapter all year long

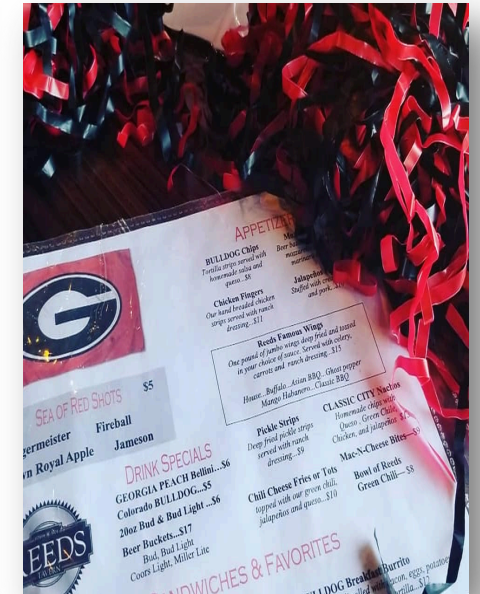
Tell guests to tag the Chapter on Social Media

@ugaalumni #NeverBarkAlone #AlwaysADawg



Best Practices: Leverage Your Watch Party

- Recruit new board members
- Fundraise for a UGA cause
 - Fund your cause:
give.uga.edu/causes
- Bring business to a local Bulldog owned business
- You will receive an incentive to come
 - Giveaways that the Alumni Association provides
 - Food or drink specials
 - Meeting alumni + networking
- Brand the space
- Get creative with them



Game Day Best Practices

Set up a welcome table to greet guests

- Station one or two volunteers at the nametag/registration table.

Make sure someone is there to welcome attendees.

- Track attendance (more on that later)

Mix and Mingle with everyone!

- Ask guests what made them attend - besides watching the Dawgs

Call the Dawgs at Kickoff!

Utilize half time to work the room

Thanks guests for coming at the end- Call the Dawgs again!



Attendance Tracking

Attendance tracking is one of our top priorities

- We want to showcase how many alumni and guests we engage at all 900+ of our parties

Kirby Smart QR Code

- Enclosed in each box are table tents featuring Coach Kirby Smart with an “Enter to Win” call to action
- Please encourage your guests to sign in using the QR code on the table tent
- Each week ***we*** will select 1 winner for the signed Kirby football!



Attendance Tracking



Best Practices: Follow Up

Thank guests for attending!

Send out a personalized message to your attendees the next day (via listserv or social media)

- Importance of attendance!
- If they aren't already subscribed, add them to your chapter listserv

Promote upcoming events

Encourage guests to follow the Chapter on Social Media

USE THE SOCIAL KIT



What fans are saying?

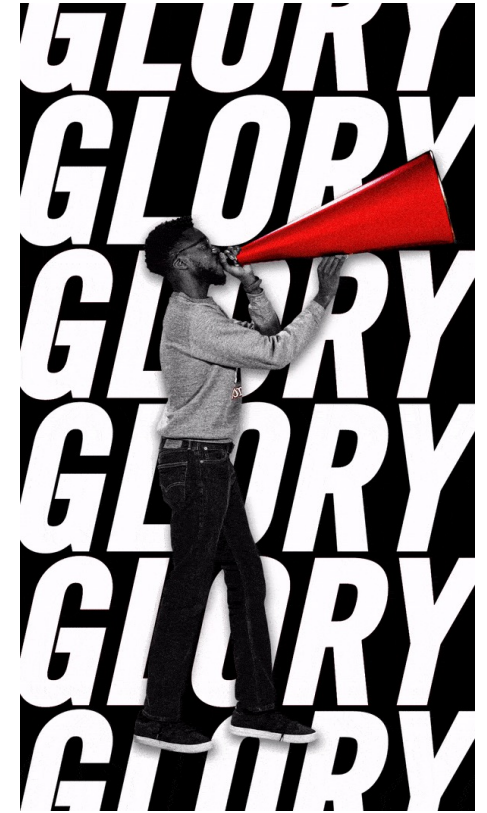
What can we do to improve the watch party experience?

“Can't think of anything. Love these people and love the Dawgs. Our game watch parties are the best!”

“Maybe just more obviousness on who the planner was upon arrival at the event. Nine tags? Balloon or something so that newbies could introduce ourselves and ask questions.”

“Incorporate more of the traditions into the watch party.”

“More giveaways - we get tickets when we register with YOU, then she pulls numbers throughout the game. And those are great fun! And, our leader does a great job with UGA decor, cakes and swag. “



Game watching parties timeline

Game watching Parties – August 2023

- At the beginning of June, we will send out a Welcome to the City event request form asking you for details about your chapters Game-watching party event:
 - Dates / Games
 - What time it will begin and end
 - Location
 - Basic event details
- This form will be available in the June chapter leader update and on the chapter leader Facebook page
- After this form has been received, we will begin building the event landing page
- Before the season, we will send out numerous nationwide evites and advertisements informing alumni of the parties



What's In The Box?



This year, we have some new and fun items for Watch Parties!

- Georgia vs Everybody Koozies
- UGA Mentor Program Coasters
- Uga and Hairy Dawg Buttons
- Slap Koozies
- G stickers
- “Never Bark Alone” Bracelets
- Pom-Poms (duh!)
- Stickers
- SO MUCH MORE





Thank you!!!