

# STRATEGIC PLANNING





# Plan with Purpose

Every Event should  
have a purpose  
and a goal

## Events — Events 3 months ahead of time.

- **Bulldogs After Business Hours**
  - Goal: Provide an opportunity post-work to socialize
  - When: Second Thursday of the Month — August - May (December Christmas Party)
  - Where: Locations throughout the city Ballyntine, North, South Park, South End, NoDa/Plaza Midwood (kickstand)
  - Cost to chapter: no cost
  - Cost to alumni: no event fee
  - Help Needed From University: Possible help connecting alumni who may be willing to host event as individuals or who has a company who may sponsor events to provide one or two nicer events a year.
- **Game Watching Parties**
  - Goal: Gather alumni to cheer on the Dawgs during football season
  - When: Every football Saturday
  - Where: Ask for Bids.....Fitzgeralds (Todd) Unknown Brewing (Lee), Draught (Beth Ann) — Decision made by April 15th
  - Cost to chapter: no cost
  - Cost to alumni: no event fee
  - Help Needed From University: Promotion
- **Young Alumni**
  - Goal: Bring together alumni less than 10 years out of school for networking and long-term participation in local events
  - When: Quarterly — Breweries — Brews Cruise — Wine Tasting — White Water Center (Thursday Night - St. Patty's Day)
  - Where:
  - Cost to chapter: no cost
  - Cost to alumni: no event fee
  - Help Needed From University: Targeted Promotion to demographic in the area
- **Community Service Care Packages (2x a year), Food Bank, Urban Ministry, 24-Hours of Booty, Give a Dog a Bone, Human Society, Thomas Event**
  - Goal: Give back to the local community through hands-on participation with local organizations
  - When: Quarterly
  - Where:
  - Cost to chapter: no cost
  - Cost to alumni: no event fee
  - Help Needed From University: Assisting with promotion
- **Holiday Party**
  - Goal: Celebrate a year full of activities
  - When: Second Thursday in December
  - Where: Country Country Club (Beth Ann to confirm it is still an option)
  - Cost to chapter: food costs, room rental
  - Cost to alumni: \$15 or less event fee
  - Help Needed From University: Possible alumni sponsorships and promoting to alumni who do not normally attend events.
- **UGA Day**
  - Goal: Learn about the Charlotte chapter, how to become involved, and meet athletic coaches
  - When: April, May or July
  - Where: TBD
  - Cost to chapter: Unknown
  - Cost to alumni: Unknown
  - Help Needed From University: Allow Chapter to place information cards at each place setting with information, allow chapter leader(s) to provide a preview of the upcoming year.



## Know your Alumni Base

### Tools:

- UGA Alumni Data
- City Demographics
- Proximity to Athens
- Major Employers
- Who shows-up to events

Who you are  
programming for  
should help  
define your  
programming



# Double Dawg Dare

Perfect Road  
Map for the  
Year

- Great starting point for year-long diverse programming
- Look at your community, alumni base, and active leaders -- don't program for alumni who are not represented.
- Good guidance but adapt to your needs.
- Need to be authentic in your programming -- don't force something to check a box.



# Signature Programs

- One or two events that members can count on
- Large Events that appeal to a wide audience
- As much constancy as possible
  - Same time
  - Same place
  - Same Theme
- Connection Focus

**Annual  
Events to  
Grow**



# Plan the Plan

Outline.  
Assign  
Design

## Charlotte's Ideal

- Outline 12 Months of activity
- Assign one or two board members to each month
- All details complete 3 months before event



# Affinity Programming

- Black Alumni, Women of UGA, Latinx, and LGBTQ+ Programming
- Leadership crucial
- Safe place

Start  
With  
Leadership



**Try New Things**

**Learn and  
Pivot**

- You never know if you don't try.
- Make Mistakes!
- Let go of things that stop working.
- Learn and try again!



# QUESTIONS

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