ALUMNI RELATIONSHIP

Alumni at Events
Introduction

Alumni are a great audience to target for attendance at chapter events. However, with families, jobs, and other hobbies vying for their attention, they need advance notice about events. If you want alumni to attend, consider the following timeline.
Start of the semester

Give your alumni a heads up to what’s coming.

Provide dates for the rituals, chapter meetings, and other chapter-wide events. You should have the schedule prepared for your members, so share it with your alumni at the same time. This gives alumni members time for planning and looking for more information about events they might want to attend.
Once you have the information, share it with them.

Send a formal save the date or invitation. If they are interested in attending, this gives alumni enough time to make arrangements to attend. If you have everything planned and ready to go before six weeks, don't wait. The more time you can give them, the better attendance you’ll have.
Three to four weeks before the event

Share your excitement and show them why they should come.

This is when you should really market the event. Leading up to the event, deliver multiple social media posts and use word-of-mouth marketing. Frequent reminders will keep it in their mind and allow them to make a decision regarding their interest and ability to attend. Be sure to keep it balanced. Don’t post too much, but do just enough to keep people excited.
Remind them.

Even if they have sent in an RSVP, send out a reminder. For members and alumni alike, it can be easy to forget about an event even if it is on your calendar. This gives enough time to reevaluate if it will work with their schedule and a chance to cancel, or RSVP if necessary.
Remind them again. Schedules can change at the last minute, and an alumnus who previously wasn’t able to attend might be able to, or one who thought they could might have to cancel. Posting a reminder on social media the day before provides an opportunity for alumni to let the chapter know if something has changed.

When it comes to communicating with alumni, the more advance notice you can provide the better. Alumni need time to review their calendars, juggle priorities, and make arrangements to attend. Don't wait until the last minute.
More in the Alumni Relationship Series:

*Increasing Alumni Engagement* | *Alumni Don'ts* | *Alumni Newsletters*