

HVERFORD COLLEGE

Hosting a Volunteer Event

What is a Haverford Event Volunteer/Host?

Event hosts and volunteers plan events that help alumni, families, and friends keep in touch with Haverford and become active members of their local Haverford community. All over the globe, Haverfordians are eager to meet each other and keep the community spirit alive. This sheet will give you some guidelines, as well as event ideas, that may be of interest to your region. However, we are happy to hear your ideas and will do our best to make your event a success!

Different Events Appeal to Different Age ranges . . .

Young Alumni: 0-10 Years Out

Recent alumni are in graduate school or just starting their careers. Appealing events are low-cost and provide a social and/or career network. Happy Hours, sporting events, potlucks, and outdoor activities work well for this group.

Second Decade Alumni: 11-20 Years Out

As alumni get older, priorities change and time is limited. This group may be more likely to attend family-oriented events, such as a potluck dinner at a park or a home, or a baseball outing. Those with older children have expressed interest in an event focusing on the college admissions process.

Alumni 21-50 Years Out

This group of alumni face changing lifestyles. Children are growing up and families are getting older. Self-improvement events are still appealing, including time management and stress reduction. Financial planning interests expand to include retirement planning. Classes from the 80's, in particular, like Bi-Co events.

Post 50th Reunion Alumni

Older alumni have more free time and appreciate "life-long learning" types of events, such as seminars on current issues, traveling, or even a monthly gathering focused on different topics. These events should be easily accessible, and scheduled during the day. Events combined with current students are also popular.

Steps to Planning an Event

Call the Office of Alumni and Family Engagement:

The Alumni office can help you give your idea a sense of scope and provide information that will give an indication of the demographics of your region. The Office will provide you with a list of all the individuals who fit the parameters you request, whether it's a certain range of zip codes or class years, alumni only or family and friend inclusive, or even certain majors and interest groups. Once you have an idea of the number of people you can reach, it makes it easier to move forward with planning. This list will also come in handy later so you can do individual outreach to your targeted group. **Contact: alumni@haverford.edu or (610) 896-1004**

Decide the 3 W's - (Where, when and what):

Where: Choose a venue based on the target audience for your event.

When: Events are best attended on weekends or between 6 and 8 p.m. during weekdays.

What: What will you be doing? Do you want a speaker? Is it a casual gathering? Or do you want an interactive activity?

Selecting the date:

Be conscious of major holidays and sporting events in your area that may impact attendance. Start planning early. Late invitations adversely affect turnout.

Reserve location and visit if possible:

Check directions, parking, signs, handicapped accessibility, coat racks, restroom, and rain plan (if event is outside).

Planning an event with the Tri-Co:

We can share your invitation with Bryn Mawr College and/or Swarthmore College.

Registration:

Decide how you will set up registration for your event. Eventbrite is a popular forum used for events requiring a registration fee. You can also handle registration through other websites or by email.

Submit your Event Information for Advertisement:

In order to help promote your event please provide the following information to the Alumni Office by either the 5th or 20th of each month for inclusion in our bi-monthly newsletter (sent on the 10th and 25th):

Date, Time, Price, Check payable to? (If applicable), Place, Map/directions, parking information, RSVP date and to whom, Person to call/e-mail for questions, How tickets will be distributed (if necessary), and where to send Haver-swag for your event.

The Alumni Office will promote your event on Haverford's website as well as in the Regional Newsletter. With your permission, the Alumni Office will link your email so that attendees RSVP directly to you. Lastly, to facilitate your event, you will be sent name-tags, sign in sheets, and Haver-Swag, closer to the date of the event.

Follow up Advertisement:

The best way to get a buzz going about your event is to publicize it in multiple ways. In addition to the alumni event calendar and bi-monthly newsletter, Facebook, Instagram and Twitter are great resources to market your event. In addition, individual emails and phone calls can be a good way to generate interest. This is where the initial list comes in handy.

At the Event

Arrive early. Have someone assigned to greet, collect late money, take attendance, etc.

Relax, smile, and enjoy the event.

Remember to take a group picture to send in!

After the Event

Send event evaluation, list of attendees, group photo, and checks made payable to Haverford College (if applicable) to the Alumni Office.

Resources**Alumni and Family Engagement**

alumni@haverford.edu

610.896.1004