



# *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!



# Step 3: Food!

- 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.

# 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?

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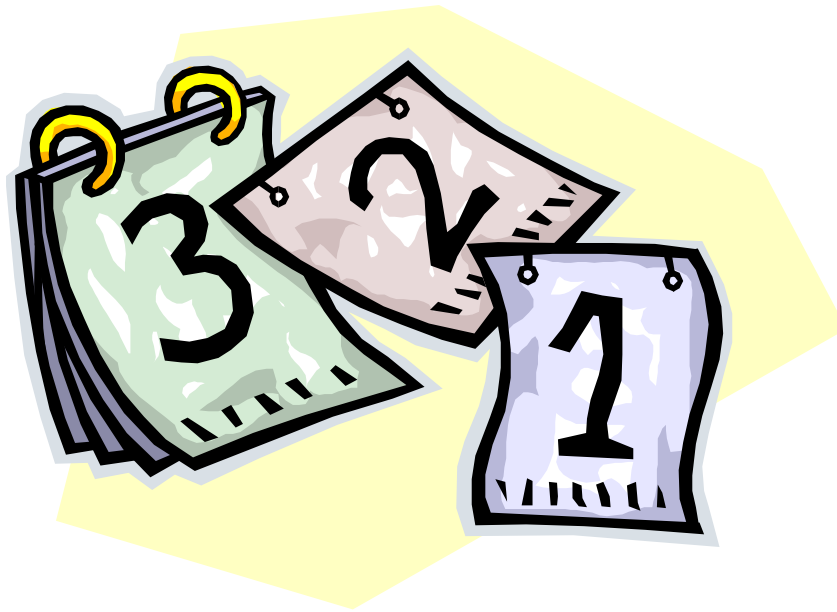


**BOSTON ALUMNI**



# Start planning early!

## (Early = Now)



# Know Your Audience

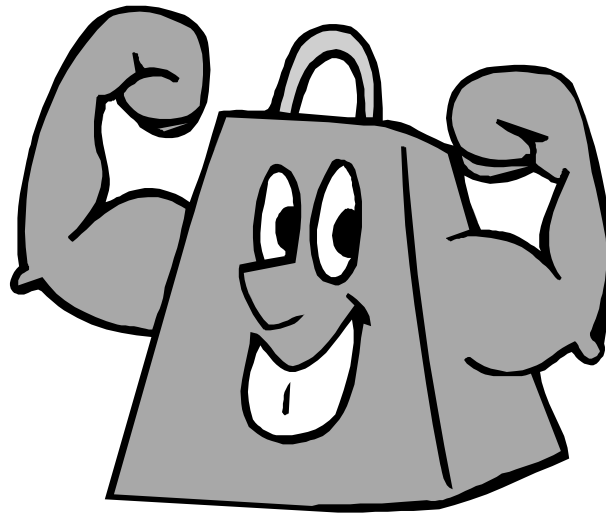
*What event would be special  
for YOUR network?*



# **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!**

# CMU

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**BOSTON ALUMNI**

**Thank you!**  
**And remember...**

**You're Invited!**  
**20<sup>th</sup> Annual Boston**  
**Clambake**  
**Sunday, July 20**  
**Buzzard's Bay**