



Elevating Your Regional Outreach

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Fordham University Overview

- 175,000+ alumni
- 33 chapters throughout the United States
- 6 international chapters
- Chapter Structures
 - Formal Board
 - President / Vice President
 - Volunteers
- Starting a new chapter
- Chapter Leader Summit
- [Forever.Fordham.edu](https://forever.fordham.edu)



Regional Chapter Event Guidelines

- Fall
- Winter
- Spring
- Summer
- Additional Events
- Summer Send-offs

FORDHAM UNIVERSITY OFFICE OF ALUMNI RELATIONS

Regional Chapter Event Guidelines

REGIONAL CHAPTER SUGGESTED SCHEDULE OF EVENTS

FALL

An event focused on athletics, such as attending a game when the Rams are in town or scheduling a game watch at a local bar or restaurant. If possible, we would like to see 'Regional Rallies' take place during homecoming weekend.

WINTER

Holiday celebrations or family gatherings are perfect for early to mid-December. Consider adding a food or toy drive to this event.

SPRING

Organize a community service project to coincide with the National Jesuit month of service in April. Opportunities exist to partner with an existing Jesuit institution in your city or start your own project.

SUMMER

An outdoor event or activity. Examples include attending a professional baseball game, planning a boat cruise, or wine/beer tasting.

ADDITIONAL EVENTS

Feel free to get creative and plan an event specific to your area or demographic.

SUMMER SEND-OFFS

Every summer, Fordham—in conjunction with Fordham parents and alumni—hosts summer send-off receptions for the incoming freshmen and their parents. This is a chance for the students to get acquainted with fellow students in their area and for parents to get to know each other. If we host a send-off in your area we will need your help to spread the word and potentially staff the event.

Presidential Regional Tour


- Roughly 25 presidential visits per year
- Major markets
 - How do we decide where to go?
- Alumni Event Hosts
- Marketing for the event
 - Email
 - Postcard
 - Listing on alumni calendar
 - Alumni e-newsletter

FORDHAM

Dodransbicentennial Presidential Reception

SPRING LAKE 2016

Thursday, 11 August 2016 | 6 – 8 p.m.



The Fordham alumni chapters of central and northern New Jersey, and the Reverend Joseph M. McShane, SJ, president of Fordham University, invite you to a reception for alumni, parents, and friends.

Spring Lake Bath and Tennis Club
Featuring remarks by **Mary Higgins Clark, FCLC '79**
1 Jersey Avenue | Spring Lake, NJ | 07762

Cost is \$80 per person. Please consider making a gift of \$25 or more to support Fordham financial aid.

[Register](#)

Questions? Contact Ann Marie Boccuzzi at boccuzzi@fordham.edu or 212-636-6555.



DODRANSBICENTENNIAL
PRESIDENTIAL RECEPTION
forever.fordham.edu

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THURSDAY, 11 AUGUST | 6 - 8 P.M.

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SPRING LAKE BATH AND TENNIS CLUB

1 Jersey Avenue • Spring Lake, NJ • 07762

The cost for this event is \$80 per person. Please consider making a gift of \$25 or more to support Fordham financial aid.

Register online at fordham.edu/events.

Questions? Contact Ann Marie Boccuzzi.

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FORDHAM
THE JESUIT UNIVERSITY OF NEW YORK



175 Years of Service

Presidential Regional Tour

- Event structure
- Giving Component
- Partnerships
 - Admission
 - Development
 - Faculty Presenters
- Giveaways
- Follow up
- Additional events while on the road
 - Recent alumni breakfast

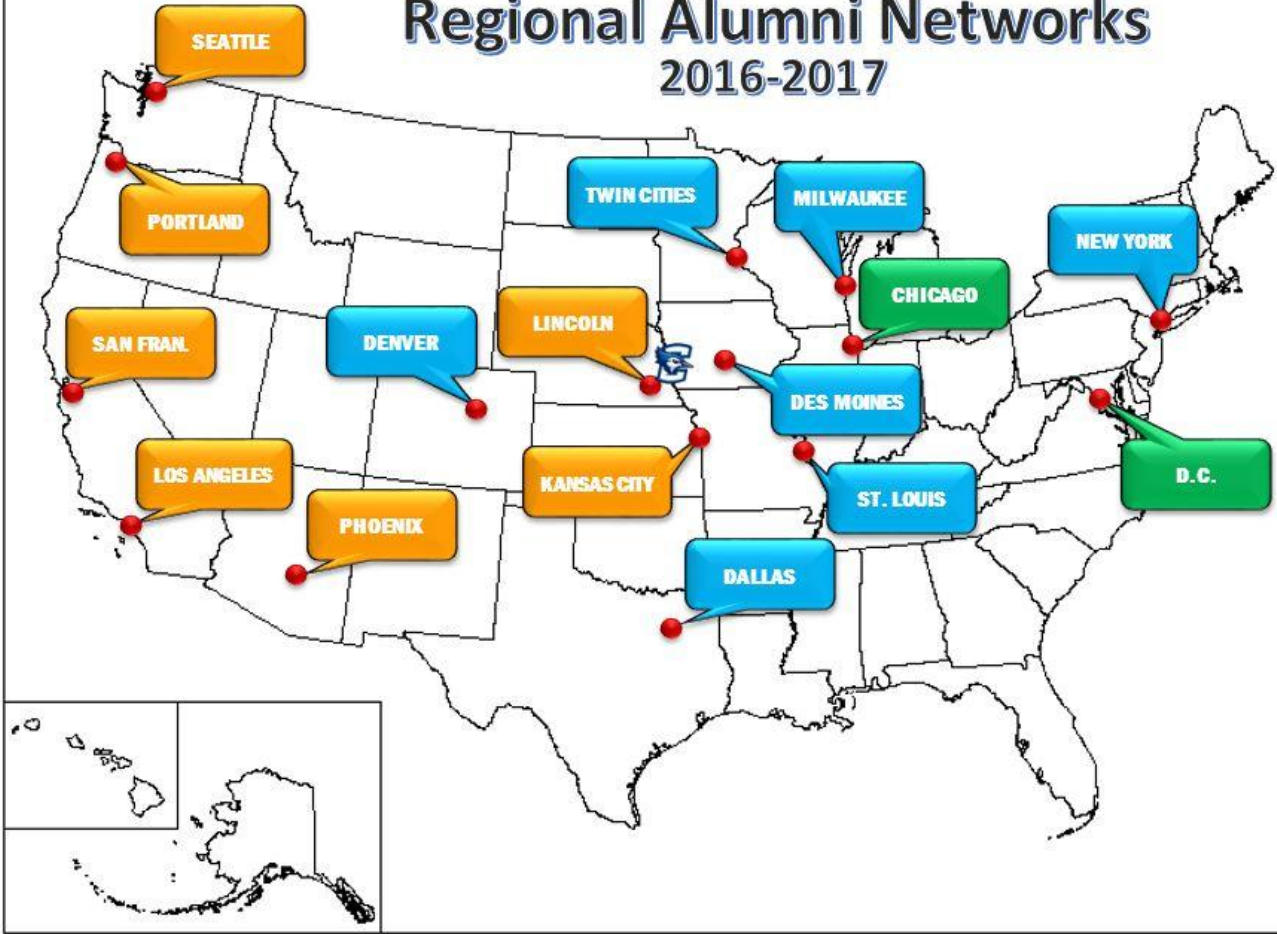


Creighton University Overview

- 60,000+ alumni
- 16 clubs throughout the United States
- 3 FTEs
- Data Driven
- Cities are organized by tiers (internally)
 - Alumni Population (Market Area)
 - Enrollment target cities
 - Giving/Donor activity
 - Engagement Level
- Tier 1 - Traditional Board Structure
- Tier 2/3 - Committee Based/Ad Hoc
- Tier 3/4 - Regional Representative



Regional Alumni Networks 2016-2017



Opportunities for Engagement

- More than just events
- Working with campus partners and faculty
 - Career Center
 - Schlegel Center for Service and Justice
 - Admissions and Enrollment
 - Schools and Colleges



Alumni Engagement and Events

- Onboarding new members
- Committees based on events
 - Three to four signature events per club
 - Event Form filled out online
 - Event chair must be present at his/her event

The image shows two overlapping documents on a wooden surface. The top document is a 'Regional Event Application Form' from Creighton University. It includes a header with the university logo and name, followed by a bolded instruction: '**PLEASE SUBMIT COMPLETED FORM VIA EMAIL TO YOUR ALUMNI RELATIONS REPRESENTATIVE**'. Below this, it states: 'EVENTS REQUESTING FUNDING FROM CREIGHTON MUST BE SUBMITTED NO LATER THAN EIGHT WEEKS PRIOR TO EVENT DATE' and 'ALL OTHER EVENT APPLICATIONS MUST BE SUBMITTED SIX WEEKS PRIOR TO EVENT DATE'. The form has a 'Date of Form Submission:' field and an 'EVENT INFORMATION' section with fields for Name of the Event, Date, Time, Location, Lead person, and Brief Description of Event. There are also fields for 'Do participants need to pre-register?' (Yes/No), 'RSVP Open Date:', and 'RSVP Close Date:'. At the bottom, it says 'If "yes," please list' and '*Registration link will deactivate at 12:00 AM on the date noted above.' Below that, it reads: 'On the date the registration online closes, the following copy will be placed on the' and 'Online registration for this event has closed. If you are planning to attend, please' followed by the phone number '800.282.5867. Thank you!'. The 'Office of Alumni Relations' logo is in the bottom right corner.

The bottom document is a page titled 'Event Planning 101' from Creighton University. It starts with the text: 'Advisory Board members play an instrumental role in the planning and execution of successful alumni events and programs. Below is a brief outline of the event planning life cycle and will be useful for a number of events such as:'. It lists several types of events: Tailgate/pre-game events, Game viewing parties, Community service, and Networking/happy hour events. It then has two sections: 'Before the event:' and 'During the event:'. 'Before the event:' includes: Gain Advisory Board support/approval for event; Research: possible venues, costs (i.e.: food, beverages, rentals, fees, etc.), availability, etc.; and a note: '*NOTE: All contracts and purchases must be signed/pre-approved by Creighton University*'. 'During the event:' includes: Plan to arrive 30 minutes to an hour early to make sure venue is arranged properly (Assist with setup needs (may include tables/chairs, registration, audio/visual needs, decorations, etc.)); Recognize, greet, and help to register guests (if applicable); Ensure that all guests are having a good time; and Assist with clean up. Below these is an 'After:' section with: Complete 'Event Follow-up Form' (Find in Event Planning folder) and submit to Relations office via alumniclubs@creighton.edu; and Upload and send any photos of the event to alumniclubs@creighton.edu, In captions (if applicable). At the bottom right, it says 'Office of Alumni Relations 2500 California Plaza Omaha NE 68182 www.alumni.creighton.edu phone: 402.280.2222'.

Best Practices for Regional Chapters

- Boosting Attendance
 - Planning ahead
 - Marketing
 - Social media campaign
 - Incentivising the next event
- Increasing Engagement
 - Working with other universities and colleges alumni groups for events
 - Providing various opportunities for alumni
 - College fairs
 - Chapter events



Questions?