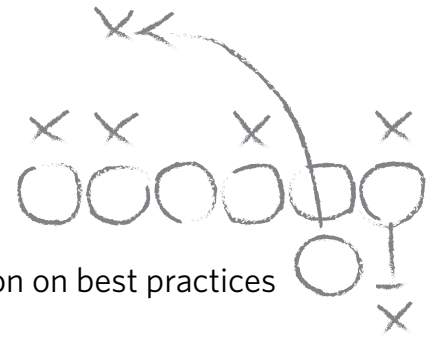


Event Playbook



Idea Generation Consult with the Kansas Alumni Association on best practices

Plan

Event Request Form

Once all of the event details are finalized submit this at kualumni.org/eventrequest.

Football Watch Party Request form

kualumni.org/fbwatchparty

Basketball Watch Party Request form

kualumni.org/bbwatchparty

These three forms provide info on events and allow us to post them on the website.

We also serve as event consultants if you need help anywhere in the process.

Promote

- KU Alumni Association will send emails to your network for events
- Volunteers are responsible for promoting on Facebook



Execute

- Throw a great event! Make sure expectations are met.
- Take photos and videos during event



Recap

- Post pics on the network Facebook page
- Thank those who attended and inform them of upcoming events



ALUMNI
ASSOCIATION

The University of Kansas

kualumni.org

VOLUNTEER GUIDE

MISSION STATEMENT The KU Alumni Association exists to strengthen the University of Kansas by informing, engaging and mobilizing Association members and the KU community.

BRAND PILLARS

Through the support of dues-paying members, the KU Alumni Association creates impact for the University of Kansas in five ways: *We Advocate, Communicate, Recruit, Serve and Unite.*

YOUR ROLE

- Be a KU Alumni Association member
- Represent the Alumni Association in your network through planning, promoting, executing and recapping events
- You are the eyes and ears of the Association—provide feedback, good and bad

- Network success depends 100% on well-trained, informed volunteers. The KU Alumni Association needs you and you have our full support

HOW TO HELP

- Lead a network
- Coordinate and run watch parties
- Plan an event in any bucket
- Engage alumni by promoting KU content and network activities on social media
- Work with Admissions on student recruitment events

SERVING THE ASSOCIATION

Membership: Promote membership and growth (Annual • Jayhawk Society • Life • Presidents Club)

Communication: Share great network stories for *Kansas Alumni* magazine and digital content

Records: Collect business cards to maintain Association connections with alumni base

Recruitment: Assist admissions and notify the Association of potential legacy students



ALUMNI ASSOCIATION
The University of Kansas

800-584-2957

EVENT BUCKETS

**CRIMSON & BLUE
views**

Watch Parties

**Hawk
Happenings**

Live Sports &
Entertainment

**KU
cares**

Community Work

**RockChalk
CONNECT**

Networking/Career

**ROCK:CHALK
Cultivate**

Personal
Growth/Development

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