HOST YOUR OWN EVENT PLANNING GUIDE



Thank you for giving your time and talent to support the alumni community of HWS. This guide contains information, guidance, and advice on planning a Host Your Own Event.

HYO SUBMISSION FORM







HOBART AND WILLIAM SMITH

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Introduction

A strong relationship among the Hobart and William Smith alumni community is essential to the continuing excellence and vitality of HWS. Your relationship-rich networks are a critical tool in maintaining this family; they develop a sense of connectedness with one's alma mater while providing a resource for social, educational, and career activities where alumni work and reside.

Events come in all sizes. They can be social gatherings, at a museum, the theatre, or at a park. The range of possibilities is as boundless as your creativity. When planning an event, there are always a few essential things to consider, which will help guide your planning process.

As you are brainstorming, ask yourself what you would like to try as an activity? How many people can your location reasonably accommodate? At what time of year do you want to hold the event? What is unique about your area?

We are excited to see what you come up with and are looking forward to assisting with you!

THE SHAPE OF AN HWS YEAR

and how your events can fit in to support HWS

We recommend the following basic events to bring some structure as you plan. The types of events that you choose to host can reflect the interests of the alumni in the community, take advantage of the resources in your area, and connect you back to HWS no matter where you are located.

If there is a cost to the event for the attendee to participate, you are not expected to pay for the event. We can make that clear in any communications that are sent.

Season: Fall

The Advancement Office and the Alumni/ae Relations team are often running events welcoming new students to campus, planning and running our Homecoming and Family Weekend in October, or coordinating virtual program opportunities and gatherings that coincide with and support our traveling athletic teams.

Please note there will be a restricted period for events two weeks prior to Homecoming & Family Weekend.

Please submit Holiday events by November 1st.

Ideas for events that you can host during this time of year:

- "Welcome" event for the most recent graduating class.
- Tailgate or watch party to cheer on our Herons or Statesmen.
- Attend a gallery/museum/cultural space opening and host either a before or after social gathering at a restaurant near location.
- Do you have a connection to an organization? Do a 'behind-the-scenes' tour, talk-back with actors, or early access to an exhibit.
- Host a Day of Service at an organization that is dear to you.

Season: Winter

The Advancement Office and the Alumni/ae Relations team are hosting our holiday gatherings during this season.

Please submit Holiday events by November 1st.

Ideas for events that you can host during this time of year:

- If HWS is not hosting a holiday event near you, you can organize a holiday gathering in your area.
- Gather for a sledding excursion then meet over hot cocoa.
- Host a wine/beverage of choice tasting.
- Craft night.
- Winter sport adventure.

Season: Spring

The Advancement Office and the Alumni/ae Relations team are organizing spring honorifics and Commencement activities along with Reunion.

Please note there will be a restricted period for events four weeks prior and two weeks after Reunion.

Ideas for events that you can host during this time of year:

- Bird watching and bring your own picnic.
- Canoe trip or other outdoor activity.
- Tailgate or watch party to cheer on our Herons or Statesmen.
- Host a Day of Service at an organization that is dear to you.

Season: Summer

The Advancement Office and the Alumni/ae Relations team are coordinating and traveling to and from our Summer Swing events.

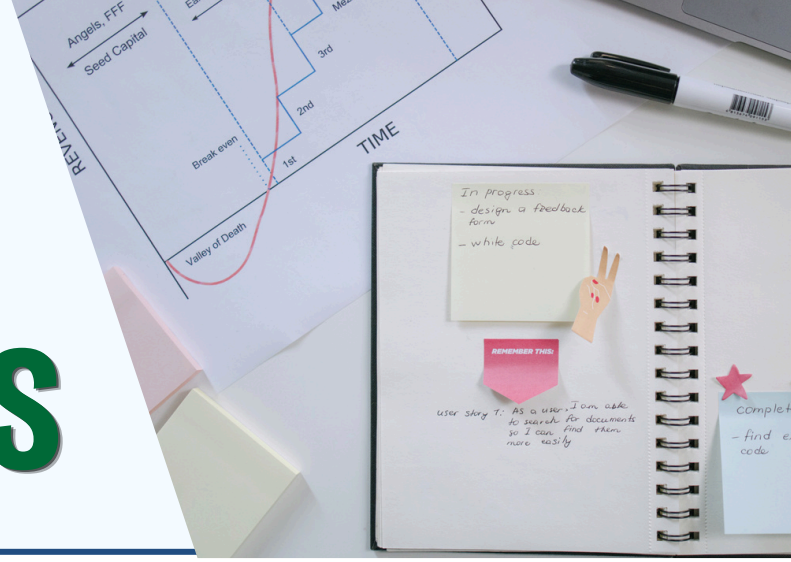
Ideas for events that you can host during this time of year:

- Beach party, whether at the beach or beach-themed!
- Organize a food tour of the food trucks in your area.
- Cooking class.

Ideas for any time of year:

- Dinner theatre, dinner then go to a performance of dance, play, or concert
- Tour of an art gallery, museum, or special exhibit
- Picnic/Potluck
- Network for a specific industry or demographic (i.e. young alumni)

GENERAL GUIDELINES



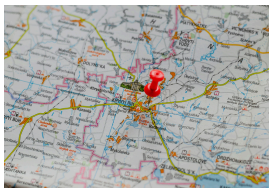
WHAT WE HOPE FROM THE HOST

LEAD TIME



6-8 weeks lead time from the time of request to event date.

EVENT DETAILS



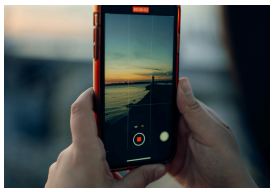
Where, When, How many, Theme of event

LIST OF GUESTS



Provide a list of attendees.

PICTURES



Send us your photos from the event!

WHAT HWS WILL PROVIDE

INVITE

Invitation email sent to all alumni in a 90-mile radius, 4-6 weeks prior to event.

EMAIL REMINDER

3-4 email reminders, depending on time of request.

RSVPS

We will manage RSVPs and provide you a list of registrants.

SWAG

We will mail you a box of swag!

The cost of the event needs to covered by a per-person charge at the door or by the generosity of alumni.

All events need to be cleared through Alumni/ae Relations before plans are made, dates set, or commitments made.

HYO Submission Form



EVENT PLANNING

HYO SUBMISSION FORM

Working Backwards from your Event Date:

- RSVP Date/Registration Close: 1-2 weeks prior to the event.
- Email Invite: 4-6 weeks prior to the event.
- Contact AAR using the Host Your Own Form: 6 weeks prior to the event.
- Decide on Event!

Planning Checklist

Send us your photos and list of attendees!

- Complete Host Your Own Event Form.
- Confirm event date and location.
- Verify date doesn't conflict with blackout dates.
- Establish attendee cost.
- Coordinate with Alumni/ae Relations.

HWS Provides:

- Invitation email sent to alumni in 90-mile radius.
- HWS will send out email reminders .
- We will manage RSVPs and provide you a list of registrants.
- We will mail you a box of swag!

Dates to Avoid:

- Two weeks prior to Homecoming & Family Weekend (first weekend of October).
- Four weeks prior to & the two weeks following Reunion (first weekend of June).

Event Date Deadlines:

- Please submit
  - Holiday events by November 1st.
  - Summer events by June 1st.



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CHECK IN