

# BEST PRACTICE GUIDE SUMMER 2008



The University of Virginia Office of Engagement  
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[www.uvaclubs.virginia.edu](http://www.uvaclubs.virginia.edu)

## UVaClub of Austin: Speaker's Dinner / Lunch

<b>Club Name</b>		<b>Is this a New or Recurring Event?</b>	
UVaClub of Austin		Recurring	
<b>Event Type/Name</b>	<b>Number of Attendees</b>	<b>Number of Invitees</b>	
Speaker's Dinner / Lunch	40+	300+	
<b>Event Date</b>		<b>Budget</b>	
April / May (dates vary)		\$25 per person for lunch	
<b>Venue Details</b>		<b>Admission Fee</b>	
Local restaurant		\$25 per person for lunch	
<b>Marketing Plan</b> (Monthly e-newsletter, printed invitation, Facebook, etc.)			
eBlast through Office of Engagement			
<b>Event Description</b>			
Lunch or Dinner with a UVA professor			
<b>Club Contact for the Event</b>			
Stephen Erickson			

### Additional Event Details

**How many volunteers participated in the planning and execution?**

4-5

**When did you begin planning the event?**

3-4 months prior

**What challenges did you face?**

- Commitment to restaurant
- Concern that we would not collect enough money to pay for event
- Unsure about turnout

**What made the event special?**

Good turnout, wide age range, everyone enjoyed the event

## UVaClub of Blandy Farm: New Student Social (Student Send-off)

Club Name		Is this a New or Recurring Event?	
UVaClub of Blandy Farm		Recurring	
Event Type/Name	Number of Attendees	Number of Invitees	
New Student Social	80	250	
Event Date	Budget		
August, 2007 (date varies)	\$2500		
Venue Details		Admission Fee	
State Arboretum of Virginia At Blandy Farm Boyce, Virginia		\$0	
Marketing Plan (Monthly e-newsletter, printed invitation, Facebook, etc.)			
Printed Invitations and multiple e-mail transmits including eBlasts through Office of Engagement			
Event Description			
<ul style="list-style-type: none"> <li>• Celebration and send-off for First Year Students.</li> <li>• Invited new First-years, parents, Club Members, local alums.</li> <li>• Guest speaker: Dr. Jamshid Bakhtiar.</li> <li>• The event was catered including heavy hors d'oeuvres and beer/wine.</li> </ul>			
Club Contact for the Event			
Thomas Brown			

### Additional Event Details

**How many volunteers participated in the planning and execution?**

5 loyal souls, including Dr. John Goodloe, President of our local Alumni Chapter, and his wife Gayle, the "heart and soul" of our group.

**When did you begin planning the event?**

May, 2007

**What challenges did you face?**

Limited budget, limited volunteer commitment and costly mailings to market the event.

**What made the event special?**

Great setting, very good food, exceptional guest speaker, gifts for New Students, door prizes for current students and Alums, relaxed atmosphere and outstanding First Years! Also, appreciated the help from UVaClubs.

## UVaClub of Boulder: Spring 2007 Happy Hour

<b>Club Name</b>		<b>Is this a New or Recurring Event?</b>	
UVaClub of Boulder		Recurring	
<b>Event Type/Name</b>	<b>Number of Attendees</b>	<b>Number of Invitees</b>	
Happy Hour	Unknown	340	
<b>Event Date</b>	<b>Budget</b>		
Friday, May 2, 2007	\$0		
<b>Venue Details</b>		<b>Admission Fee</b>	
The Black Cat restaurant, downtown Boulder		\$0	
<b>Marketing Plan</b> (Monthly e-newsletter, printed invitation, Facebook, etc.)			
eBlasts through Office of Engagement as well as local email list announcement			
<b>Event Description</b>			
A happy hour, drinks and appetizers			
<b>Club Contact for the Event</b>			
Geoff Thompson, President			

### Additional Event Details

**How many volunteers participated in the planning and execution?**

1

**When did you begin planning the event?**

8 weeks in advance

**What challenges did you face?**

Tracking confirmations, cancellations, and the arrival of people who had not RSVP'd made it difficult to get an accurate count of attendees in advance.

**What made the event special?**

We are a small club, acting as a sort of satellite to the club of Denver which has a much larger base of people and more events. This particular happy hour was well attended, had lots of new people, and everyone seemed to enjoy it.

This event worked on account of several factors.

- First, President Casteen had just recently had lunch with Virginia alumni in both Boulder and Denver, so the university was in people's awareness.
- Also, this was the first happy hour that was announced through the UVaClubs eblast, so the email reached a large audience.
- Finally, the owner/chef of the restaurant is a Virginia alum—and has a top quality establishment.

## UVaClub of Boston: Guest Speaker Jonathan Mariner, CFO MLB

<b>Club Name</b>		<b>Is this a New or Recurring Event?</b>	
UVaClub of Boston		New	
<b>Event Type/Name</b>		<b>Number of Attendees</b>	<b>Number of Invitees</b>
Guest Speaker: Jonathan Mariner, CFO MLB		35	6,370
<b>Event Date</b>		<b>Budget</b>	
Monday, February 11, 2008		\$300 – Half of food and beverage cost – other half paid by Sloan \$75 – Dinner for Mr. Mariner and raffle winner at Membership Party	
<b>Venue Details</b>		<b>Admission Fee</b>	
MIT Sloan		\$0	
<b>Marketing Plan</b> (Monthly e-newsletter, printed invitation, Facebook, etc.)			
Invited current and potential UVA alumni club members via email and newsletter.			
<b>Event Description</b>			
Evening with UVA Alumnus Jonathan Mariner, Executive Vice President and Chief Financial Officer of Major League Baseball. He shared his thoughts on baseball, education and careers in his private engagement for the university.			
<b>Club Contact for the Event</b>			
Name: Shin Im and Rebecca Menges			

### Additional Event Details

#### How many volunteers participated in the planning and execution?

3 – 5 board members in addition to 2 members of MIT Sloan graduate club we partnered up with to make this a success!

#### When did you begin planning the event?

October 2007

We had difficulties partnering with the HBS Sports Club, whom we initially reached out to, due to scheduling conflicts, who would own the event, etc. It was important that we stood behind our goals of the event and reached a more successful partnership with the MIT Sloan graduate club who were more willing and open to make this event happen without any major issues. In the end we realized the importance of seeking out options to see which path would work the best for the overall club.

#### What made the event special?

Everyone expressed interest and enthusiasm for Jonathan Mariner's appearance for the UVA Club of Boston. He is a distinguished speaker and it was an honor to have him as he takes pride in UVA and enjoys sharing his experiences with fellow alums. We had attendees from various age groups who stayed for the Q&A session and Mr. Mariner had a great time getting in depth about the business of baseball. This event really brought attention to our club and set the bar for future speakers. He also expressed interest in returning to do another engagement, and we are delighted to have a strong relationship with him. The board also had dinner with Mr. Mariner prior to the event which made this even more enjoyable.

## UVaClub of Boston: Virginia at Myopia Polo Club

<b>Club Name</b>		<b>Is this a New or Recurring Event?</b>	
UVaClub of Boston		New	
<b>Event Type/Name</b>	<b>Number of Attendees</b>	<b>Number of Invitees</b>	
Virginia @ Myopia Polo Club	70 (50 Boston area members + 20 Polo guests)	MA alumni + local Polo alumni	
<b>Event Date</b>		<b>Budget</b>	
Sunday, June 24, 2007		\$4025 (\$1800 paid by Virginia Polo) (See breakdown below)	
<b>Venue Details</b>		<b>Admission Fee</b>	
Myopia Polo & Hunt Club, South Hamilton, MA		\$25 for dues paying members \$40 non members	
<b>Marketing Plan</b> (Monthly e-newsletter, printed invitation, Facebook, etc.)			
Monthly e-blast, printed invitation, created Facebook group event page RSVP by e-mail, online registration, phone, or Facebook.			
<b>Event Description</b>			
Food and drinks started at 1:30PM, match at 3, total 4.5 hours			

### Additional Event Details

#### How many volunteers participated in the planning and execution?

Two leaders plus 1 contact at Virginia Polo in C'ville. Also, all board members helped with the mailing, which was exceptional, due to timing.

#### When did you begin planning the event?

Late April 2007—on the late side. Had we had proper notice, we would have had less unexpected obstacles (but we're still happy with how everything turned out!).

#### What challenges did you face?

Numbers—we got another push at the very end. Helpful to encourage members to call their friends and invite them. Next year, we hope to have more advanced notice, not have a rush to send invites, and have more money in the club account to reduce the price for guests.

#### Comments received from guests:

- Bus from Copley Square, individual price needs to be based on attendance
- Never doing a postcard mailing again!
- Transportation thoughts for next year: think about car pools ahead of time.
- Catering got an A+. Keep Tim in mind for future events.

#### Expenditures:

Amount	Type of Expenditure (i.e., food, tickets)
\$300	Transportation – Local Motion (18 passenger van w/ driver, 6 hrs), donated by Rascoe family
\$3475	Catering – Timothy S. Hopkins Catering (food, bar, staff, gratuity, tent rental, taxes), \$1800 paid by VAPolo
\$5	Ribbons – for attendees, donated by Kathryn Thach
\$250+	Postcard copying and cutting

## UVaClub of Boston: Student Send-off Party 2007

<b>Club Name</b>		<b>Is this a New or Recurring Event?</b>	
UVaClub of Boston		Recurring	
<b>Event Type/Name</b>	<b>Number of Attendees</b>	<b>Number of Invitees</b>	
Student Send Off Party	40	About 2,000	
<b>Event Date</b>	<b>Budget</b>		
Saturday, July 21, 2007	\$0 spent by club; hosts covered events costs		
<b>Venue Details</b>		<b>Admission Fee</b>	
Alumnus' home		\$0	
<b>Marketing Plan</b> (Monthly e-newsletter, printed invitation, Facebook, etc.)			
Invited incoming students and their parents, current students, and club board members by email			
<b>Event Description</b>			
Incoming students and their parents, current students, and alumni met at an alumnus' home outside Boston. All mingled, enjoying the food and drinks provided by the host, while incoming students asked various questions about the University to current students and alumni.			
<b>Club Contact for the Event</b>			
Solomon Eskinazi			

### Additional Event Details

**How many volunteers participated in the planning and execution?**

3 – 5 board members in addition to Andy Mullins from the Engagement Office and Mike Melley, the event's host.

**When did you begin planning the event?**

May 2007

**What made the event special?**

The venue was perfect. It was a beautiful house and yard, easy to find, and we were lucky with the weather. The caterer was good. We had a sign-in sheet which allowed us to keep track of the number of guests and send follow-up email. We had a strong turnout, a wonderful time had by all, with good connections formed among incoming students and their parents.

## UVaClub of Boston: Shakespeare on the Common

Club Name		Is this a New or Recurring Event?	
UVaClub of Boston		New (expect to do again in summer of 08)	
Event Type/Name		Number of Attendees	Number of Invitees
Shakespeare on the Common		7	1,800-2,000
Event Date		Budget	
July 2007		None	
Venue Details		Admission Fee	
Boston Common production of Shakespeare		\$0	
Marketing Plan (Monthly e-newsletter, printed invitation, Facebook, etc.)			
Included in monthly e-newsletter, shared with UVA/non-UVA friends			
Event Description			
Gathered folks to attend Shakespeare in the Common			
Club Contact for the Event			
Rebecca Menges			

### Additional Event Details

**How many volunteers participated in the planning and execution?**

One (Rebecca) planned and two attended (Kathryn Thach and Brooke Bakun)

**When did you begin planning the event?**

A month before the event

**What challenges did you face?**

- At first it was hard to find people (we stood by the bandstand in the Common with balloons, but once the play started it was hard for folks who came late to find us)
- Had a small turnout, but that was actually ok given the type of event.
- Lastly, some people who were interested and ended up coming by because they saw the UVA balloons said that they had not received the club emails.

**What made the event special?**

Was a good way to have a free, casual get together for a small group; appealed to folks of all ages.

## UVaClub of Boston: U.Va. Men's Basketball at Boston College

<b>Club Name</b>		<b>Is this a New or Recurring Event?</b>	
Boston		New	
<b>Event Type/Name</b>	<b>Number of Attendees</b>	<b>Number of Invitees</b>	
UVA Men's Basketball at Boston College	84 people	About 2,000	
<b>Event Date</b>	<b>Budget</b>		
Sunday, February 17, 2008	\$0		
<b>Venue Details</b>		<b>Admission Fee</b>	
Boston College Conte Forum		Exact cost of ticket	
<b>Marketing Plan</b> (Monthly e-newsletter, printed invitation, Facebook, etc.)			
<ul style="list-style-type: none"> <li>Advertised on annual print newsletter and in monthly e-blast.</li> <li>Tickets offered first-come, first-served at the first basketball watching event of the season, and then continued to distribute by e-mail.</li> </ul>			
<b>Event Description</b>			
<ul style="list-style-type: none"> <li>UVA Men's bball team at Boston College – game time at 1PM.</li> <li>Club sponsored brunch @ local restaurant before the game.</li> </ul>			
<b>Club Contact for the Event</b>			
Lesley S. Park			

### Additional Event Details

#### How many volunteers participated in the planning and execution?

2 – Lesley Park and sports chair, Brian Caldwell. We did regular checks on Craigslist and on the BC ticket marketplace for tickets to the game.

#### When did you begin planning the event?

- October – got game on calendar
- December – began purchasing tickets off Craigslist
- January – found many more tickets on the BC Marketplace website

#### What challenges did you face?

At first, lack of tickets—though, in the end, we found many more. Unfortunately, the BC ticket office could not sell us group seats all in one section, so it was a matter of purchasing individual tickets and trying to keep them in the same sections. Most of the tickets purchased were from season ticket holders and they were often nice enough to contact their friends in nearby seats to see if we could purchase them.

#### What made the event special?

Lots of UVA fans out at a smaller arena. Attracted families and alumni of all ages. Oh, and we won!

## UVaClub of Charlotte: Pops in the Park

<b>Club Name</b>		<b>Is this a New or Recurring Event?</b>	
UVaClub of Charlotte		New	
<b>Event Type/Name</b>		<b>Number of Attendees</b>	<b>Number of Invitees</b>
U.Va. Pops in the Park		25 expected	
<b>Event Date</b>		<b>Budget</b>	
Sunday, June 22, 2008		\$100	
<b>Venue Details</b>		<b>Admission Fee</b>	
Outdoor ampitheater		Free	
<b>Marketing Plan</b> (Monthly e-newsletter, printed invitation, Facebook, etc.)			
Mass email including monthly eBlast through Office of Engagement, Facebook			
<b>Event Description</b>			
The Charlotte Symphony performs four times each summer at the ampitheater, and it is a very popular event. The UVaClub of Charlotte reserved a plot on the lawn to listen to the symphony, and provided food and drinks.			
<b>Event Overseen By</b>			
Mark Miller			

### Additional Event Details

**How many volunteers participated in the planning and execution?**

Two

**When did you begin planning the event?**

March 15<sup>th</sup>, 2008

**What challenges did you face?**

TBD

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**What made the event special?**

TBD

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## UVaClub of Chicago: Football Game, Tailgate: Virginia at Western Michigan

<b>Club Name</b>		<b>Is this a New or Recurring Event?</b>	
UVaClub of Chicago		New Event	
<b>Event Type/Name</b>		<b>Number of Attendees</b>	<b>Number of Invitees</b>
Football Game and Tailgate: Virginia at Western Michigan		100	3,200
<b>Event Date</b>		<b>Budget</b>	
Thursday, September 13, 2003		Tailgate: appx \$250 Game: 100 tickets	
<b>Venue Details</b>		<b>Admission Fee</b>	
Western Michigan Parking Lot and Football Field in Kalamazoo		(estimate) \$40	
<b>Marketing Plan</b> (Monthly e-newsletter, printed invitation, Facebook, etc.)			
Newsletter, Email, Website			
<b>Event Description</b>			
<p>Virginia football returned to the Midwest for a clash with the Western Michigan! The Cavaliers faced the Broncos in a non-conference showdown in Kalamazoo.</p> <p>The UVaClub of Chicago hosted from Charlottesville U.Va. Athletic Director Craig Littlepage and U.Va. Alumni Association Director of Alumni Activities Wayne Cozart. Members of the UVaClubs of Michigan, Indiana, Ohio, and Wisconsin travelled joined us as well for a tailgate party prior to the game.</p> <p>The tailgate party was fully catered with hamburgers, brats, and other snacks, as well as beer, a small selection of liquor, and non-alcoholic beverages.</p>			
<b>Club Contact for the Event</b>			
Heather Farkasch, Outgoing President and Cristina Bell, Incoming President			

### Additional Event Details

#### How many volunteers participated in the planning and execution?

3-5

#### When did you begin planning the event?

As soon as the 3003-4 Football schedule was released—around Feb 2003.

#### What challenges did you face?

Organizing the ordering and distribution of the tickets.

#### What made the event special?

The opportunity for attendees to converse with Craig Littlepage and other Virginia alumni from the Midwest during the Tailgate.

## UVaClub of Greensboro: College Fair

Club Name		Is this a New or Recurring Event?	
UVaClub of Greensboro		Recurring	
Event Type/Name	Number of Attendees	Number of Invitees	
College Fair	500 high school students and parents	N/A	
Event Date	Budget		
October (date varies)			
Venue Details		Admission Fee	
General events space		Free	
Marketing Plan (Monthly e-newsletter, printed invitation, Facebook, etc.)			
None			
Event Description			
Represent UVA at a local college fair			
Club Contact for the Event			
David Lattimore			

### Additional Event Details

**How many volunteers participated in the planning and execution?**

We had 2 volunteers in our first year, although 3 or 4 would have worked better.

**When did you begin planning the event?**

We were in contact with UVA Admissions to obtain pamphlets a month before the college fair.

**What challenges did you face?**

There were students lined up at times, so answering people's questions but not neglecting others required balance. This problem was mitigated by the fact that the admissions department provided a) pamphlets to distribute, and b) basic facts on the University which proved essential to answering the first line of questions.

**What made the event special?**

- We were able to promote UVA to dozens of strong students, and build a list of people to invite to our admissions evening program.
- Additionally, we met a number of alumni parents leading to new ties with local Wahoos.
- The event required minimal setup and was one of the most satisfying and visible ways to support UVA in our community.

## UVaClub of Hilton Head-Beaufort: Cavaliers Care 2008

<b>Club Name</b>		<b>Is this a New or Recurring Event?</b>	
UVaClub of Hilton Head-Beaufort		New	
<b>Event Type/Name</b>	<b>Number of Attendees</b>	<b>Number of Invitees</b>	
Cavaliers Care	12	Approx. 150	
<b>Event Date</b>		<b>Budget</b>	
Friday, May 16 2008		\$0	
<b>Venue Details</b>		<b>Admission Fee</b>	
Reilley's North End Pub		\$0	
<b>Marketing Plan</b> (Monthly e-newsletter, printed invitation, Facebook, etc.)			
e-Newsletter and follow up emails.			
<b>Event Description</b>			
A happy hour organized to bring in donations for charities Bargain Box and Cancer Thrift.			
<b>Club Contact for the Event</b>			
Simon Cooke			

### Additional Event Details

**How many volunteers participated in the planning and execution?**

2

**When did you begin planning the event?**

1 month in advance

**What challenges did you face?**

Many people had conflicts on the midweek date, so the turnout was not as high as we had we might have hoped.

**What made the event special?**

Being able to deliver a large quantity of materials and some cash to the charities in the name of UVA

## UVaClub of Hilton Head-Beaufort: Jefferson Book Award Presentation

Club Name		Is this a New or Recurring Event?	
UVaClub of Hilton Head-Beaufort		New	
Event Type/Name	Number of Attendees	Number of Invitees	
Jefferson Book Award Presentation to Beaufort County Schools	350 faculty, students & family at one school's event.	N/A	
Event Date	Budget		
Near end of each HS year (date varies)	\$17.50 per book		
Venue Details		Admission Fee	
Auditorium of HS.		None	
Marketing Plan (Monthly e-newsletter, printed invitation, Facebook, etc.)			
<ol style="list-style-type: none"> <li>1. Contact each HS principal and/or guidance officer to get approval.</li> <li>2. Write article announcing the award for HS newsletter.</li> <li>3. Get agreement with HS for process of selection of top Junior.</li> <li>4. Follow-up with HS in early Spring.</li> <li>5. Select award recipient.</li> <li>6. Prepare award package – order book, prepare certificate, etc.</li> <li>7. Present at school's annual awards night.</li> <li>8. Provide post-award publicity.</li> </ol>			
Event Description			
The Jefferson Book Award is granted to the junior that the school feels best exemplifies the Jeffersonian principles of scholarship-leadership-citizenship.			
Club Contact for the Event			
Paul Weatherhead			

### Additional Event Details

#### How many volunteers participated in the planning and execution?

Our UVa Club has 6 members of the Schools Committee representing 8 Hilton Head-Beaufort County high schools – both public and private.

#### When did you begin planning the event?

We started planning for the May award in July of the previous year. This early start was needed to get approval from the HS to grant the award, and to get an announcement in the HS newsletter early in the school year.

#### What challenges did you face?

- Some of the high schools in this area had never been contacted by UVa before and were skeptical of our commitment to them. Fortunately, the two largest high schools saw the benefit of a partnership with the UVa Club and agreed to the Jefferson Book Award. We'll need to be creative and persistent in trying to get the remaining six schools to participate in the Jefferson Book Award.
- Recommendation: Be flexible on who you first contact and work with at the high school. At my school, it helped to get the enthusiastic support of the principal. At another HS, the UVa alum got the enthusiastic support of the guidance officer who was also a UVa grad.

- At my school, the principal assigned the guidance department to work with me, but they were obvious not excited about it. Two months later I had a chance encounter with the sponsor of the National Honor Society who was very excited about helping me select the Jefferson Book Award winner from among their NHS members. The NHS has selection qualities very similar to those of the Jefferson Book Award.

#### **What made the event special?**

- For the 2 of the 8 schools that approved and granted the award, outstanding students were identified for later recruitment to attend UVa. The club president Simon Cooke did a great job of presenting the award. The UVa Club created an elegant atmosphere for the awards night by partnering with a local florist to provide a \$200 floral arrangement. The students will be role models in their senior years for the characteristics that UVa desires – scholarship, leadership, citizenship.
- It was surprising to see how many school staff were involved with helping us publicize the award, identify the candidates, arrange for interviews, and organize the awards night. We wrote thank you letters and copied key personnel to make sure the school staff knew the UVa Club appreciated their efforts.

## UVaClub of Memphis: Cavaliers Care 2008

<b>Club Name</b>		<b>Is this a New or Recurring Event?</b>	
UVaClub of Memphis		Recurring	
<b>Event Type/Name</b>		<b>Number of Attendees</b>	<b>Number of Invitees</b>
Cavaliers Care service event		12	200
<b>Event Date</b>		<b>Budget</b>	
April 26, 2008		\$0	
<b>Venue Details</b>		<b>Admission Fee</b>	
Memphis Food Bank		\$0	
<b>Marketing Plan</b> (Monthly e-newsletter, printed invitation, Facebook, etc.)			
eBlast newsletter through Office of Engagement			
<b>Event Description</b>			
Packed food for the homeless and needy			
<b>Club Contact for the Event</b>			
Paul Cowgill, President			

### Additional Event Details

**How many volunteers participated in the planning and execution?**

1

**When did you begin planning the event?**

Approximately 1 month in advance.

**What challenges did you face?**

Finding the place!

REO Note: The organization was unresponsive at first. The club was given the date and assignment only a few weeks in advance.

**What made the event special?**

Everyone coming together for a worthy cause. We all had a good time, and no one appeared to mind giving up half of our Saturday.

## UVaClub of Middle Tennessee: MTSU/U.Va. Tailgate

<b>Club Name</b>		<b>Is this a New or Recurring Event?</b>	
UVaClub of Middle Tennessee		New	
<b>Event Type/Name</b>		<b>Number of Attendees</b>	<b>Number of Invitees</b>
MTSU/UVA Tailgate		200+	Chattanooga: 162 Nashville: 486 Knoxville: 166 Atlanta: 2,437 Memphis: about 300
<b>Event Date</b>		<b>Budget</b>	
Saturday, October 6, 2007		Collected about \$1500 from participants; spent about \$1250	
<b>Venue Details</b>		<b>Admission Fee</b>	
<ul style="list-style-type: none"> <li>• BBQ-catering, which was easy, cheap and popular among attendees</li> <li>• Food delivered to the tailgate site</li> <li>• We provided all non-alcoholic beverages</li> <li>• Tent/table rentals</li> <li>• Big Screen TV donated to watch other football games</li> <li>• Coordination for this was done in tandem with MTSU, which recommended vendors for tent/table rentals.</li> </ul>		\$10/person	
<b>Marketing Plan</b> (Monthly e-newsletter, printed invitation, Facebook, etc.)			
Eblast through UVA			
<b>Event Description</b>			
Tailgate before the U.Va./MTSU football game at MTSU.			
<b>Club Contact for the Event</b>			
Anne Taylor			

### Additional Event Details

**How many volunteers participated in the planning and execution?**

Two: Anne Taylor and Rachel Settle

**When did you begin planning the event?**

Summer 2007

**What challenges did you face?**

Due to close and sustained teamwork with U.Va. Office of Engagement and MTSU, there were no major challenges.

**What made the event special?**

- The number of attendees, from all over the region.
- It was a great gathering of alums of all ages.

- The presence of a U.Va. staff member on site to help with check in.
- And we won the game!

## UVaClub of New York: Mr. Jefferson's Holiday Party

<b>Club Name</b>		<b>Is this a New or Recurring Event?</b>	
UVaClub of New York		Recurring	
<b>Event Type/Name</b>		<b>Number of Attendees</b>	<b>Number of Invitees</b>
Social/Mr. Jefferson's Holiday Party (See Appendix)		300	Marketed to over 20,000
<b>Event Date</b>		<b>Budget</b>	
First Thursday of December, 7-10pm		\$15,000	
<b>Venue Details</b>		<b>Admission Fee</b>	
<ul style="list-style-type: none"> <li>The Holiday Party is held in the Main Lounge (2<sup>nd</sup> floor) of the Yale Club. 3 registration tables were set up in the Lobby.</li> <li>Refreshments included nine different hors' d'oeuvres butler passed; cheese and fruit; crudite; house brand liquors at flat rate of \$6,000. Reception menu is \$30/person.</li> <li>Entertainment included a Jazz Band (\$600) and a Magician (\$250).</li> <li>An unofficial after-party was planned down the street at a pub called Annie Moore's.</li> </ul>		<ul style="list-style-type: none"> <li>\$40 for UVaClub Members</li> <li>\$60 for Non-Members</li> <li>Tickets will \$20 more at the Door (cash and check only).</li> <li>\$80 Non-Member Tickets and UVaClub Chapter Membership packages available.</li> </ul>	
<b>Marketing Plan</b> (Monthly e-newsletter, printed invitation, Facebook, etc.)			
<ul style="list-style-type: none"> <li>Virginia Club Weekly update</li> <li>Virginia Club website</li> <li>E-blast from Office of Engagement</li> <li>Facebook Group and e-blast</li> <li>Postcards to 11,787 individuals in the 4 Burroughs (minus Long Island City) plus Northern New Jersey</li> <li>Yale Club Newsletter distributed to over 10,000</li> <li>Virginia Club Ad in the University of Virginia Magazine</li> <li>Insert distributed to all chapter members when billed at end of October</li> <li>Marketing materials referred to traditional (annual) aspect of event, and reunite with old friends and make some new ones.</li> </ul>			
<b>Event Description</b>			
Annual celebration of holiday season in the well-appointed atmosphere of the UVaClub of New York's home at the Yale Club in NYC. Top-shelf open bar, heavy hors d'oeuvres and live jazz.			
<b>Club Contact for the Event</b>			
Polly Pereos (Executive Director) Susan Sutler (Holiday Party Chair)			

### Additional Event Details

**How many volunteers participated in the planning and execution?**

Approx. 15

- 2 volunteered at the Scholarship Table, in two shifts. We took donations for the Jefferson Scholarship Fund and for the Glenn Kirwin September 11<sup>th</sup> Memorial Scholarship Fund.
- 10 volunteered at the Registration Table, in two shifts.

### **When did you begin planning the event?**

October 1, 2007

### **What challenges did you face?**

- We wanted to get the bluegrass band that was used at the Harriman Cup but it was out of your price range. It was hard to find another band with reasonable prices so we stuck with the band we used last year.
- No one wanted to leave at 10pm!
- In previous years, a coat drive was held in conjunction with the holiday party. We did not get organized early enough this year to plan that as well.

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### **What made the event special?**

- Live music: We hired the Chris Michael Jazz Quartet for the evening at \$600
  - Surprise Entertainment: We hired a magician to entertain our guests for an hour for \$250
  - Label pins: We purchased 100 Virginia lapel pins from Mincers for \$472.95. We were going to give them to the first 75 members that signed up for the event but ended up giving them to the first 75 guests that arrived.
  - UVA banner: We have huge Virginia banner that we use only for the holiday party. It adds to the backdrop of the Main Lounge.
  - Pictures: We framed pictures from past events and put them around the room. We also framed the most recent Alumni Magazine Ads.
  - Name tags: All guests that pre-registered had a printed nametag waiting for them at check-in. Chapter members, clubhouse members, and board members were distinguished with different colored star stickers.
-

<b>Club Name</b>		<b>Is this a New or Recurring Event?</b>
UVaClub of Richmond		New
<b>Event Type/Name</b>	<b>Number of Attendees</b>	<b>Number of Invitees</b>
Legacy Admission Evening Program with Cindy Garver	About 50 for each of the 2 sessions	About 2,900  All Richmond area alumni from 1975-1985
<b>Event Date</b>		<b>Budget</b>
1/22/08 and 3/12/08		About \$950
<b>Venue Details</b>		<b>Admission Fee</b>
UVA Center of Richmond		None
<b>Marketing Plan</b> (Monthly e-newsletter, printed invitation, Facebook, etc.)		
Printed invitation, e-newsletter, website		
<b>Event Description</b>		
Mrs. Garver presented the details of the Alumni Liaison Program and legacy admissions to the University.		
<b>Club Contact for the Event</b>		
Name: David M. Bowman, M.D. Phone: 804-353-9017 Email: dmbowman@gmail.com		

**Additional Event Details**

**How many volunteers participated in the planning and execution?**

6 or 7

**When did you begin planning the event?**

About a month before the 1<sup>st</sup> session.

**What made the event special?**

This event was very popular with the attendees. We picked up around 50 new memberships attributed solely to this event.

**What challenges did you face?**

Managing the RSVPs. Even though the mailed invitation was very specific that membership in the club was a prerequisite for attendance, we had to closely coordinate the RSVPs (which were coming to the event organizer by email) and the membership chair. Ultimately, we went on the honor system, and if someone said that "the check is in the mail" or "I just joined and paid online" we let them register and come. To my knowledge, no one gamed that system. We also quickly maxed out our 50 seat limit for the first session (most people attended with either a spouse or a child). Cindy graciously agreed to a second one about 6 weeks later, which allowed us to keep accepting RSVPs and new memberships.

## UVaClub of Silicon Valley: Rome Reborn 1.0

Club Name		Is this a New or Recurring Event?	
UVaClub of Silicon Valley		New	
Event Type/Name		Number of Attendees	Number of Invitees
Speaker Event / Rome Reborn 1.0		100+	Full Constituency (1500+)
Event Date		Budget	
Friday, May 9 2008		\$1000 Collaborative Challenge Grant	
Venue Details		Admission Fee	
Palo Alto Women's Club, Palo Alto, CA—An historic building in a residential area of Palo Alto with WiFi, no sound system (very good acoustics) and street parking only.		Free (Donations accepted online and at door)	
Marketing Plan (Monthly e-newsletter, printed invitation, Facebook, etc.)			
Print invitation Inclusion in 3 eNewsletters: March, April, May 2008 eMail Reminder to "Yes" RSVPs on 7 May (2 days out from event)			
Event Description			
Bernard Frischer is the Director of the Institute for Advanced Technology in the Humanities (IATH) at the University, and the head of the Rome Reborn Project, which in effect recreates digitally Imperial Rome at the height of its power. Mr Frischer and his associate, Kim Dylla, traveled to Silicon Valley following consecutive presentations in Orange County (7 May) and Los Angeles (9 May) for this event.			
Club Contact for the Event			
Jake Wegman, President			

### Additional Event Details

#### How many volunteers participated in the planning and execution?

Three—Christine Crane, Mike Wiersch, and Chris Arwine.

#### When did you begin planning the event?

Originally in July 2007. TR from Engagement met with KP Naidu, our corporate sponsor, and obtained a verbal agreement to subsidize costs. We applied for and received the Collaborative Challenge grant several months later.

#### What challenges did you face?

Timing: the event was originally planned to take place in February, but we had to push it back as the calendar for the grant ultimately did not mesh well with that date, preventing us from being able to promote the event in good time. Also, as Mr Frischer travels frequently, there was often a waiting period in communications.

By pushing the event back, erring on the side of caution and being clear with Mr Frischer and our corporate sponsor about what we could face if we moved forward with the earlier date, we gave ourselves plenty of time to build up buzz for the event with our diversified marketing. Also, since we opted to not charge for this event, we had some extra risk—would people show up even though they had made no monetary commitment? We sent out a targeted reminder email to the RSVP list two

days before, telling them we looked forward to seeing them at the event. This, we believe, helped to make respondents feel that, by signing up, they had become a part of something.

On the attendance front, we do not regret our decision to not charge—attendance was far higher than expected. However, soliciting donations both on registration web pages and at the door, we received less than \$50 from 100+ attendees.

Because people so ostensibly enjoyed themselves, we are considering dropping a final targeted email to attendees, thanking them for having attended, and asking them to please contribute if they would like to continue seeing such events take place in Silicon Valley.

**What made the event special?**

It drew over 2x the attendance of any single event previously held by Silicon Valley—and on a Friday night! The event was a sign for us that we had found what will really draw our constituents in this region—targeted speaking events (we had also had success the previous year, in the club's infancy, with an event featuring Provost Tim Garson on Health Care).

## Southwest Virginia and East Tennessee: Scholarship Fund Golf Tournament

Club Name		Is this a New or Recurring Event?	
UVaClub of Southwest Virginia & East Tennessee		Recurring (3 <sup>rd</sup> Annual in 2008)	
Event Type/Name	Number of Attendees	Number of Invitees	
Annual Scholarship Fund Golf Tournament	80	VAF members, all alumni and parents in area Personal asks to local golfers and businesses	
Event Date		Budget	
Monday, May 19, 2008		Private donations and fees	
Venue Details		Admission Fee	
Glenrochie Country Club in Abingdon, VA		\$20 reception \$375/foursome \$100 individual \$10 "trash" (Mulligan, ladies' tee, etc)	
Marketing Plan (Monthly e-newsletter, printed invitation, Facebook, etc.)			
E-newsletters for 3 months prior, newsletter, website, local publications.			
Event Description			
Golf event to support our scholarship fund for U.Va. students and hear remarks by Head Football Coach Al Groh at a reception following the tournament.			
Club Contact for the Event			
Name: Roger Emory			

### Additional Event Details

#### How many volunteers participated in the planning and execution?

3 – 5

Solicit golfers, advertisers

Registration for golf and event

#### When did you begin planning the event?

February

#### What made the event special?

Supports all students attending U.Va.

#### What challenges did you face?

- Weather
- Locals leave after golf event and don't necessarily attend speaking event or silent auction
- Insurance on hole-in-one car

## UVaClub of Tidewater: Crab Feast

<b>Club Name</b>		<b>Is this a New or Recurring Event?</b>	
UVaClub of Tidewater		Recurring (18 <sup>th</sup> Annual in 2008)	
<b>Event Type/Name</b>	<b>Number of Attendees</b>	<b>Number of Invitees</b>	
Crab Feast	100 – 125	All alumni and parents in area	
<b>Event Date</b>		<b>Budget</b>	
Saturday, August 2, 2008 6:00 p.m. – 10:00 p.m.		\$4,000	
<b>Venue Details</b>		<b>Admission Fee</b>	
PRINCESS ANNE COUNTRY CLUB 3800 Pacific Avenue, Virginia Beach		Ticket price includes draft beer, iced tea and coffee. Cash bar available.  Members: \$25 Non-Members: \$35 Sponsors: Free * Children 2-12: \$10 Children Under 2: Free	
<b>Marketing Plan</b> (Monthly e-newsletter, printed invitation, Facebook, etc.)			
Printed Newsletter, e-newsletter for 3 months, website			
<b>Event Description</b>			
<p>This is a family friendly event and our biggest membership push throughout the year. We have alumni and parents of all ages attend.</p> <p>Traditionally, we ask two speakers to present, one from athletics and another from the academic side. (2008 Speaker is Leonard Sandridge)</p> <p>Buffet – all you can eat, talking, and socializing are the best parts of this event.</p>			
<b>Club Contact for the Event</b>			
<b>Name:</b> Chris Boynton <b>Phone:</b> 757-385-5061 <b>Email:</b> cboynton@vbgov.com			

### Additional Event Details

**How many volunteers participated in the planning and execution?**

5 - 6

**When did you begin planning the event?**

April

**What made the event special?**

It's tradition – people have come to expect this event as a signature program of the UVaClub of Tidewater

**What challenges did you face?**

Weather when it was dockside, have since moved it to an indoor location.

## Appendix:

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### The Virginia Club of New York Holiday Party Volunteer Manual December 2007

Thank you for volunteering to help with the UVa Club of NYC's annual holiday party. **Your ticket price will be waived in appreciation of your help.**

Please read the following information carefully. I can be reached at 646.761.1831 or [s\\_sutler@excite.com](mailto:s_sutler@excite.com) should you have any questions.

- I. Holiday Party General Information
  - A. Date: Thursday, December 6, 2007  
Time: 7:00pm – 10:00pm  
Location: The Yale Club, Main Lounge, 50 Vanderbilt Avenue  
*Price (in advance): \$40 members, \$60 non-members*  
Price (at door): \$60 members, \$80 non-members  
Dress: Business, festive.
  - B. Tickets include top-shelf open bar (3 bars in the main lounge), heavy hors d' oeuvres (passed, cheese & fruit, crudite), and a live jazz band all night.
  - C. There will be two registration tables and a donation table set up at the entrance of the Yale Club.
    1. We are accepting donations to the **Glenn D. Kirwin September 11<sup>th</sup> Scholarship** and the **Uva Club of NYC Jefferson Scholarship**.
      - i. A fund and scholarship have been created to honor Glenn D. Kirwin, a 1982 graduate of the College who lost his life in the tragic events of September 11, 2001 at his office in the World Trade Center. The fund and an annual scholarship will continue Glenn's support of his alma mater and future generations of students in a way that represents his openness, generosity and persistence. The scholarship will be awarded to one or more second-, third-, or fourth-year students whose character and involvement in University life most resemble Glenn's, with first preference to applicants who are children of victims of the 9/11 tragedy. Glenn was taken from us in an instant but the scholarship will honor his memory and enrich others forever, as he did.
      - ii. The Virginia Club of New York created a named Jefferson Scholarship and directly contributes to it annually. Jefferson Scholarships are four-year scholarships, which include tuition, room and board, books and other University expenses to incoming students who exemplify exceptional potential in the areas of scholarship, leadership, and citizenship. The Virginia Club of New York continues to raise funds to one day award deserving individuals from the tri-state area.
  - D. Please let people know we'll be extending the party at Annie Moore's starting at 10PM (50 E 43<sup>rd</sup> at Madison Avenue). We will NOT, however, have drink specials or private space, it is simply a meeting place.

## II. Volunteer Information

### A. Shifts

1. First Shift: 6:00pm - 8:00pm, Neil, Meredith, Sarah, John (donation table), Candice, and Caitlyn
  - i. Please arrive at 6:00pm to help set up registration tables, separate wrist bands, etc. Feel free to join the party at 8:00pm.
2. Second Shift: 8:00pm – (approx.) 10:00pm, Lauren, Josh, Mark (donation table), Cassie, Christina, and Archur
  - i. Feel free to join the party early, but please come down to the registration tables at 8:00pm.

### B. Set up

1. There will be two registration tables and one donation table in the main lobby of the Yale Club.
  - i. Registration tables:
    - 3 cash boxes
    - 3 price sheets
    - Business cards
    - Chapter membership cards
    - 3 baskets
    - Pre-registration lists
    - 3 Sign in sheets for walk-ins
    - 3 clip boards
    - Pens & Sharpees
    - Wristbands
    - Pre-registered name tags and badge holders
    - Name tags for attendees (to be hand written)
    - Last name letter signs (A-G, etc.)
    - Virginia pins to be given to members
  - ii. Donation table:
    - 1 sign with a description of our two scholarships
    - 1 donation box
    - New to NYC brochures
    - Yale Club information
    - Chapter and clubhouse membership information
    - Business cards

### C. Registration Table Responsibilities

1. Keep track of all attendees.
  - i. If the attendee has already bought his/her ticket:
    - a. Check his/her name off.
    - b. Ask if he/she is a chapter or clubhouse member. If yes, take note. If no, offer chapter membership for discount of \$30 (note anyone who signs up).
      - i. Give wristband.
      - ii. Find and offer name tag.
      - iii. Offer pin if clubhouse member.
    - c. If attendee has NOT bought his/her ticket, refer to price sheet (on their honor re: membership). **We will only accept cash or check.** \*\*However, a Yale Club member may wish to charge to his/her account, in which case find Polly or me.\*\*
      - i. Ask attendee for name and email address (to be written on sign in sheet).
      - ii. Ask if he/she is a chapter or clubhouse member. If yes, take note. **If no, offer chapter membership with ticket for discount of \$80 (note anyone who signs up).**
      - iii. Give wristband.
  - ii. **Mention our donation table to everyone.**
  - iii. Mention after-party to everyone.
  - iv. Direct everyone upstairs.

### D. Donation Table Responsibilities

1. First Shift: John
2. Second Shift: Mark
  - i. We accept checks made out to the UVa Club of NYC for all donations. Please ask attendees to indicate which scholarship they are donating to on the check.
  - ii. Speak with attendees about the Club (i.e. memberships, sponsored events, committees, etc.).
  - iii. Assist with registration tables if necessary (i.e. help with wristbands, etc.).

## III. Miscellaneous Information

### A. Chapter Membership

1. \$40/yr (\$30 is sign up at holiday party). For those alumni who haven't become clubhouse members but are still interested in maintaining ties with New York City alumni, chapter membership presents the perfect opportunity. While chapter members do not have Yale Club signing privileges, there are other benefits. Chapter members attend club events at reduced rates and in some cases, for free. Also, chapter members are placed on our mailing list to receive quarterly newsletters and invitations to all chapter events. As we continue to promote the University's presence in New York, participation in the New York chapter of the Alumni Association helps us to grow as a club.

### B. Clubhouse Membership

1. Questions regarding cost should be directed to Polly Pereos. Since 1995, an alliance between the University of Virginia Alumni Association's New York Chapter and the Yale Club of New York has given Virginia alumni access to membership in the Yale Club. Virginia graduates around the world take advantage of this opportunity. Membership is available to all Virginia degree holders and faculty members. Submit applications by e-mail, fax, and standard mail. Enjoy all the benefits that the Yale Club offers including a luxury hotel, full service gym, multiple restaurants, bars, meeting rooms, and party rooms.

C. Annie Moore's (after-party venue)

D. Board Members

1. President: Christine Toes
2. Executive Director: Polly Pereos
3. Members:

Alm, Charles  
Argeris, Meredith  
Barry, Patrick  
Becker, Jennifer  
Bronstein, Adam  
Carr, John  
Guha, Neil  
Harvey, Wright  
Holmes, Joshua  
Kirwin, Andrew  
Mlakar, Julie  
Neuhauser, Jodi  
Paco, Matt  
Pickett, Lauren  
Sheen, Caroline  
Straton, John  
Sutler, Susan  
Thomsen, Kat  
Weber, Mark  
Williams, Christina  
Yang, Amy  
Zoeller, Cahill

IV. HAVE FUN!

V. THANK YOU!!

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Band Contract:

**UVaClub Holiday Party Booking Agreement**

This contract, entered into on this 19<sup>th</sup> day of November, 2007, is for the services for the Employer for the performance described below. The undersigned employer and the undersigned musicians agree and contract as follows:

I. Name of Musicians/Band: Chris Michael Jazz Quartet

II. Name and Address of Place of Performance:

The Yale Club of New York City  
50 Vanderbilt Ave  
New York, NY 10017  
Ph: 1-800-335-9253  
Room: Main Lounge on the Second Floor

III. Date of Performance: Thursday, December 6<sup>th</sup>, 2007

IV. Time of Performance: 7:00pm – 10:00pm. Set length: 50 min of every hour.

V. Time you must be set-up by: 6:00

VI. Number of Anticipated Guests: 350

VII. Guaranteed Wage Agreed Upon: \$600

VIII. Method of Payment: check at the event

IX. Equipment: The musicians shall provide all sound equipment unless otherwise stated.

X. Additional Terms:

Employer  
X \_\_\_\_\_

Musician  
X \_\_\_\_\_

Date \_\_\_\_\_

Date \_\_\_\_\_

Christine Toes, President  
UVaClub of New York  
50 Vanderbilt Ave  
New York, NY 10017  
Ph: 212-286-8744

Chris Michael  
Chris Michael Jazz Quartet  
4129 41st Street #2D  
Sunnyside, Ny 11104  
Ph: 917-670-6930

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**Holiday Party 2007: Costs and Income****INCOME**

Preregistered UVaFund	\$13,420.00
Charge to YC account	1400
Checks	400
John Straton contribution	100
Cash collected at door	1640
<b>Total Income</b>	<b>\$16,960.00</b>

**COSTS**

Band	600
Food	10620
Beverages	7080
Wrist Bracelets	18
100 Lapel Pins	472.95
Name Tag Supplies	30
Magician	250
Refunds	140
<b>Total Costs</b>	<b>19210.95</b>

**Total Cost**                      **\$2,250.95**

<b>2007 v 2006</b>	
Change in Income	\$2,274.58
Change in Costs	3585.95
Total Change in Costs	\$1,311.37