

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 in UConn 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