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
   - 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
   - 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
   - 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
   - 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
   - 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!
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) Virtual class (exercise, cooking, 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.

4) 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.

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) 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.

5) 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

6) 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

7) 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.

8) 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