Will Your Members say “I Do” to Chapter Events?

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Faculty Disclosure

• Faculty Name: Michelle Coburn
• Conflicts of Interest: None
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Objectives

• Understand how to plan a successful event or program

• Develop program topics based on your chapter’s budget and members’ needs.
Think about the best wedding(s) you have been to. What was your favorite thing about it?
BUDGET 2016
Don’t forget – You still have the rest of your lives. Don’t spend all your money on one event!
Setting the budget

- Venue rental
- Food and beverage, per person
- Registration platform
- Audio/visual
- Photography
- Speaker
- Entertainment
- Décor
- Favors
Venue

• What will work for your members?
  o Hotel ($$$)
  o Museum ($$$)
  o Theater ($$$)
  o Local restaurant ($$)
  o Library ($$)
  o Zoo ($$)
  o Park or community pool ($)
  o Community center ($)
  o University or hospital setting($)

  o Some places give a discount if you have your event on a weekday, or in the morning of a weekend.
Food and Beverage

• Food:
  o Plated meal ($$$$)
  o Appetizers only ($$)
  o Dessert ($)

• Beverage:
  o Drink tickets ($$)
  o Cash bar ($)
  o Tea, Soda, Water ($)
Free for free events

It's absolutely free to post and promote your free events using our best-in-class features.

Easily track registrations for parties, classes, seminars, networking events, nonprofit events, tours and more.

Eventbrite and Eventzilla

Special promotional Rate! (USD $)
Eventbrite Service Fee (New Organizers)

2.50 % + $ 0.59
per ticket sold

Eventbrite Service Fee is capped at $19.95 per ticket for event organizers.

Special nonprofit rate
Don't know which solutions your organization needs? Click on any icon below to learn more about each solution.

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<th>Expansion</th>
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Audio/Visual and Photography

• PowerPoint presentation or photos on a screen

• Do you need Internet connection?

• Who will be responsible for photographing the event?
  o Share with friends who were unable to attend
  o Use in future celebration promotions
Speaker and Entertainment

• Do you have to pay your speaker?

• Will there be music?
  o DJ
  o Live band
  o Background music on an iPod
Décor

• Is there a theme?
  o 1920s, 1950s, 1980s
  o Red carpet
  o Beach party

• Buy in bulk at a party store to save money
Favors

• Polaroids from photo booth/props

• Personalized products:
  o Pens
  o Cups
  o Keychains
  o Nail files
Miscellaneous

• If there is alcohol being served, do we:
  o Need to pay a bartender?
  o Need additional insurance?

• Some locations have you pay for a security guard if you’re over a certain number of attendees.

• Watch out for hidden costs! Some locations charge a cake-cutting fee, so you could have cupcakes, instead!

• What costs can you absorb related to the barriers your members face in attending events?
  o Facilitate ride-sharing or carpooling
  o Child care
#2 – Send the invitation early!
When should we send?

• Traditional event notices should go out 6-8 weeks in advance.
  o Give time to take off work.
  o Time to make travel arrangements for regional/consortium events.

• If it is a “destination wedding” where a lot of members will have to travel further, give more time.
  o 3 months
When should we ask for the RSVP?

• 2-3 weeks before your event.
  o Gives you time to follow-up with members you haven’t heard from. Phone call or email?
  o Gives you time to provide final headcount to venue, caterer, etc.
What is included on the invite?

• Who is invited
  o Members
  o Guests
  o Children

• Attire
  o Business casual/casual
  o Theme/costume

• Web link for more information or to register
It’s ok to delegate to others!

- Put together a committee to complete tasks before, during, and after your big day:
  - Picking a theme/topic that meets members’ needs. This might require sending a membership survey, to ensure you have the most-recent information.
  - Ensuring you stay on budget.
  - Setting up decorations and photo props.
  - Greeting attendees and handing out name tags.
  - Sending out thank-you notes to everyone who attended.
the solution is selflessness
Imagine the event, step by step, and make a 2-column list:

1. What could go wrong
   • Bad weather at an outdoor venue
   • Speaker doesn’t show up

2. Your contingency plan
   • Is there space for everyone inside?
   • Print out talking points on same topic
#5 – Keep it social!
Have an event hashtag!

- **Make it Unique:** Search Twitter for the hashtag you have in mind. If it has been used recently, you will need to rethink it.

- **Keep it Short:** Remember, on Twitter you only have 140 characters to use.

- **Make it Related:** Your hashtag should reflect your event. *Ex: Eta Pi Holiday Event (#EPHoliday).*

- **Memorable:** You want your attendees to use this hashtag when they are talking about your event.
Custom Snapchat filter

• $5 per 20k square feet, per hour

• Does your university have graphic design students? Ask them to create it for you, and they can add that to their resume!
Remember why you are here, and what you are creating.
Questions?