

Types of Events Appropriate for Alumni:

- Career/Mentor Oriented – Career Chats, Panel Discussions
- Large events (i.e. Dance Marathon)
- Entertainment – Using Northwestern Alumni Affiliated groups for entertainment purposes

Planning Your Event:

- Coordinate your planned date with the NAA calendar – contact the NAA Assistant Director of Student Services
- It is important to have specific roles for alumni in your events.
- Expectations of them should be clearly communicated before the event. This is especially important in large events that are not alumni focused, but where an alumni presence is preferred.
- If you plan to have alumni as the focus of your event (i.e. career chats), be sure that your attendance at the event will make it worth their while.

Contacting Alumni:

- Once it is determined, or at least 8 weeks from the event, that you would like to involve alumni in your event, contact the NAA Assistant Director of Student Services to obtain contact information.
- Plan to contact alumni at least 4-6 weeks before the event. The earlier you can get the date on their calendar, the more likelihood that they will be able to attend.
- For large events where you would like an alumni presence, plan on 10% of the alumni invited attending the event. Therefore, if you would like 10 alumni to attend, plan to invite 100.
- Be as clear as possible and provide as many event details as you can in your initial contact with the alumni. As your details become finalized, communicate them to the alumni.
- Confirm their attendance 3-4 days before the event.

Post Event Responsibilities

- Send personal thank you notes for the alumni involved in your event no more than one week after the event.

▪ Data Entry

When a student group uses alumni lists, it is the expectation of the Northwestern Alumni Association the group collects any data on the alumni in attendance or participating with the student group in any way. This information is collected in our database to update their contact information and record the activities the alums are involved with to better serve them and the students who would like to be in contact with them.

The student group should:

- Collect information of the alumni participating at their event
 - Name
 - Address
 - Phone
 - E-mail
 - Other relevant information
- Information can be collected by on-line registration, on-site registration or by evaluations
- Within two weeks after the event, enter the information into the NAA database. By not completing this step, the student group will lose access to future alumni lists.
- Coordinate with the Assistant Director of Student Services to set up a time and how many students will be doing the data entry.
- Data entry will occur at the John Evans Alumni Center, 1800 Sheridan Road