**Event Lead Volunteer**

The event lead volunteer works with their respective regional or affinity UConn Alumni staff member to assist with event planning, event promotion, event day needs, and post-event follow-up. The lead volunteer plays a critical role in keeping stakeholders informed and engaged with UConn.

The four roles an event lead volunteer will assist with:

* Planning
  + Discuss event ideas with UConn Staff member and which category(ies) they may fall in, such as networking, athletics, community service, etc.
  + Identify venue(s) that the UConn Staff member will negotiate with
  + Identify event dates and times
* Promotion
  + Outreach to local alumni
  + Share event website on social media on both personal and UConn Facebook pages, and on other social media platforms
* Event Day
  + Check people in at the registration table
  + Address the attendees to thank them for attending and provide UConn updates
  + Work the room and talk to attendees
* Post-Event
  + Reach out to select people to thank them for attending and promote the next event
  + Report back any conversations that need a UConn Staff Member to follow up on
  + Provide any receipts *(if necessary)*

**Event Follow-up Strategy**

To enhance the alumni experience, especially those who attend an event for the first time. We want to ensure they receive great care to encourage future participation inUConn Alumni programming.

* For select events (Presidential Reception, Impact Series, Signature Event Series, etc.)
* A postcard will be sent to first-time attendees to thank them for their time
* Personal outreach from volunteers
  + We will provide volunteers with a list of alumni and a script on how to either email or call alumni to thank them for attending
  + After conducting outreach, volunteers should document communication and send information back to the UConn Staff Member
* Regional and Affinity Events
* Event surveys can be customized to come from the lead volunteer.
  + Everyone who registers can receive the survey regardless of if they attended or not
* Personal outreach from volunteers
  + We will provide volunteers with a select list of attendees and a script on how to either email or call individuals to thank them for attending
  + After making outreach, volunteers would document communication and send back to UConn Staff Member