

# **Event in a Box Template: “Aggie Recent Grad Event”**

Dear Young Alumni Coordinator:

This packet contains all of the information that you need to host an “Aggie Recent Grad Event” event. This is a starting point for you to plan and implement this program. Please feel free to improve upon these ideas and customize the program for your Club.

The items contained in the packet include:

1. Event Overview
2. Advance Planning
3. “Aggie Recent Grad Event” Example
  - a. Suggested Agenda
  - b. Opening Script
  - c. Aggie Icebreaker
  - d. Suggested text for communication pieces to be distributed to your constituents

Should you have any questions about the contents of this packet, please do not hesitate to contact your Regional Representative from the Young Alumni Advisory Council or Katy Lee '08 at The Association of Former Students.

Good luck with your event and Gig 'em!

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## Event Overview

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### Summary:

- The “Aggie Recent Grad Event” is a relaxed new member event to be hosted in the late spring or early summer. It welcomes Aggies that have graduated within the past three years, allowing them to connect with current club members and meet other recent grads while enjoying good food and great company.

### Objective/Goals/Purpose of Event:

- Texas A&M is graduating ever-larger classes of students each year. It can seem like few young former students ever find their way to your local A&M club, and even fewer stay. A key in reversing this trend is to reach recent graduates upon their arrival to your city or region, when their need for the Aggie Network is the greatest. An Aggie Recent Grad Event can be the first step in your outreach to these recent graduates.

### Target Date/Time of the Year:

- Because May graduation produces the most number of former students departing College Station, June or July is an ideal time to host the event.

### Planning Committee:

- Designate one person as the main contact with the venue manager. Have all questions and issues coordinated through the venue manager and designated A&M contact.
- The club contact may assign other club members to be vendor contacts for the entertainment, food, and coordinate other volunteers.

### Marketing/ Promotions:

- It is important to begin advertising your Aggie Recent Grad Event 45-60 days beforehand, so that word circulates by word of mouth. Most recent graduates will not show up to a social event for the first time on their own without the personal invitation from a friend or co-worker.
- Depending on your budget and size of your community, your publicity effort could include a website, a billboard on the main thoroughfare(s) into town, free advertising of community events on local radio, fliers in your upcoming venue, Facebook paid advertising, and the most effective- a personal invitation.
- If you are in a large urban center in Texas, there is the chance that a recent class agent lives in your proximity to your club. If so, seek their assistance in reaching out via email to their class.
- Have club representation at The Next Tradition events put on by the Association of Former Students. Make sure and gather contact information for recent graduates who attend so that they can be reminded of future club events.
- Email is the best method for inexpensively reaching these former students.

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## Advance Planning

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### Location/Venue:

- Estimate event turnout based on past experience and Facebook RSVPs
- Partner with Aggie-friendly venue willing to reserve indoor and outdoor space for free.
- Choose a venue that is located in the area of town where recent graduates live (i.e. downtown venue vs. suburban venue.) Choose a venue that is not too big- large enough to accommodate your expected turnout, but not so large as to feel empty, as this will result in the perception that there was a poor turnout.
- Establish pricing of drinks and admission (ex. \$2 beer, \$3 admission)
- Request additional venue staff to work event
- Request additional tables/chairs/benches from venue for outdoor seating, or rent if necessary
- Request stage/sound system from venue if not provided by musician
- Get contract in writing so both sides understand arrangement

### Food:

- Decide if food will be cooked by officers/volunteers or by 3<sup>rd</sup> party. If using a 3<sup>rd</sup> party, reserve 90 days in advance
- Keep in mind local health code permits to serve food
- Decide on average food consumption per attendee
- Price food and set attendee price accordingly
- Determine quantity of plates, boats, paper towels required and purchase if not provided

### Entertainment:

- Identify local musician(s) that appeal to recent graduates willing to play for free (ex. Texas country artist)
- Book musician and find out about items needed to perform (electric hook up, stage, speakers)
- If the event is outside, have contingency if it rains (indoor acoustic stage)

### Volunteers:

- Before the event begins, have the A&M contact pass out pre-stuffed envelopes with payments and signed contracts to each vendor. (If applicable)
- Have vendor contacts at the main entrance to answer any questions and to direct vendors where to set up.
- At the main entrance, coordinate volunteers in shifts to man the welcome table. Create an assembly line of tables for guests to visit before reaching the main area of the event. Have volunteers make personal contacts with each guest and encourage them to provide contact information to the club.
- Have at least 1 volunteer at each table to provide the new member with information regarding the local A&M club as well as name tags and where to pay for the event.
- Have volunteers wear shirts or nametags to set them apart from the crowd. This will help new members identify volunteers to explain the individual tables.
- Volunteers can also help direct traffic.

### Sponsors/Sponsorships:

- Check with the venue and community to see if there are any sponsorship opportunities (food or drink donations)

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## Things to Consider:

- The average recent grad will attend your event primarily to (1) make new friends; and in a distant second (2) to volunteer/become involved. The time- tested truth is that recent graduates like to socialize with others of their same age, and would *prefer not* to socialize with those that are significantly older than they are. Therefore, if feasible, your club should host the Aggie Recent Grad Event exclusively for/by recent grads. (Former students that have graduated within the past 3 years)

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## “Aggie Recent Grad Crawfish Boil” Example

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### Suggested Agenda

	“Aggie Recent Grad Crawfish Boil” 6:00 p.m. – 9:00 p.m. at the location of your choosing
6:00 p.m. – 6:30 p.m.	Receive guests, meet & greet
6:30 p.m. – 6:50 p.m.	Welcome by Young Alumni Coordinator, play icebreaker
6:50 p.m. – 7:00 p.m.	Welcome by officers, introduce club, publicize upcoming events, solicit volunteers
7:00 p.m. – 8:00 p.m.	Serve Crawfish
7:00 p.m. – 9:00 p.m.	Network and socialize

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### Opening Script

#### Aggie Recent Grad Crawfish Boil

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Howdy! Good evening Aggies! My name is \_\_\_\_\_ and I am the Young Alumni Coordinator for the \_\_\_\_\_ Coordinator for the \_\_\_\_\_ A&M Club®. Welcome to our Aggie Recent Grad Crawfish Boil. The Texas A&M Alumni Association’s Young Alumni Council provided this program to us in response to your feedback that you want to socialize with recent Aggie grads in your area.

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## **Aggie Recent Grad Crawfish Boil Ice Breaker Instructions**

We are going to start off by playing an icebreaker. Each table should have a piece of paper with a list of Aggie related items. Split up into groups of 5 and using pictures from phones, wallets, cameras, etc... find these 14 Aggie related items. (Group size and items on the list can be reduced for small clubs) We will use the Aggie Honor Code to ensure these pictures are your own, and not from a search engine. You will have 20 minutes to complete the list. The first team to find all items wins. Get started!

- Aggie Ring by the Association
- Dixie Chicken
- Kyle Field
- Century Tree
- Aggie Band
- Baby in Aggie gear
- Maroon Out shirt
- Midnight Yell
- Aggie Graduation
- Corps of Cadets
- Reveille
- Campus Statue
- MSC
- War Hymn “saw ‘em off”

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## Suggested text for communication to be distributed to your constituents

<FROM: \_\_\_\_\_@AggieNetwork.com>

<SUBJECT: Name of the Event>

Calling all Aggies!

On \_\_\_\_\_, the \_\_\_\_\_ A&M Club will be hosting a \_\_\_\_\_ from \_\_\_\_\_(time). This event is for recent graduates of the Class of \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_. We hope that you will join us so that you can get to know your fellow Aggies and welcome you to \_\_\_\_\_ (city).

Please RSVP to \_\_\_\_\_, the Young Alumni Coordinator for the \_\_\_\_\_ A&M Club via e-mail \_\_\_\_\_ or by telephone (\_\_\_\_) \_\_\_\_\_.

We hope to see you then!

In the Aggie Spirit!

Name Class Year

Young Alumni Coordinator  
(A&M Club Name)  
Contact Information