# Chapter Programming Priorities and Event Planning Ideas

<table>
<thead>
<tr>
<th>Connecting with and supporting students</th>
<th>Connecting with the campus and University</th>
<th>Alumni Engagement</th>
<th>Providing meaningful volunteer experiences</th>
<th>Raising pride and profile</th>
<th>Increasing membership</th>
<th>Special Interests</th>
<th>Communications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Celebrate with students by hosting convocation events (grad lunch or dinner)</td>
<td>Arrange a tour of your cohort’s faculty building</td>
<td>Hold a reunion event during Alumni Weekend</td>
<td>Organize a group volunteer experience</td>
<td>Recognize alumni achievements in your cohort with a special mention in a newsletter or at an event</td>
<td>Do a letter campaign to connect with alumni and encourage them to sign up for emails</td>
<td>Host a continuing education event for your cohort</td>
<td>Use social media regularly to highlight happenings at the Faculty or campus</td>
</tr>
<tr>
<td>Host a student/alumni mixer</td>
<td>Hold your event at a campus location, like Faculty Club</td>
<td>Organize a pub night with a fun trivia game</td>
<td>Organize a mentoring opportunity</td>
<td>Ask an accomplished alumnus to speak at an event</td>
<td>Have an email sign-up sheet at all events.</td>
<td>Invite a local alumnus with a special area of expertise to speak at an event</td>
<td>Use ‘Throwback Thursdays’ and post old photos of events or of campus</td>
</tr>
<tr>
<td>Host an event for students during Week of Welcome</td>
<td>Use campus photos of your building or popular student areas when communicating with alumni</td>
<td>Survey your alumni to ask what kinds of events they would like to attend</td>
<td>Participate in Campus Food Bank drives</td>
<td>Send notes of congratulations for your alumni who have accomplished something (new job, awards, etc)</td>
<td>Connect with professional associations or other community organizations to collaborate with them</td>
<td>Organize a field trip to a special location for your cohort</td>
<td>Send newsletters regularly to let your cohort know of your plans, and ask alumni to contribute articles.</td>
</tr>
<tr>
<td>Hold a speed networking event</td>
<td>Ask a researcher to speak at an upcoming event</td>
<td>Get a group discount for alumni to attend a sporting event, cultural event or holiday event</td>
<td>Organize a community service project for alumni to participate in</td>
<td>Feature articles on notable alumni in your newsletters</td>
<td>Partner at events or activities where your alumni cohort already gathers</td>
<td>Consider an ‘Alumni Asked &amp; Answered’ feature to help connect your community</td>
<td></td>
</tr>
</tbody>
</table>

---

**Chapter Programming Priorities and Event Planning Ideas**

- **Connecting with and supporting students**
  - Celebrate with students by hosting convocation events (grad lunch or dinner)
  - Host a student/alumni mixer
  - Host an event for students during Week of Welcome
  - Hold a speed networking event

- **Connecting with the campus and University**
  - Arrange a tour of your cohort’s faculty building
  - Hold your event at a campus location, like Faculty Club
  - Use campus photos of your building or popular student areas when communicating with alumni
  - Ask a researcher to speak at an upcoming event

- **Alumni Engagement**
  - Hold a reunion event during Alumni Weekend
  - Organize a pub night with a fun trivia game
  - Survey your alumni to ask what kinds of events they would like to attend

- **Providing meaningful volunteer experiences**
  - Organize a group volunteer experience
  - Participate in Campus Food Bank drives
  - Organize a community service project for alumni to participate in

- **Raising pride and profile**
  - Recognize alumni achievements in your cohort with a special mention in a newsletter or at an event
  - Send notes of congratulations for your alumni who have accomplished something (new job, awards, etc)

- **Increasing membership**
  - Do a letter campaign to connect with alumni and encourage them to sign up for emails
  - Have an email sign-up sheet at all events.
  - Connect with professional associations or other community organizations to collaborate with them

- **Special Interests**
  - Do a letter campaign to connect with alumni and encourage them to sign up for emails
  - Host a continuing education event for your cohort
  - Organize a field trip to a special location for your cohort

- **Communications**
  - Use social media regularly to highlight happenings at the Faculty or campus
  - Use ‘Throwback Thursdays’ and post old photos of events or of campus
  - Send newsletters regularly to let your cohort know of your plans, and ask alumni to contribute articles.
  - Consider an ‘Alumni Asked & Answered’ feature to help connect your community

---