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Founders' Day Guide (April 15th)

Step 1: Form a committee of actives and alumni (mid-November - 6 months out)

- Alumni Relations chairperson or individual with similar duties should form a planning committee of at least three people, with a mix of active and alumni members.
- Set committee expectations for communication/workflow upfront.
- (Optional) Reach out to nearby chapters to co-host/co-plan.
- Determine responsibilities for each committee member.

Step 2: Planning A (November-December)

Determine:

- If the event date conflicts with anything on the academic or community calendars.
- The nature of the event (luncheon, dinner, service project, etc.).
- Budget for the event.
- (Optional) Utilize Triangle HQ for event registration (contact Drew@Triangle.org).

Step 3: Planning B (November-December)

Determine:

- The anticipated number of attendees.
- What food will be served (and if guests will order off regular or pre fixe menu).
- Cost to chapter or alumni organization.
- Cost, if any, to attendees.

Step 4: Market your event – *****THIS IS THE MOST IMPORTANT STEP!***** (January-April)

- Obtain a list of area alumni from HQ (drew@triangle.org).
- Create a minimum 2-month communication plan to keep the event on peoples' calendars (i.e. if your event is Saturday, April 14th, then your Save the Dates should go out by February 14th). **See the communications planner for more resources.**
- Assign members to mail, email, and phone call list of chapter/area alumni.
- (Optional) Utilize HQ to do mass mailings (cost determined by # of letters) (drew@triangle.org)
- Send any updated contact information back to Triangle HQ.
- (Optional) Create incentives for brothers who update the most information, such as free admittance to the event, or reduced Formal ticket price.
- Utilize social media (Instagram, Twitter, Facebook (especially Facebook events), etc.).
- Send event information to HQ to be listed on the website (Ariel@Triangle.org).
- (Optional) Promote event on school/local newspapers, websites, and radio stations.
- (Optional) Include in chapter/alumni newsletter.



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Step 5: Reach out to potential speakers (January)

- Alumni, staff, or another stakeholder (National Council, faculty, FIRST representative, etc)?
- Alumni president of representative should prepare an update on the alumni chapter.
- Active president or chapter representative should prepare an update on the chapter.
- (Optional) Reach out to drew@triangle.org for help identifying speakers.

****Cost of speaker travel/accommodations vary, but may be covered by HQ****

Step 6. Finalize details (January-March)

- Confirm venue space details, layout.
- Order necessary supplies (branded menus, handouts, etc.)
- Confirm arrangements for speakers.
- Submit final attendee list to venue.
- Send out final reminders.
- (Optional) Obtain A/V equipment if necessary.
- (Optional) If bestowing local chapter/alumni awards, give extra time for plaques or awards to be created.
- (Optional) Create entertaining activities – slides shows, trivia, etc.

Step 7: Host (April)

- **TAKE PICTURES**
- Ideally, share when the next Founders' Day event will occur.
- Take notes of what works and does not work.

Step 8: Thank attendees (Within 1 week of event)

- Send email follow up thanking guests for attending.
- Survey attendees about their satisfaction with the event.
- (Optional) Provide attendees with list of events, ways to stay involved, etc.

Step 9: Share photos/stories (Within 1 week of event)

- Share photos on chapter/alumni organization social media accounts.
- Share photos with Triangle HQ (Ariel@Triangle.org).
- Share attendee list with HQ to archive.

Step 10: Debrief (April)

- Committee should evaluate event.
- Create notes and guides for subsequent committee members.
- Beginning planning for next year's event.