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 (Ballantine, North, South Park, South End, Nola/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 Birds... 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 demographically 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 end of 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, rental 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.
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
Black Alumni, Women of UGA, Latinx, and LGBQ+ Programming
Leadership crucial
Safe place
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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