



## **Hosting an Alumni Club Event:**

Events and activities are the some of the best ways to engage area alumni with GVSU who are far away. This document contains the forms and information necessary for executing an event.

### **Steps to starting your Alumni Club Event:**

- Brainstorm and research the following. Remember to refer back to your Club Interest Survey if you've recently completed one for your area.
  - Event Goals
  - Ideas
  - Date/Time
  - Location
  - Capacity
- Communicate with Courtney in GVSU Alumni Relations regarding your idea.
- Once given the go-ahead from Alumni Relations, complete the Event Proposal Form (page 2).
  - This form needs to be submitted at least eight (8) weeks prior to the event for us to be able to provide promotion support.
- Work with Courtney to finalize details.

### **Steps to hosting your Alumni Club Event:**

- If an Alumni Relations Staff person is present:
  - Arrive early to assist.
  - Welcome attendees to the event.
  - Have a great time!
- If an Alumni Relations Staff person is NOT present:
  - Arrive early to make sure the venue is prepared and ready.
  - Print and bring a copy of the Sign-in Sheet (Page 4).
  - Bring the nametags and provided giveaways/supplies with you.
  - Set up nametags on a welcome table.
  - Welcome attendees to the event.
    - Ask those who have not RSVP'd to sign the Sign-in Sheet.
    - Collect payment if necessary.
  - Take pictures.
  - Have a great time!

### **Steps to closing out your Alumni Club Event:**

- Send Courtney, no later than three days post your event ([geurinkc@gvsu.edu](mailto:geurinkc@gvsu.edu)), the following:
  - Completed Event Recap Form (Page 3)
  - Walk-in Sheet
  - Photos
- A thank you email with survey will be sent to the attendees of your event, after you submit the above items.

## **GVSU Alumni Club Event Proposal Form**

Submit completed form to Courtney at [geurinkc@gvsu.edu](mailto:geurinkc@gvsu.edu), at least eight (8) weeks prior to your event.

Club Name: \_\_\_\_\_

Main Point of Contact for Alumni Relations: \_\_\_\_\_

Email: \_\_\_\_\_

Mailing Address (for supplies if needed): \_\_\_\_\_

Event Name: \_\_\_\_\_

Event Date: \_\_\_\_\_

Timeframe: \_\_\_\_\_ Event Location: \_\_\_\_\_

Location Address: \_\_\_\_\_

Directions/Parking Info: \_\_\_\_\_

Type of Payment: ☐ Pay-on-own ☐ Cost per person \$\_\_\_\_\_ (Suggestion)

Cost Includes: \_\_\_\_\_

### **Event Description:**

### **Promotion Requested:**

☐ E-News to all Alumni

Which Month? \_\_\_\_\_

*Form needs to be complete and submitted by the 15<sup>th</sup> of the month prior to the e-news you'd like to be included in*

☐ E-Blast to Alumni in Your Area

Suggested Date: \_\_\_\_\_

☐ Social Media Graphics

## **GVSU Alumni Club Event Recap Form**

**Club Leader(s) Name/Event Host:** \_\_\_\_\_

**Name of Event:** \_\_\_\_\_

**Event Date:** \_\_\_\_\_ **Event Time:** \_\_\_\_\_

**Event Location:** \_\_\_\_\_

**Total Attendance:** \_\_\_\_\_

**List Names of No-Show Attendees:**

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**Event Outcome (What happened at the event? Any exciting stories or connections to share?):**

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Please submit this completed document with the Walk-in Sheet and any photos from the event to [geurinkc@gvsu.edu](mailto:geurinkc@gvsu.edu) within three (3) days after your event.

**GVSU Alumni Club Event Walk-In Sheet**

**Name of Event:** \_\_\_\_\_ **Date of Event:** \_\_\_\_\_

Please print clearly.

First Name	Last Name	Grad Year	Email