



Partnering on Events with Alumni Relations

*Creating purposeful events with clear
outcomes that benefit all parties*

PRE-EVENT

Awareness, Planning & Outcomes

- Notify AR office 7+ weeks in advance of event date to give proper time for planning, marketing and communications.
- Provide purpose of event – what are desired outcomes by leadership (dean, dept chair), development and alumni relations?
 - *The AR office is committed to collaboration, and would like to understand its role as a partner and establish common goals to ensure proper use of staff and finances.
- Cost sharing – the AR office will split catering up to \$200. Any orders under \$400 we will be willing to split. College/dept to provide ST to Event Services and then send journal entry to AR office. Other costs will be incurred by college or dept.
- AR can only commit to event cost sharing one per semester for each College or campus wide department (Athletics, etc.)

Have other questions? Please contact us.

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Alumni Relations
and Annual Giving

UNIVERSITY OF COLORADO
COLORADO SPRINGS

Checklist

COLLABORATION

Logistics



Colleges/Departments with eComm user will create emails and registration pages with support from AR eComm specialist and can provide samples We suggest the following communication to be created and scheduled:

6 weeks: email Invitation

4 weeks: reminder invite to non-registrants

2 weeks: if necessary, reminder invite to non-registrants

1 week: confirm attendance – student workers to call registrants

2 days prior to event: “Know Before You Go” Email

Day following event: Post-event email to attendees with photo album, giving link and feedback survey -No-show email to registrants who did not attend



Location logistics – partnership with Event Services

Confirm space

Parking needed

Catering order and confirmation A/V needs

Stay Connected Cards? If so, will need the requested volunteer actions 2 weeks prior to event for AR office to create and print customized cards. Sample will be given at initial meeting. College/Dept and AR office will provide raffle items.



AR office will provide research of registrants at least a week prior to event and create nametags



Coordination of program - Creation of Program Schedule

Roles at event – registration table, floater, etc.

If there is a featured guest/speaker, who will make introduction? Often the AR office makes introduction as these events are tailored to alumni and we can highlight all-alumni events or opportunities to continue engagement

Stay Connected Cards? If so, who will lead raffle?



Social Media/ Photos

If the college **has a marketing coordinator**, they should attend to take photos.

AR will coordinate with Comm team to request help from social media coordinator to post live events on UCCS Alumni channels. Your college/dept is **encouraged to share**.

POST-EVENT

Follow-up



The AR office finds this to be the most critical part of the event. Our hope is to provide opportunities to continue to engage with the campus.

Host follow-up meeting within a week of event to share feedback and coordinate follow-up with attendees.

Send post-event emails to attendees and those registrants who were no-shows

Provide analytics and feedback from post-event communications

ROLES

INVOLVED PARTIES








