Alumni Event flow & checklist:

I. Alumni Event Date, Location & Venue
   □ Day & Date ________________________________________________________________
   □ City ________________________________________________________________
   □ Venue (also note the date it is booked) ______________________________________
   □ Venue contact name, phone, e-mail ________________________________________

II. 5-6 weeks prior to the event:
   □ Pull list of alums in region to whom the invitation will be sent
   □ Pass invitation list to development officers; strategize who will call whom to drive attendance
   □ Create invitation (wording & format)

III. 4 weeks prior to the event:
   □ Drop invitations in the mail

IV. 3 weeks prior to the event:
   □ Development officers begin making calls to drive alumni attendance; call through week of event (as appropriate)

V. 2 weeks prior to event, based on RSVPs, make sure the event “program” is responsive to the people in attendance
   □ Do we need to invite particular faculty or staff members? If yes, who: __________________________
   □ Do we need to take students? If yes, who: ______________________________________
   □ Use e-mail to send the RSVPs to the rest of the alums who are invited (for whom we have e-mail addresses) to help drive attendance

VI. Prior to event:
   □ Profiles printed on each attendee & distributed (confidentially) to each staff member working the event
   □ Brevard College nametags printed for each person, w/ extras nametags to take for people who unexpectedly attend
   □ Take Alumni Update cards to capture updated info on employment, personal info, etc.
   □ Find something Brevard College-ish to take (give-aways or door prizes)
Alumni Event Program:
✓ Always be able to explain the **PURPOSE** of the event, & the anticipated **OUTCOMES**.
✓ How will this event achieve each of these?
✓ What is the anticipated **RETURN** on our **INVESTMENT** in this event? Let's make sure we are getting the most value for our time & effort!

Elements we should always have:
1. A formal “Welcome” from Brevard College, with current College information/talking points:
   - □ Who will extend the welcome? _____________________________________________
   - □ The **PROGRAM**: talking points about the College include:
     ✓ ______________________________________________________________________
     ✓ ______________________________________________________________________
     ✓ ______________________________________________________________________
     ✓ ______________________________________________________________________
     ✓ ______________________________________________________________________

2. Handouts/print information about Brevard College:
   - □ Admissions piece (until we get our Development pieces printed)
   - □ Homecoming brochure (or printed schedule until we get brochures)
   - □ “Stories” (as they are generated by Marketing)
   - □ Porter Center brochures, Athletics schedules – anything to highlight the extracurricular happenings on campus that can also attract alums back to Brevard

3. Special considerations:
   - □ ______________________________________________________________________
   - □ ______________________________________________________________________
   - □ ______________________________________________________________________
   - □ ______________________________________________________________________

4. Strategized follow-up:
   Material to send:
   - □ ______________________________________________________________________
   - □ ______________________________________________________________________
   Other follow-up:
   - □ ______________________________________________________________________
   - □ ______________________________________________________________________