



Alumni Chapter Virtual Programming Ideas

Please keep in mind that we will be using a modified version of our event process. What this means for you, the chapter leader:

- We need you to submit a [virtual event request form](#) for any and all events. Since we are limited during this time, we are asking you to fill this out for social media campaigns, or anything that we may not have considered an event in the past. We will be awarding points to Arch chapters during this time for a variety of strategic programming through virtual platforms and social media.
- If you have an idea, please share it with your staff contact! The list below is meant to help serve as an inspiration, and we want to add to it as you all create amazing experiences. We want to hear from you all more than ever.
- Want to host a virtual event but don't know where to start? Reach out to your chapter contact and we will share best practices and our chapters Zoom account.
- If now is not the right time for you to start hosting events, that is ok! There is no pressure from us; we encourage each chapter to continue to adapt and move forward when the time feels right.

Social:

- 1) Virtual Happy Hour
 - a) Gather alumni and friends over a virtual network to enjoy happy hour! Use the alumni chapters Zoom account to host the group - depending on size, we can work with you to help create breakout groups to facilitate conversation.
- 2) Virtual coffee break
 - a) Take an hour in the morning to have a coffee break with other alumni, similar to the happy hour but could be adapted to be a professional networking event, a resource sharing time, or just a talk over coffee to start the day.
- 3) Affinity Happy Hour/Networking
 - a) Host a virtual happy hour to gather together affinity groups and/or feature a speaker or discussion led by a featured alumnus/a.
- 4) Virtual concert/DJ party
 - a) Is there a local band or musician that is beloved by the local community? Or perhaps a talented alumnus/a that would be willing to do a webinar-style Zoom event? This can be hosted as a Zoom meeting or broadcast as a social media Live event.
- 5) Virtual book club
 - a) Select a book (possibly from an author who is an alumnus/a) and get together over Zoom to have a discussion. Be sure to give people enough notice to have time to read the book!

- 6) Virtual cooking class and recipe swap
 - a) Host a cooking class and make a meal together! The event can also include a “recipe roundup” where people submit their own recipes to a shared document.
- 7) Virtual guided meditation
 - a) In the midst of all the chaos, it’s important to remember to take some time to breathe. Many instructors are offering virtual yoga classes or guided sessions. This can be a great way to bring people together while supporting health and wellness.
- 8) Virtual class (exercise, painting, etc.)
 - a) Does your chapter have access to someone who can lead a class? Have a virtual event around it! If the class requires supplies, be sure to let people know as you promote the class to ensure everyone has what they need to participate.
- 9) Virtual Lunch and Learn
 - a) This is a fun opportunity for alumni to connect and share their skills and expertise. Similar to TEDx Talks, these alumni-led talks can be rooted in whatever they are experts at: from leadership, to positivity in the workplace.

Service:

- 1) Percentage night for take out with a local restaurant.
 - a) With dining rooms closed, restaurants are now competing with other restaurants for takeout business. This event could be a great way to rally support for a locally owned or alumni owned business. Please reference our newest Double Dawg Dare form for more information.
- 2) Set up a chapter tutoring network
 - a) Many people are homeschooling children, can your chapter work to use their social media to create a tutoring network? Consider cultivating a list of people interested in tutoring for free and a list of people who need tutors and match them based on the needs. This can start as a simple survey that determines what subjects an alumni feels comfortable tutoring in, and what age/subject families with children need from a tutor.
- 3) Have chapter leaders record messages of encouragement or advice for graduating class
 - a) Gather your chapter virtually to record and share messages of strength and encouragement for students, or other alumni. Record messages, send them to your chapter contact, and we will share with the Student Alumni Council team to share with students, or we will share with DARCOMM to share with our alumni network.
- 4) Donation Drive for local healthcare workers
 - a) We are all thankful for our doctors and nurses, so let’s show them some support! Designate a volunteer to be in charge of driving around to pick up PPE supplies and other goodies (snacks, thank you notes, etc.) and delivering them to local hospitals. Make sure to check with your local hospital to see if they have any restrictions on what they can and cannot accept!

Other ways to get involved:

- 1) Chapters can virtually host a Dinner with a Dozen Dawgs for current students
 - a) A fun way for a chapter to get involved with students! Host a dinner with current students to share your career experience, expertise, and advice.
- 2) Work with your staff contact to record a welcome message to put on social for new grads moving to the area
 - a) Your board and your chapter contact can brainstorm ways the chapter can welcome the Class of 2020 and make them feel celebrated in their new city
- 3) Create a social media ‘challenge’ (modeled after the UGA Alumni Association social media team)
 - a) Ask alumni in the chapter area to send in a themed photo i.e., best picture of you at a game, or show us your best UGA outfit/memorabilia room. Chapter leaders can then post all of the photos in a story format or encourage people to “like” the posts to select a winner!
- 4) Have any healthcare workers in your local chapter? Give them a shoutout on social media!
- 5) Chapter leaders can post video messages on their social media (e.g. “meet the board” or sharing their favorite things about UGA)
 - a) This is a great way for chapter leaders to stay personally connected to the chapter. Facebook loves videos, and Instagram stories are an easy way to keep content fresh! Your chapters contact can provide prompts or Q&A scripts that chapter members could answer and challenge their chapter members to share, as well.
- 6) Share positive/uplifting content on social media
 - a) Feel-good content is great right now! Consider sharing nostalgic content from campus, or simply an inspiring or cute video that makes people smile.
 - b) Children color UGA themed photos to post on social media
- 7) Submit nominations for 40 Under 40 and Bulldog 100
 - a) 40 Under 40 nomination form: <https://app.reviewr.com/s1/site//UGA-40under40-2020>
 - b) Bulldog 100 nomination form: <https://app.reviewr.com/s1/site//2021-UGA-Bulldog-100>
- 8) Spotlight alumni-owned businesses in your chapter area - feature the alumnus/a
 - a) Support businesses owned by Bulldogs that may be experiencing a tough time. Social media features can describe the business, the alumnus/a’s journey to build the business, and direct alumni to where/how they can support.
- 9) Post throwback pictures from chapter events over the past few years
 - a) With no current event pictures, chapter leaders can highlight successful past events and share memories with the chapter. Annual chapter events that are part of a chapter’s unique culture are perfect for this.

Chapter Housekeeping Items:

- Check your region code - are there any counties you'd like to add or drop? You can reach out to your chapter contact to do this.
- Review the administrators on your social media pages
 - Remove past chapter leaders and add your staff contact
- Explore creating additional social media platforms
 - E.g. LinkedIn, Instagram, SnapChat, TikTok
- Review your demographics overview and heat maps to brainstorm future or virtual programming ideas
- Update or create your chapter bylaws and send them to your staff contact for review and approval
- Update headshots for chapter leaders on your web page
- Consider replacing the welcome message on your web page with a custom message from the chapter president
- Send the following items to your staff contact in order to begin work on your chapter design (Arch chapters only)
 - Items/locations/places that could be turned in to their icon
 - Any area name or nickname to accompany "_____ Chapter"
- Continue to have regular virtual board meetings
 - You can use the chapters Zoom account – let us know you want to use it!
- Use the chapter leader Facebook page to check in with each other and share wins and learning lessons