MSU ALUMNI OFFICE
ALUMNI CLUB STUDENT SEND-OFFS/ALUMNI PICNICS

// OVERVIEW
Alumni club student send-offs/alumni picnics are an excellent way for Spartan alumni and current students to gather, and welcome the newest local additions and their families to the larger Spartan family and send them off to the banks of the Red Cedar. Thank you for your interest and plans to host an event. You are the first official welcome to the university for your local community!

// RESPONSIBILITIES OF THE ALUMNI CLUB
The alumni club should:
1. Determine the event details and handle all event logistics.
2. Determine the guest list/who to invite, e.g., incoming students, current students, alumni, friends.
3. Request all student and alumni data through the MSU Alumni Office. Submit requests utilizing the Mailing List Request tab of the Club Admin Panel.
4. Create an event registration in Eventbrite using the Nvite hub, and collect information from each registrant, including:
   • First name
   • Last name
   • Email address
   • Phone number
   • Home address
   • Their “MSU affiliation” – incoming student, current student, parent, alumni, friend
5. Create and send email and/or hard copy invitations.
6. Promote the event via social media, website, newsletters, etc.

// RESPONSIBILITIES OF THE MSU ALUMNI OFFICE
The MSU Alumni Office will:
1. Obtain student and alumni data. Note that it takes approximately two weeks to assemble and provide the requested data to the alumni club.

(CONTINUED)
// RECOMMENDED TIMELINE

- Submit a request for data to the MSU Alumni Office six weeks before the event
  - It takes approximately two weeks to assemble and provide the requested data
  - Why such a specific timeline? Beginning in early February through the start of classes in the fall, the status of incoming freshman, transfer and graduate students changes on a weekly basis, as students confirm their attendance at MSU. If you request the student data too soon, e.g. 12 weeks in advance, your data will not include students who recently confirmed they will be attending MSU.
- Send out an invitation at least four weeks in advance of the event.
  - However, it’s not too soon to do a save-the-date. People are making summer vacation plans, so get on their calendars.

Sample timeline for an August 10 event:

<table>
<thead>
<tr>
<th>DATE</th>
<th>TO DO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Once event date is determined</td>
<td>Promote the event via social media, website, newsletters, etc. as a save-the-date. If the location is known, include that as well.</td>
</tr>
<tr>
<td>June 24</td>
<td>Request student and alumni data via from MSU Alumni office</td>
</tr>
<tr>
<td>July 10</td>
<td>Date data is needed</td>
</tr>
<tr>
<td>By July 12</td>
<td>Create Eventbrite registration page/form using the Nvite hub.</td>
</tr>
<tr>
<td>July 15-16</td>
<td>Send invitations via email to invited guests.</td>
</tr>
<tr>
<td>July 15 – RSVP date</td>
<td>Promote event via social media, website, newsletters, etc. Don’t forget to include the link to the Eventbrite registration page.</td>
</tr>
<tr>
<td>August 10</td>
<td>Event</td>
</tr>
</tbody>
</table>

// HOW TO REQUEST DATA

Data comes from three separate sources on campus - the Office of Admissions, the Office of the Registrar, and University Advancement. To facilitate your request, all data requests should be made utilizing the Mailing List Request tab of the Club Admin Panel at https://alumni.msu.edu/get-together/club-admin/index.cfm.

Alumni clubs should not contact Office of Admissions or their regional Office of Admissions representative, and/or the Office of the Registrar directly for student data requests.

If an alumni club utilizes the iModules platform for email, up-to-date alumni, non-degree and friends data is in the query created for the alumni club. There is no need to request email data from the MSU Alumni office.

For more information about the data including how and when you’ll receive it, and basic instructions to complete the data request, go to “Request an Email and/or Mailing List” at https://alumni.msu.edu/assets/PDFs/Request-Email-Mail-List-Updated-2019.pdf

(CONTINUED)
// EVENT REGISTRATION
1. Create an event in Eventbrite using the Nvite hub - nvite.com/community/msualumni
2. Collect good data on all guests.
   • At a minimum, for student send-offs/alumni picnics, alumni clubs should collect the following from each registrant:
     • First name
     • Last name
     • Email address
     • Phone number
     • Home address
     • Their “MSU affiliation” – incoming student, current student, parent, alumni, friend
   • See the “Request an Event Kit” section below for the relevance of collecting these data points.

Eventbrite Tips
For tips on how to maximize the effectiveness of your Eventbrite registration, refer to “Tips for Creating an Event in Eventbrite & How to Collect the Best Guest Information” at https://alumni.msu.edu/assets/PDFs/Tips-Eventbrite-Updated-2019.pdf

// REQUEST AN EVENT KIT
***New for 2019*** The MSU Alumni Office will provide an event kit to alumni clubs if requested. The event kit will include:
• Blank adhesive name tags and Sharpies.
• Sign-in sheets and pens.
• Two varieties of vintage-style MSU stickers.
• MSU trivia handouts.
• Alumni club information handouts.

Specifically for students:
• MSU Dairy Store coupons.
• MSU Fight Song and MSU Shadows key chains.
• Meijer and/or Spartan Bookstore gift cards for drawing – 1-3 cards per club. This is TBD.

If you are interested in an event kit, contact Elizabeth Wheeler at szufnar@ady.msu.edu at least four weeks in advance of the event. Note that you will not be required to have final headcounts at the time of the request, but we will need to have an approximation at the time of shipping. By collecting information on each guest, and having guests note their “MSU affiliation” – incoming student, current student, parent, alumni, friend – when they register, we can better determine quantities for the items in the event kit.

// EVENT IDEAS
• If there’s a charge for the event, consider not charging students (they are college students, after all).
• Have an alumni club leader do a welcome message, and introduce any MSU staff if present.
• Student introductions - names, high school, major, and residence hall/where they live.
• Ask alumni to share their personal experiences and tips - campus life/favorites, student organizations, campus/East Lansing must-dos, what you wish you knew as an incoming student. Consider having alumni write these on a large poster board at the event so everyone can read them.
• Conduct drawings for memorabilia and small giveaways.
  • Trivia handout could be used for this – have attendees complete and turn in.
• Teach the “MSU Fight Song” and “MSU Shadows”.

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