Volunteer Forum 2014

Promoting Alumni Connectivity with Fun, Sunshine, & Seafood: Planning Your Network’s Signature Event

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Why a Signature Event?

- Connect alumni and CMU
- Generate friendships, innovation, jobs
- Create consistency for your network
- Just have a fun day!
The Boston Clambake

- Twenty years
- 100+ Annual Attendees
- Alumni, students, parents, and friends
SIGNATURE EVENT TIPS FROM BOSTON
Step 1: Pick Your Event

- Boston’s event is a Clambake on the shores of Buzzard’s Bay.
- Other potential ideas include picnics, dinners, or galas.
- Any event can be your signature event if you package it correctly!
- Network size will affect volunteer participation and event attendance.
- Event type will affect cost.
- Event type will affect your location, which also affects transportation.
Step 2: Pick Your Location

- A private location is always best.
- Public locations with reserved areas are another good option.
- For a picnic or clambake, a location near water is always best.
- Location can generate transportation problems.
  - Boston arranges a carpool for the clambake.
Step 3: Food!
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- Hire a caterer
- Serve indigenous food
  - Offer alternatives
  - Be sure to include a children’s option
- Supply sodas, water, and ice yourself
- BYOB to avoid breaking any laws

PRICING
- Control costs
- Remember tax & tip

Sponsorship is a good option to help with costs!

SUBSIDIES
Consider offering them for students or young alumni
Step 4: Recreation and Entertainment

- High-participation games
- Outdoor activities as the venue allows
- Create a children’s program
- Music, theater, etc. – focus on CMU students and alumni!
- Consider a CMU-affiliated speaker
- Giveaways or merchandise; Boston sells t-shirts.
Step 5: Event Management

- If an alum volunteers their private property, they should host and manage.
- Create an event committee – the more volunteers, the better!
- CMU Alumni Relations will help coordinate and provide event support.
- Start planning well in advance; recommend a six-month lead time.

alumni.cmu.edu/forum
Step 6: Set-up and Clean-up

Requires the most work and volunteers!

Furniture can be rented or borrowed; if owned, it still must be brought out and cleaned.

Port-a-Potties can be rented if needed.

Caterer should provide own facilities and remove the garbage.

Clean-up involves cleaning and returning furniture.

Be sure to leave the premises pristine!
How can you bring Boston’s success to your network?
Start planning early!
(Early = Now)
Know Your Audience

What event would be special for YOUR network?
Play to Your Strengths!
What are your resources?
What do you do well?
Include All of Your Constituents
Be Consistent!

It becomes a signature event with time.
Questions?
Pop Quiz!

How many people attend the Boston Clambake each year?

More than 100!
Thank you!
And remember…

You’re Invited!
20th Annual Boston Clambake
Sunday, July 20
Buzzard’s Bay