



NORTHERN MICHIGAN UNIVERSITY

ALUMNI ASSOCIATION

NMU Alumni Event Planning At-A-Glance

Role of alumni volunteer:

Before event:

- Reach out to NMU alumni staff to discuss or brainstorm ideas and potential dates
- Research and secure venue
- Research details (tickets, food and beverage, parking/public transportation)
- Work with NMU alumni staff to finalize arrangements
- Provide information related to event to NMU alumni staff for promotion and marketing
- Assist with marketing through social media and other personal outreach
- Provide preferred shipping address for event package
- Stay in contact with NMU Alumni Association staff

During event:

- Arrive at event earlier to set up
- Greet fellow alumni as they arrive
- Take photos at event, if possible

After event:

- Share feedback, fill out event follow-up sheet, submit sign-in sheet and send photos to NMU Alumni Association staff

How the NMU alumni staff can assist:

Before event:

- Identify area alumni and pull invitation lists
- Build an online registration page, if necessary
- Coordinate marketing and promotion efforts in any of the following ways:
 - Social media (free posts, paid ad campaign or creation of Facebook event)
 - Inclusion on NMU Alumni Association website
 - E-blasts to area alumni
 - Phone and voicemail blasts
 - Press release or community announcement in local paper
- Send materials to you for your event, including:
 - Nametags

- Sharpies and pens
- Sign-in sheets
- Giveaways or prizes
- Raffle tickets

After event:

- Follow up with any alumni attendees if needed
- Publicize photos of event online and in the alumni magazine, when possible