



Event Planning Guide For Alumni/ae Regional Captains

St. Paul Academy and Summit School's Alumni/ae Regional Captain Program provides the opportunity for alumni/ae outside of the Twin Cities to connect in a particular city or region. This guide will help with the planning and resources available to assist you in engaging local alumni/ae through events.

Purpose of Local Alumni/ae Events

To connect and engage St. Paul Academy and Summit School alumni/ae in a particular region or city. These connections will result in increased engagement and create a stronger alumni/ae community across the country.

Event Goals

Each year, Regional Captains are asked to organize one or two events a year that have a specific goal or purpose. Some examples of potential events are listed below:

1. **Social:** Social events are a great way to connect alumni/ae across generations and extend their networks. Examples of a social event would be to organize a happy hour or a gathering to watch a Minnesota sports team (Wild, Vikings, United, Twins, etc.)
2. **Professional/Career Development:** Continuing to assist alumni/ae in connecting and providing professional development opportunities is another focus for the Alumni/ae Office. An example of this type of event would be a networking event.
3. **Service:** Another type of event could be focused around a service project or volunteer opportunity. Ex. Earth Day Clean-up, Habitat for Humanity, Etc.

Event Planning

As you begin to think about your event, please consider the following:

1. Audience: What type of event makes the most sense for the target audience. What time of day works best? Morning breakfast, lunch hour, after work, evening.
2. Check the Calendar: Try to identify potential dates that are 2 or so months out. After work events are more well attended on Tuesday-Thursdays.
3. Recruit co-hosts: You do not have to be alone in planning. Consider asking other alumni/ae in the region to assist in outreach or planning

Event Planning Timeline

1. Two-Three Months Before Event.
 - a. Work out basic details such as audience, event goals, communication needs, date, time, location.
 - b. Work with the Alumni/ae Office to determine what communications will all be needed. Emails, Social Media, Mailings, etc. Note - if you choose to email local alumni/ae please be sure to use the BCC option to maintain privacy.
 - c. If you would like online registration, please work with the Alumni/ae Office to have this set-up.
2. One-Month before event
 - a. Promote event through social media channels
 - b. Connect with local alumni/ae through peer-to-peer outreach. Reach out to other local alumni/ae through personal social media posts, call, text, and email. Encourage alumni/ae to bring guests and spread the word as well.
 - c. Connect with the Alumni/ae Office to make sure you have everything needed for the event.
3. Week of Event
 - a. The Alumni/ae Office can send out a reminder to registered guests.
 - b. Determine how you will keep track of attendance for the event; sign-in sheet, "update your information" card, or you could collect business cards.
4. During Event
 - a. Take photos that we can share on social media channels.
 - b. Have fun!
5. Post event (within a week)
 - a. Work with Alumni/ae Office to send thank you.
 - b. Share list of attendees with Alumni/ae Office
 - c. Send photos from the event to Alumni/ae Office

Budgeting

There are a few options when it comes to budgeting for an event.

1. Hosting a self-supporting event which is free to hold, no room fees, no costs
2. Food and beverage are pay-as-you-go for attendees, such as happy hours.
3. Working with the Alumni/ae Office which can cover appetizers or light snacks for the group. (Please connect with Alumni/ae Office and we can determine a budget that works best for your event and by city)

Staff to Assist You:

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If at any time you have questions or need additional assistance, please do not hesitate to reach out!

Thank you for all of your support of St. Paul Academy and Summit School!