Regional & Affinity Event Planning Toolkit
Your Guide to Executing a Lehigh Alumni Event

This toolkit contains everything you need to know, from what support Lehigh will provide, to best practices for event promotion.

What you will find in this guide:

• Planning checklist
• Part 1: Planning and Submitting Your Event
• Part 2: Marketing Your Event
• Part 3: At The Event
• Part 4: Event Follow-up and Evaluation
• Guide to using MyLehigh Groups
• Contact info for staff liaisons
Your Event Planning Checklist

- **60-90 days out:** Plan event details and submit event build request.

- **30-60 days out:** Market and build buzz as well as finalize all logistics and details.
  
  Use MyLehigh’s Groups tool to reach out to alumni near you (see guide at end of toolkit):
  
  - Add event to the regional group page on MyLehigh. Be sure to include the event link provided by Lehigh.
  - Email the regional group using MyLehigh.

  **Share via social media**
  
  - Share the event link, details and any interesting photos and tag @lehighalumni on Twitter and use #lehighfamily, #lehighalumni or #lehighu in your tweet.
  - Post on the Lehigh Alumni Facebook page (facebook.com/lehighalumni) and regional/club-based Facebook page (if available).
  - Create a Facebook event; use photos from a past event or of your group with your Twitter and Facebook posts to increase engagement.
  - Post to the Lehigh Alumni LinkedIn group

- **7-14 days out:** Focus on personal outreach to drive attendance.
  
  - Email or call Lehigh alumni you’re in touch with, and encourage them to email their friends.
  - Use the “Forward to a Friend” feature on regional emails.
  - Mobilize other volunteers: Consider assigning people from your club to contact potential event attendees and spread the word. Encourage group leadership to spread news about the event through their social media networks.

- **1-2 days out:** Finalize and confirm any remaining event details.

- **1-7 days after event:** Debrief with your staff liaison about what worked and what didn’t work with the event.

*Tip: If you need assistance with social media, please email indev@lehigh.edu for help.*
Part 1: Planning And Submitting Your Event

Think about your plan.

After you have worked with your fellow volunteers to develop a plan and date for the event, reach out to your staff contact (please see the end of this guide for staff contact information). Your staff contact can tell you if there is a potential conflict for the event date. Staff contacts will discuss how to avoid market saturation with each affinity and regional group. Inform them of any ticketed item involved with your event so that we can make sure it meets budgetary guidelines and arrange venue payment, etc.

Let Lehigh know.

Sixty to ninety days before your planned event date, you should submit an “Event Build Request Form” to tell us all the pertinent details about your event. This is an online form that we will use to get your event ready for promotion. Once it comes to us, it will be formally approved and the event will be created on MyLehigh within 2 weeks of submission. This form will allow you to include graphics and should include an event description that is both fun and informative. Tip: The earlier you submit, the more often we can include your event in our communications. Tip: If you would like to request a faculty or staff presence, or would like nametags for your event, talk to your staff contact as soon as possible.

For more casual events.

Sometimes, your club or affinity group might want to get together more casually and on less notice and that is fine. In those cases, you should use your social media, personal networks, and the MyLehigh Groups functionality (see the appendix at the end of this guide) to get the word out. You should give your staff liaison a heads-up to make sure you’re not planning something in conflict with another University event.
Part 2: Marketing Your Event

What Lehigh Will Do

• Create a webpage and registration form for your event, and share that link with you.
• Track event attendance.
• Add your event to University, regional, and club event calendars.
• Include your event in the regular email newsletters.

What You Can Do – The ‘Spread the Word’ Checklist

Lehigh’s email communications are just one way alumni hear about regional events. Use the planning checklist at the beginning of this guide for methods to spread the word about your event among your network.
Part 3: At The Event

Share photos from the event with your Lehigh staff contact and your photos could appear on the Lehigh Alumni Facebook and/or the Lehigh Alumni Twitter.

At the event, stay on top of your attendee list, noting any no-shows. Also, create a welcoming and positive atmosphere that is representative of the Lehigh community.
Part 4: Event Follow-Up and Evaluation

Evaluate what went well, not so well, and what you might do differently in the future after your event. Make sure you share this feedback with your staff contact and incorporate it into future events you’re planning.

Stay in touch with new people you met at your event and keep them engaged in your alumni community. Consider appointing them to group roles you may need to fill, or make sure they’re aware of upcoming events.

Think about your club or affinity group’s experience with alumni as a circle of continuous engagement — it spreads across events, social media, one-on-one contact, and more. Think about ways to keep them connected even when they aren’t at an event, and you’ll be amazed at the impact.
Appendix: Guide to using MyLehigh Groups

MyLehigh Groups allow members to communicate events, share media, and stay connected. Members can chat with other grads from the area, check out local events, and post photographs. Groups are refreshed with the latest members so you will always have an up-to-date list of alumni in your Group.

The Group will allow members to:

• **Interact** with other members of the group and link to their personal profile.
• **Share** information on the Group page.
• **Email** group members in a convenient, easy-to-use way, while maintaining privacy.
• **Chat** with other members by using the live chat feature.
• **Connect** with alumni by posting comments on the Group blog, and sharing photos with other members.
• **Update** other members using the Class Notes functionality.
• **Customize** how the Group looks and functions.

*Please remember to be considerate of all members during group correspondence.*
Interact
Each MyLehigh Group home page includes several interactive features. The ability to see all members of a group and link to their personal profiles is a helpful tool.

Adam Griff joined the group on 3/17/2010.
Katherine Von Seekamn joined the group on 3/17/2010.
Lara Cohen joined the group on 2/28/2010.
Daniel Leon joined the group on 2/17/2010.
Jung Kim joined the group on 1/26/2010.

Posts
add | view all
There are no posts yet. Be the first to add one! Click here.

Photos
add | view all
There are no photos yet. Be the first to add one! Click here.

Whiteboard
add | view all
There are no white board posts yet. Be the first to add one! Click here.

Class Notes
add | view all
There are no class notes yet. Be the first to add one! Click here.
Share
The **Community Billboard** is a unique feature that allows Lehigh staff to post static content across ALL Groups. Members can visit the Group to view the latest posts by other alumni or to subscribe to receive updates.

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**Recent Activities**

Nicole Perella joined the group on 6/23/2015
Luke Green joined the group on 5/24/2015
Gwendolyn Hauck joined the group on 7/8/2014
Taryn Singer joined the group on 9/12/2012
Eurie Choi joined the group on 9/4/2012
Katheryne Lawrence joined the group on 8/8/2012
John Heim joined the group on 6/13/2012
Edward Wong joined the group on 4/10/2012
Email
Alumni have the ability to email group members; each member can manage their group email preferences.

When sending email please be sensitive to the other members of the group. **The recommended email frequency is no more than once per week.** If the group has multiple items for communication, it is suggested that messages are combined into one update email for the week.
Chat
Members who are visiting the Group simultaneously have the ability to live chat on screen.

Connect
Group members can post and add comments, similar to blogging. Members can also post photographs, which are a great way to stay connected as well as share event updates, or promote club events.

MyLehigh Groups contain a **basic Event calendar** function. Members and Owners can create events and accept RSVPs, however, the system does not support commercial or event registration payments.
Update
Members can add Class Notes to the group to share personal updates and correspondence. The Class Notes on MyLehigh differ from the Class Notes in the Bulletin; if you have a submission for the Bulletin, please contact your class correspondent.

Nicholas Noel posted on 2/13/2010 Became a grandfather on February 5, 2010 when my daughter, Carol, gave birth to Fiona Noel Michaels. Checked in at 8 lbs, 7 oz and 22 6” long. She has been a joy this first week and it is amazing how much she has ‘grown’ in one week. I took her to the Lehigh Fight Song medley regularly. [read]

posted in: Births and Adoptions

Nicholas Noel posted on 9/9/2009 Enjoyed watching our galloping gourmet wolf his way through Musclest again. Why not a class contest on guessing Bill’s cholesterol count as of August 9, 2009?
Customize
It is easy to manage the settings from the main Group page. The Group can be personalized by the group owner with a photo or logo and description.

Groups Admins can manage the Group features, turning various modules on or off. Creators may choose to grant certain rights to members. A Group’s creator can also name other “owners” who can serve as Group Administrators.
Questions about MyLehigh Groups? Contact the MyLehigh Help Desk at askluaa@lehigh.edu for the support that you need. We will address your concern as soon as possible.

Your regional and affinity team (alumniclubs@lehigh.edu | affinity@lehigh.edu | 610-758-3135):
  • Megan Stevens: mks613@lehigh.edu
  • Matt Keefe: mkk214@lehigh.edu
  • Amir Tejani: apt214@lehigh.edu
  • Monica Timar: mat1@lehigh.edu