The key to a successful alumni organization is strong, creative programming which appeals to alumni of all ages and interests. This could include events of all types from a happy hour gathering, a send-off picnic to a formal annual dinner. Whatever the size or complexity, the key to a successful event is *detailed planning*. As the old adage states "the devil is in the details."

Alumni Relations has created a series of documents to assist you in the planning of your event. Not everything in these guides will apply to your specific event. The information sheets should be used as a tool and you can use or disregard whatever is appropriate. We're always open to new ideas and techniques so if you discover we've overlooked something important or a better suggestion, please don't hesitate to contact us.

**Topics Covered**

1. Important Event Contact Information
2. Event Programming Checklist
3. Event Planning Timelines
   - General
   - Summer Picnic/Send-Off
   - Sporting Event
   - Group Hike
4. Event Budget Planning Worksheet
5. Event Venue Selection
6. Event Catering
7. Event Audio-Visual Questions
8. Event Registration
9. Event Supplies
10. Do-It-Yourself Name Badges
11. Event Program
12. Event Ideas
13. Sample Events
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<td>General club questions, Dartmouth President visit</td>
<td>Suzanne Wiley Young '77 P'10, Senior Associate Director, Alumni Clubs</td>
<td>(603) 646-1497</td>
<td><a href="mailto:suzanne.w.young@dartmouth.edu">suzanne.w.young@dartmouth.edu</a></td>
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<td>Insurance coverage questions, including outdoor activities, serving alcohol at events; accident, incident, injury reporting, etc.</td>
<td>Tina Feeney, Insurance and Loss Control Manager, Office of Risk and Internal Controls Services</td>
<td>(603)646-9257</td>
<td><a href="mailto:tina.feeney@dartmouth.edu">tina.feeney@dartmouth.edu</a></td>
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<td>Young alumni events (YADA)</td>
<td>Derrick T. Smith '07, Assistant Director, Class Activities</td>
<td>(603) 646-3578</td>
<td><a href="mailto:derrick.t.smith@dartmouth.edu">derrick.t.smith@dartmouth.edu</a></td>
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<td>Dartmouth on Location programming, Dartmouth speaker request</td>
<td>Danielle Sparks, Assistant Director, Continuing Education</td>
<td>(603) 646-9159</td>
<td><a href="mailto:danielle.m.sparks@dartmouth.edu">danielle.m.sparks@dartmouth.edu</a></td>
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<td>General affiliated and shared interest group questions</td>
<td>Derikka Mobley '10, Assistant Director, Affiliated and Shared Interest Groups</td>
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<td>Dartmouth College Glee Club</td>
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<td>Artistic Director Walt Cunningham, Dartmouth College Gospel Choir</td>
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<td><a href="mailto:gospel.choir@dartmouth.edu">gospel.choir@dartmouth.edu</a></td>
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<td>Barbary Coast Jazz Ensemble performances</td>
<td>Don Glasgo, Director, Barbary Coast Jazz Ensemble</td>
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<td><a href="mailto:don.glasgo@dartmouth.edu">don.glasgo@dartmouth.edu</a></td>
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<td>Handel Society performances</td>
<td>Robert Duff, D.M.A., Director, Handel Society Performances</td>
<td>(603) 646-3414</td>
<td><a href="mailto:robert.duff@dartmouth.edu">robert.duff@dartmouth.edu</a></td>
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<tr>
<td>Pilobolus performances</td>
<td>Pilobolus</td>
<td>(860) 868-0538</td>
<td><a href="mailto:info@pilobolus.org">info@pilobolus.org</a></td>
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Alumni Event Programming Checklist

- Decide on an event (*Ideas Section*)
- Choose an event chair & appoint a committee
- Establish an Event Timeline (*Timeline Section*)
- Research venue possibilities (*Venue Section*)
- Plan a budget (*Budget Section*)
- Choose a venue
- Send a "Save the Date" email to target audience
- Make a list of possible speakers (*if applicable*)
- Secure contracts
- Visit the venue
- Decide on a speaker/panelists
- Complete Dartmouth Speaker Request Form online if College Speaker requested
  ([http://alumni.dartmouth.edu/volunteer/speakerform](http://alumni.dartmouth.edu/volunteer/speakerform))
- Request speaker bio, photo and marketing materials
- Send speaker information on logistics, audience profile, helpful hints
- Send invites
- Advertise (*Email, Newsletters, Facebook, Website, Twitter*)
- Track RSVPs
- Secure necessary supplies (*name badges, pens, decorations, etc.*)
- Make venue arrangements (*Venue & Audio-Visual Sections*)
- Make catering arrangement (*Catering Section*)
- Finalize speaker arrangements (*Hotel, transportation to and from venue, etc.*)
- Purchase gift for speaker (*if club feels is appropriate*)
- Send out a reminder email
- Confirm orders with caterers/vendors
- Confirm final numbers
- Print name badges *(Name Badge Section)*
- Write up event for club website and Dartmouth Alumni Relations
- Send Alumni Relations list of attendees if College speaker involved *(name, class)*
- Write thank you notes
- Enter event into the Club/Group Annual Report form online
Alumni Event Timeline

10 to 12 Weeks before the Event
☐ Finalize plans for the event (date, time, place, cost, RSVP contact, information contact, event description).
☐ Make billing or deposit arrangements for venue and caterer.

6-7 Weeks before the Event
☐ The Alumni Office can assist with a broadcast email for the event announcements.
☐ Email event details to Communites to post on Alumni Relations Web site “What’s Happening” calendar.

3 Weeks before the Event
☐ Take reservations and update the caterer with attendance figures regularly.
☐ If the attendance differs from what you gave the caterers, make appropriate adjustments.
☐ If the number of reservations is less than expected, your staff liaison can send a reminder broadcast email and volunteers can make personal calls to local alumni.
☐ Recruit volunteers to help you greet guests at the event.

2 Weeks before the Event
☐ Make sure you have assigned volunteers to take registration at the door (if necessary), to greet participants and act as general hosts, and to make program introductions (if necessary).

5 Days before the Event
☐ Confirm final details with the caterer.

Day of Event
☐ Arrive an hour to 45 minutes early, check the room seating and any audiovisual equipment, and set up the registration table.
☐ Check with the caterer to make sure that the food will be served on time and that no last minute changes need to be made.
☐ If payments are being taken at the door, be sure to have cash on hand to make change.
☐ Volunteers working at the registration table should take accurate attendance, checking off attendees who registered in advance and adding names of any guests who did not register in advance.

1 Week after the Event
☐ Send an email to the participants to thank them for attending.
☐ Record event in newsletter and annual report.
Timeline For a Summer Picnic/Send-Off

4-6 months out
☐ Pick time, date, alternate date and location
☐ Confirm location and any restrictions for parking, fire pits, grills, animals, number of people and the like at the facility
☐ If a certificate of insurance is required by the park office, please contact the Office of Alumni Relations at 603-646-3497 to initiate the process.

3 months out
☐ Arrange for entertainment
☐ Set up games or recreation stations
☐ Contact the Office of Alumni Relations for an updated alumni list and student list, your local DED will also have the names of the incoming class.
☐ Contact a caterer or set-up the assignments for pot luck
☐ Mail invitations

2 months out
☐ Send out e-vite
☐ Put the event on your website
☐ Take RSVPs if you desire

1 month out
☐ Confirm your reservation with the park office
☐ Send out an email reminder

1 week out
☐ Confirm with the caterer and keep them updated on the count or contact food volunteers

Day of the Event
☐ Arrive 1 hour before the beginning of the event to set-up tables, greet guests, direct caterers or arrange pot luck, and meet the entertainment
☐ Have fun and take pictures

Suggestions
☐ Find a park with a covered pavilion in case of rain
☐ Invite entertainment- maybe you have a few Aires or Glee Club members amongst your group.
☐ Plan the day around a Big Green Bus Stop. [http://www.thebiggreenbus.org/](http://www.thebiggreenbus.org/)
☐ Scheduling:
   • Mid-week, usually Wednesday, during the last week of August before First Year trips begin.
   • Late enough in August to permit Summer Term Second Years to have finished and returned home.
   • Early enough in the week to avoid conflicting with the busy activity of last few days of preparing to depart for First Year trips.
- A start time of 5:30 pm allows members to get home from work and arrive at the picnic site. Then wait until about 6 pm before cooking/serving food.
- A mid-week event does conflict with some youth sports activities but it is less of a time commitment for attendees than a weekend afternoon (e.g., 1 - 5 pm or 3 - 7 pm).

Sample invitation:

**PLEASE JOIN US for the Annual SUMMER DARTMOUTH OREGON Picnic — Saturday, September 15, 11:30 TO 4:00...**

Our annual summer picnic will be a little later this year, but we have the opportunity to return to Jack Spring's home in Gearhart on September 15.

There will be games and food and fun for all! Jack and Susan's place is especially child friendly, so bring children of all ages. The picnic will conclude early enough so that you may still visit Seaside attractions, including the beach and the ocean.

The Club will provide the main food staples including chicken, hamburgers and drinks. Other dishes are on a potluck basis! So... if your last name starts with the letter:

A - H: please bring an appetizer
I - P: please help us by bringing a salad
Q - Z: please donate dessert to the cause

If none of this is possible, come anyway.

The Club will provide balls and bats, but you should bring your own gloves for our highly noncompetitive softball game.

Jack and Susan's home is in Gearhart, just a bit north of Seaside. Directions:

Take the Sunset Highway (US 26) West to its end at US 101, then go north about three miles past Seaside, and turn left at a red light where a sign will direct you left to "down town" Gearhart. Follow the sign to the west for about half a mile to a stop sign at Cottage Ave, and turn right. The Springs are at 247 North Cottage Ave. The phone number is 503-738-5083.

Please RSVP with the number of people in your party to lafrance@clark.edu or by phone to 503-768 6627.
Timeline for a Sporting Event

Sporting events are perfect group events for family and friends. Try researching games in your area; either minor league, major league, or a visiting Dartmouth Team.

10-12 weeks before game
- Set date
- Look into reserving the family area or group area at the park or stadium.
- Determine price of tickets
- Buy a block of tickets—group them in 8-10 seat sections in multiple rows to create a better conversation area.
- Decide whether or not to arrange a reception/party before the game
- If necessary, make billing or deposit arrangements for venue and caterer

6-7 weeks before game
- Advertise in the newsletter, website and e-vites

1 month prior to game
- Sell tickets and collect money
- Update caterer with attendance list
- Ask for RSVPs and collect ticket monies

2 weeks prior to game
- Send a reminder to individuals with purchased tickets
- Send last minute emails to sell remaining tickets
- If no reception or tailgate party, mail tickets or distribute accordingly

5 Days before the Game
- Confirm final details with the caterer.
- Assign tickets

Day of Game
- Arrive an hour to 45 minutes early, check the room seating and any audiovisual equipment, and set up the registration table.
- Check with the caterer to make sure that the food will be served on time and that no last minute changes need to be made.
- If payments are being taken at the door be sure to have cash on hand to make change.
- Volunteers working at the registration table should take accurate attendance, checking off attendees who registered in advance and adding names of any guests who did not register in advance.
- If no reception meet at the game

Post-game
- Record the event for the newsletter and annual report
- Send email to participants to thank them for attending.
Timeline & Suggestions for a Group Hike

Suggestions

- Choose an easy to moderate trail if this is a family event
- You may want to contact a naturalist, entomologist, bird watching group or historian to add an educational spin to the experience
- You may want to consider taking a historical walking tour or garden tour in your area
- Verify with the park office any restrictions, hours, parking, group size, don’t pet the wildlife... and plan accordingly
- Decide if you want to have RSVPs or leave this open. If the park has a group size restriction you may need to take RSVPs to manage the number of leaders and groups to support.
- After the hike you may want to host a tailgate picnic or meet at a local pub depending on the demographic of your group.

2-3 months prior to the hike

☐ Pick a date, and an alternate date, location and time
☐ Call park office to verify any restrictions
☐ Create and mail invitation/e-vite and post on website

1-2 weeks prior to the hike

☐ Send a reminder

Day of the Hike

☐ Arrive ½ hour before scheduled start time
☐ Meet with guide
☐ Hike and have fun
☐ Take pictures

After

☐ Record the event for the newsletter and annual report
☐ Send a thank you note to the guide

Please find a sample invitation below:

7th ANNUAL FALL FOLIAGE HIKE - Battle Road Trail at Minute Man National Historical Park, Saturday, October 20 1:30 PM.

We are returning to local environs and have selected a unique setting for this year's hike. We will step back in time and walk nearly the full length of the historical Battle Road Trail from Lexington to Concord. This hike is very flat; special footwear is not required. This will be a point-to-point hike of 4 miles. For a map of the area, visit: http://www.nps.gov/mima/planyourvisit/upload/MIMA%20Park%20Map.pdf. If interested in attending, or to receive updates, please contact Bill at (978) 369-XXXX (before 10 PM).
## Event Budget for Dartmouth Club/Group of XXXXXXXXX

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When selecting the location for an alumni event, organizers should avoid private clubs, country clubs, or any other location where there is known discrimination in membership; no one should be made to feel uncomfortable or be placed in the position of having to refuse to attend because of race, sex or creed. The locations also should be easily accessible to as many guests (ADA compliant) as possible.

Investigate the location well in advance for lighting, acoustics, realistic seating capacity, head table setup, special setups (pong tables, stage, etc.) and podium.

**Questions to Ask When Considering a Venue**

- Do they provide their own catering service? Does it cost extra or is the service included in the price of renting the venue? Is there the possibility of bringing in my own caterer to the venue?
- Does the venue have its own bar? Bartenders? If I decide to have a cash bar, is the cost of the bartender covered in the original venue price or extra?
- What are the features of the room/space I am renting? Will there be access to electricity, electronic equipment—computers, projectors? Do you have a podium with a microphone and a P.A. system? Is there an IT person on hand to help with set-up/troubleshooting? Is there an extra cost for using these items or assistance?
- What kind of decoration can they provide? Flowers, table centerpieces, etc?
- Can they provide a discount for renting during an off peak date? (usually Monday-Thursday)
- Is there parking available for guests? What is the cost? Do they validate? Is there valet?
- Do they provide services for set up and clean up?
How to Find the Right Caterer
from Elegala.com

Food and beverage, which often take up more than half your budget, are big decisions. A lot of details must come together to treat your guests to something extraordinary. Find a caterer that suits your needs, style and budget by following these steps. Even if your venue has an exclusive caterer you may still find some useful ideas here.

1. Do your research. Plan ahead, and aim to start meeting with caterers about 8 weeks in advance. Imagine your ideal gathering in terms of hors d’oeuvres, service, alcohol and any other food requirements, then select a potential caterer who will meet your vision.

2. Meet and greet. Once you have narrowed down the list, set up interviews to determine the right choice for you. Try to schedule a tasting as part of the interview. Your final decision should be based on taste, presentation and creativity, cost and the willingness of the caterer to suit your needs. Remember, the caterer should accommodate your vision, so choose someone who is open to your ideas.

3. Consider your guests: Before building the catering menu of your dreams and taste buds, remember your guests. Don’t forget about allergies, vegetarians, or kosher meals. Even if you are adventurous when it comes to exotic food and drink, remember that not everyone else will be. Even in an attempt to be original, try to include some standards on the menu that will satisfy all palates.

4. Be original: That said, don’t be afraid to break out of the five-course beef-or-chicken mold. Planning your menu should be fun! Try to take your guests on a culinary journey. All the while, think quality, not quantity. Concentrate on variety and presentation over an elaborate abundance of food.

5. Ask the right questions. During your consultation, ask the caterer to compose an outline highlighting the cost per person, menu selections, service options and any additional fees that could be incurred. Come prepared with a list of questions you need answered, including:
   - How long have you been in the business?
   - Do you specialize in a particular type of food and service?
   - Are you familiar with the reception site?
   - What is your average price range? Is it an all-inclusive, flat rate or is the cost determined by the type of food and service?
• Do you provide rental equipment, such as linens and dinnerware? Ask to see samples.
• What is the ratio of wait-staff to guests? (1 server for every 8-10 guests is recommended)
• Where will the food be prepared? Will it be fresh or frozen ingredients?
• Are you available that date and time? Do you have any other events scheduled for the same day or time? (If so, having a similar menu will help to cut down on cost).
• Could I get a list of references of your previous clients?

6. Mind your budget: You should count on spending as much as 50 percent of your total budget on catering, more than any other element. So be sure to be sensible and meticulous during your selection process. If you aren’t willing to sacrifice veal for meatloaf, cut down on the number of courses you serve so you won’t break the bank. Know the range above/below your count for which the caterer will bill/serve.

7. Sign on the dotted line. Before signing a contract, read the terms carefully to verify the agreed upon details. Be prepared to submit a 50% non-refundable deposit at the time of the signing, and make sure the contract includes the final balance amount and due date as well as the cancellation and refund policy. The contract should also include the caterer’s contact information, the reception date, time, duration and location (including the exact name of the room, if necessary). Other details that should be outlined on the contract are the meal plan, type of service and staff provided, and rental specifics.

The Hors D’oeuvres How-To

How Much to Serve:

For a two-hour party:
10–12 bites/person
20 bites/person if the hors d’oeuvres replace dinner

When hors d’oeuvres are served before a meal:
5–7 bites/person when served before a light meal
3–4 bites/person when served before a full dinner meal

For an hors d’oeuvres-only party:
For 25 guests plan for 5–6 kinds of hors d’oeuvres
For more than 50 guests, plan for 10 or more kinds of hors d’oeuvres

Approximate amounts for 100 people:
Cheeses: 4 lbs, thinly sliced or cubed
Meats: 7-8 lbs, thinly sliced
Veggies and dip: 7-8 lbs of veggies, 4 cups dip
Fruit chunks: 9-10 lbs
Shrimp: 3 lbs
Crackers and breads: 6 crackers/person
Pickles, olives: 3 lbs
Chips and dips: 5-6 lbs of chips, 6 cups dip

**Helpful Hints**

People eat more during the first 90 minutes. After two hours, consumption picks up again, especially if hors d’oeuvres replace dinner.

Young people eat more than an older crowd, and guests eat more at casual parties than formal functions.

If hors d’oeuvres take the place of dinner, include some substantial foods that can be served like hors d’oeuvres (for example, a carving station).

Provide a variety of foods to please everyone. That means something for the vegetarian as well as the meat eater. Having both hot and cold foods also help to keep everyone nibbling happily.

If hors d’oeuvres take the place of dinner, also include several bites of sweets per person.

**Tables & Linens**

**Table Seating**

- Round tables seat 8-10 people (depending on venue)
- Rectangle tables seat 10 people (four to a side and two at each end)

**Linens**

- Linens are provided by your caterer for meals (please confirm with your caterer)
- Confirm the shape and number of tables needed for each event with your caterer before the event, so they have an accurate linen count.
- No linens are provided for any other events or for the class tent.
- You can also purchase them by the box through any party or bulk store.
Beverages

Planning Tips:

1. Calculate the number of hours of the event X number of guests X 2 drinks per hour.

**EXAMPLE:** 3 hours of an event X 100 guests X 2 drinks per hour = 600* SERVINGS
*This is an overestimate that will give you plenty to choose from and unopened/un-chilled wine and liquor can be returned to the NH liquor store. Check with your local liquor store on their policy regarding returns.

2. Split that number into the types of drinks your group enjoys for example: ¼ COCKTAILS, ½ BEER, ½ WINE

Important Tips:

- A full bar typically stocks vodka, gin, scotch, rum, bourbon, and vermouth.
- Plan on more wine for dinner events and more liquor/beer for reception events
- Wine: 1 x 750ml bottle = 5 servings 1 case = 60 servings
- Beer: The younger the crowd the more kegs you will need.
Audio-visuals needs for an event can be one of the most expensive items in your event budget and one of the most frustrating. Some venues are very well-equipped to handle PowerPoint presentations while others ask you to use an outside vendor. In either case, there are some questions which always need to be answered in order for the presentation to come off smoothly.

Questions to Ask the Presenter:

1) Will you have a PowerPoint presentation?
2) Will your presentation have sound, or will your presentation just be text and/or pictures?
3) Will you need internet access?
4) Will you be supplying your own laptop?
   • If using your own is it a Windows or Mac computer?
   • *If you bring a Mac, you will most likely need to provide your own cable (called a dongle) that connects the laptop to the projector*
   • If using a venue computer, would you prefer a Mac or Windows computer?
5) Do you need a microphone? If so, do you have a microphone preference- lavaliere or podium microphone?
6) Do you need a wireless advancer? Laser pointer?
7) Any other specific AV needs?

Other Considerations:

- Check out the venue ahead of time to make sure the view from the audience is unobstructed (too close, at an angle, etc.)
- Is the venue space dark enough for a visual presentation? Be sure to take the time of day of the event into consideration.
- If you offer a Q&A session, do you need/want cordless mics for audience?
- Do you need a technician on-site to manage the presentation?
- Do you need a riser or stage to make speaker visible?
- Be sure to get a detailed quote from the vendor in advance. Outside AV companies can be very expensive.
Unless your event is in a space where there are no limits to attendance such as a park or an arena, it is important to ask guests to register in advance. This is especially true if there is catering involved as you will need to give the vendor a fairly accurate count several days in advance.

What to ask on the registration form:

- Name
- Class Year
- Preferred first name for name badge (If you're making the name badges in advance.)
- Guest Name
- Guest Class Year if appropriate
- Guest Preferred first name for name badge (If you're making the name badges in advance.)

At the event, you should set up a registration table at the entrance to your venue. Ask the caterer to cover it with a tablecloth or bring one with you. Presentation is everything and the registration table is your guest's first stop and can make a wonderful impression.

Be sure to have several copies of the registered guests at the table. People often ask to see it.

In addition to name badges, this is a perfect opportunity to lay out materials about the club/group such as brochures and photos of other club/group events and activities.

Registration Hints:

- Recruit board members or others to work the registration desk, in shifts if necessary. The event organizer needs to be free to work with the caterer, speaker, techs, etc.
- If money is being accepted at the event, assign one person to be responsible for that aspect of registration. (If there is a fee for the event, sell the tickets either in advance or at the door to avoid collection during/after the event.)

Registration Supplies to have at the Registration Table:

- Name badges including blank ones for walk-ins
- Sharpie pen for writing name badges
- Pens
- Wastebasket
- Registration list with blank form for walk-ins to sign
- Club/group or Dartmouth banner
- Alumni Relations can provide green & white pom poms that can be used as decorations. Just email Anita K. Brown at anita.k.brown@dartmouth.edu.
There are some basic items you should have for every event and then there are others which will be more specific driven by the type of event.

**Always Have on Hand:**

- □ Crack 'n Peel name badges – *you can request these from Alumni Relations*
- □ Sharpie pen for name badges
- □ Sign-in sheet asking for name, class year, guest name
- □ Wastebasket
- □ Dartmouth banner/sign

**Optional Items:**

- □ Green & white pom poms – *you can request these from Alumni Relations*
- □ Club brochure and/or membership forms
- □ Bar supplies – *if you are not using a caterer*
- □ Condiments – *if you are not using a caterer*
- □ Table cloths – *if you do not get them from a caterer*
Do-It-Yourself Name Badges

By creating a mail merge in Microsoft Word, and linking to a list in Excel, you can turn worksheet data into printable name badges. For your convenience, here's a step-by-step guide to creating a mail merge in Microsoft Word:

**Mail Merge Step-by-Step**

1. Download the information you'd like on your name badges into a clean Microsoft Excel file. (For a mail merge to work, the file cannot have additional worksheets attached.)
2. Set up the Excel data to use in the mail merge by making sure that each column has a label in the first row and there are no blank rows or columns in the list. (You'll use the column labels to specify what data goes where in the mail merge.)
3. Make sure you have a separate column for each element you want to include in the mail merge. If you're creating name badges and want to use each attendee's nickname on the first line of the badge, make sure you have a column that contains nicknames only, rather than a single column with both first and last names.
4. Make sure that all the info you have in the Excel file is correct! This is the easiest place to make changes if there are misspellings or other errors.
5. Save and close the Excel workbook that contains the data.
7. On the Tools menu, point to Letters and Mailings, and then click Mail Merge.
8. In the first two steps of the Mail Merge Wizard, select the document type (name badges are labels) and start the document (highlighted in blue at bottom of right-hand column).
9. To create labels, click Labels in Step 1, and then click Label options in Step 2 to select the size and type of labels to print. Click Select Recipients at the bottom of the column, highlighted in blue, to continue.
10. In Step 3, under Select Recipients, click Use an Existing List, and then click Browse.
11. In the Look In list, click the folder in which you saved the workbook with your data, click the workbook, and then click Open.
12. In the Select Table dialog box, locate and click your list. Make sure the First Row of Data Contains Column Headers check box is selected, and then click OK.
13. In the Mail Merge Recipients dialog box, click any column labels in your data that correspond to the Word identifiers on the left. This step makes inserting your data in the form documents easier.
14. If you want to include only selected recipients in the mail merge, click Edit Recipient List and select the recipients you want. Use the rest of the Wizard steps to write, add recipient information, preview, personalize, save, and print your documents.

**Note:** While Word has your workbook open to create the mail merge, you can't open the workbook in Excel. If you need to see the data and its column labels, go to Step 3 or 5 of the wizard and click Edit recipient list.

For more assistance, check out Microsoft Word Help
As every event is different, the actual program will vary based on the focus of the event or the activities involved. More formal gatherings, such as an annual dinner or an event with a speaker will require an actual timetable which details the when, what and who of the program. Informal gatherings such as happy hours or sporting events do not need as much detail. As the organizer, however, you should always have an idea of how the event will flow so that it goes smoothly.

Some Tips:

- Do not let the social hour become too long before a speaker or meal; 45 minutes is usually long enough
- Do not let business items (introductions, reports of committees, and other club/group business or news) take more than 15 minutes before introducing your speaker.
- If you're moving from a reception to a dinner and the crowd is large, start asking guests to move to the dining room approximately 10 minutes before the dinner is scheduled to start.
- Welcome everyone and introduce yourself (not everyone may know you)
- Thank the speaker at the end of the program.
- Be sure the speaker has transportation to their hotel or airport. Arrange if needed.
Planning a successful and well-attended event can be essential to achieving your organization's goals, whether those are reaching out to young alumni as prospective members or improving existing member participation in events. Popular events held by clubs in the past have included:

- Student send-offs
- Holiday parties
- Minor league baseball games
- Wine/scotch tasting
- Family cultural event
- On-line sport event viewing (football/basketball)
- Volunteering at local nonprofit organizations
- Apple picking day
- Kayaking or canoeing
- Golf tournament
- Local school tutoring
- Family zoo trips
- Cooking classes
- Museum tours
- Bike rides
- Nature hikes
- Night at an observatory
- Scavenger hunts
- Combined faculty talk with attendance at a play or concert
- College singing group concerts
- Greeting the Ledyard Club's "Trip to the Sea" students

Other places for event ideas:

- Check out other club/group websites and see what activities they have listed
- Check out the list of events reported in Club annual reports:
  - Faculty Events:
    - [http://alumni.dartmouth.edu/Communities/clubs/media/mailing/cgarfy12--facultyevents.pdf](http://alumni.dartmouth.edu/Communities/clubs/media/mailing/cgarfy12--facultyevents.pdf)
  - Community Service Events:
    - [http://alumni.dartmouth.edu/Communities/clubs/media/mailing/cgarfy12--communityservice.pdf](http://alumni.dartmouth.edu/Communities/clubs/media/mailing/cgarfy12--communityservice.pdf)
## Alumni Sample Events

<table>
<thead>
<tr>
<th>Category</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prospective Students</td>
<td>• Enrollment seminar for low-income prospective students&lt;br&gt;• Book Awards&lt;br&gt;• Alumni interviewing&lt;br&gt;• Dartmouth T-shirt Delivery</td>
</tr>
<tr>
<td>Current Students</td>
<td>• Welcome lunches, dinners, picnics, etc. for accepted students&lt;br&gt;• Send-off gathering for students departing to Dartmouth&lt;br&gt;• College Student panel (current students and recent graduates from the area answer questions for prospective students)&lt;br&gt;• Gatherings for students interning in the area&lt;br&gt;• Dartmouth sports teams in your area - training, matches, finals&lt;br&gt;• Singing groups on holiday or term breaks (Aires, Decibelles, Rockapellas, Glee Club, Gospel Choir, Dodecs)&lt;br&gt;• Big Green Bus Event&lt;br&gt;• The Hill Winds Society panel discussion&lt;br&gt;• Tours of technology companies for current engineering students</td>
</tr>
<tr>
<td>Parents</td>
<td>• Informational session for alumni parents of students applying to Dartmouth College&lt;br&gt;• Informational session for parents with students heading off to Dartmouth&lt;br&gt;• Dartmouth Parents meet Dartmouth's new Dean of the College</td>
</tr>
<tr>
<td>Young Alumni</td>
<td>• Young alumni gatherings&lt;br&gt;• College YADA sponsored young alumni and students events&lt;br&gt;• Karaoke&lt;br&gt;• Trivia nights&lt;br&gt;• Relive freshmen trips experience&lt;br&gt;• EBA's night&lt;br&gt;• Young Alumni bands (Fillgar, Warm Weather)&lt;br&gt;• Group sports tickets</td>
</tr>
<tr>
<td>Senior Alumni</td>
<td>• All Ivy monthly mixer for older singles&lt;br&gt;• Provide transportation to events for senior alumni and/or widows</td>
</tr>
<tr>
<td>Dartmouth Traditions &amp; History</td>
<td>• Local winter carnival events such as CarniVail&lt;br&gt;• Local homecoming gathering&lt;br&gt;• Local broadcast of Dartmouth football game&lt;br&gt;• Local relive your freshmen trip experience&lt;br&gt;• Local share your study abroad experience&lt;br&gt;• &quot;Daniel Webster birthday party&quot; (fundraiser for Dartmouth)&lt;br&gt;• Local reunion activities for mini-reunions</td>
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<tr>
<td><strong>Dartmouth On Location</strong></td>
<td><strong>Dartmouth Speaker Program</strong></td>
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<tr>
<td></td>
<td>• Combined faculty talk with attendance at a local party, a concert, or a museum exhibit</td>
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<td></td>
<td>• Book talk &amp; book signing by Dartmouth professors</td>
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<td></td>
<td>• Prof. Dirk Vandewalle speaking on Libya and fundraiser for victims</td>
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<tr>
<td></td>
<td>• Prof. Steve Swayne on his book, <em>Orpheus in Manhattan: William Schuman and the Shaping of America’s Musical Life</em></td>
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<table>
<thead>
<tr>
<th><strong>Dartmouth President Alumni Club Visit</strong></th>
<th><strong>Board/Club</strong></th>
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<tbody>
<tr>
<td></td>
<td>• Annual meeting, dinner, etc.</td>
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<td></td>
<td>• Board meetings, event planning meetings</td>
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<td></td>
<td>• Award presentation to outstanding local alumni</td>
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<td></td>
<td>• Regional leadership workshops; board retreats</td>
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<tr>
<th><strong>Fundraising</strong></th>
<th><strong>Community Service</strong></th>
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<tbody>
<tr>
<td>• Silent auction for club scholarship fund</td>
<td>• Mentoring at YouthBuild charter schools</td>
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<tr>
<td>• Fundraising dinners</td>
<td>• Local school tutoring</td>
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<tr>
<td>• Golf tournament</td>
<td>• Helping at local food banks</td>
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<tr>
<td>• Free club event with suggested contribution to club, college, scholarship funds or other charity</td>
<td>• Teach Kentucky (placing recent alumni into teaching program)</td>
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<thead>
<tr>
<th><strong>Sports</strong></th>
<th><strong>Sports</strong></th>
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<tbody>
<tr>
<td>• Major and minor league baseball games</td>
<td>• U.S. Open viewing party</td>
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<tr>
<td>• Dartmouth sports broadcast viewing (football)</td>
<td>• Super Bowl party</td>
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<tr>
<td>• Talk with Dartmouth coach Buddy Teevens ’79</td>
<td>• All-Ivy Bowlerama</td>
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<tr>
<td>• Golf Tournament</td>
<td>• Surf lessons</td>
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<tr>
<td>• U.S. Open viewing party</td>
<td>• Broom hockey</td>
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<tr>
<td>• Super Bowl party</td>
<td>• Fly fishing lessons</td>
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<tr>
<td>• All-Ivy Bowlerama</td>
<td>• Polo match</td>
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<tr>
<td>Category</td>
<td>Events</td>
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<tr>
<td>Outdoors</td>
<td>- Summer picnic</td>
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<td></td>
<td>- Guided nature hikes- tidal marsh, elephant seal, etc.</td>
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<td></td>
<td>- Scenic bike rides</td>
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<td></td>
<td>- Hunting the magical calypso orchard</td>
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<td></td>
<td>- Whale watching</td>
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<tr>
<td>Family Events</td>
<td>- Family Zoo trips</td>
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<td></td>
<td>- Beach gatherings, BBQ or potluck</td>
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<td></td>
<td>- How do airplanes fly and paper plane making activity</td>
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<td></td>
<td>- Jelly Belly Factory tour</td>
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<td></td>
<td>- Dartmouth family night at club president's home</td>
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<td></td>
<td>- Children's theatre plays and puppet shows</td>
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<td></td>
<td>- Financial literacy for children event, featuring a financial</td>
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<tr>
<td></td>
<td>adviser and alum who designed a game to teach students</td>
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<tr>
<td></td>
<td>about money</td>
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<tr>
<td></td>
<td>- Origami class</td>
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<tr>
<td>Cultural</td>
<td>- Pilobolus (Dartmouth founded) dance troop</td>
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<tr>
<td></td>
<td>- Wine/scotch tasting</td>
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<tr>
<td></td>
<td>- Museum tours</td>
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<td></td>
<td>- Theatre events</td>
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<td>- Music events</td>
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<td></td>
<td>- Movie screenings</td>
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<tr>
<td></td>
<td>- Fromage 101: Everything you wanted to know about cheese</td>
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<td></td>
<td>- Touring the Historic Garden at Filoi</td>
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<td></td>
<td>- NPR Says You live taping and studio tour</td>
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<tr>
<td></td>
<td>- Coffee tasting</td>
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<td></td>
<td>- Cooking classes</td>
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<td></td>
<td>- Oscar viewing gathering</td>
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<td></td>
<td>- Overnight at Alcatraz</td>
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<tr>
<td>Science and Technology</td>
<td>- Mars at Opposition: Private Lecture and Viewing of the Red Planet</td>
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<tr>
<td></td>
<td>- Meteor Shower: Private Lecture and tour</td>
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<td></td>
<td>- Media and technology lecture/panel series</td>
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<td></td>
<td>- Tour of electric car company</td>
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<td></td>
<td>- Nuclear submarine tour &amp; demonstration</td>
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<td></td>
<td>- Tour fisheries</td>
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<td></td>
<td>- Air show viewing</td>
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<tr>
<td>Networking</td>
<td>- Dartmouth Global Networking Night</td>
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<td></td>
<td>- Career panels</td>
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<tr>
<td></td>
<td>- Real estate panel and seminar</td>
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<tr>
<td><strong>Holiday Gatherings</strong></td>
<td><strong>Other</strong></td>
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<td>--------------------------------</td>
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</tbody>
</table>
| • Collaboration between regional clubs and shared interest groups (DLA, DAEMA, DADA, DEN, Thayer Engineering, Medical School)  
  • All Ivy gatherings  
  • Monthly lunches or breakfast for alumni | • Book clubs  
  • Ivy 15 "Greatest Issues on the Great Lakes" discussion series  
  • Real estate- hot to buy a house with alumni realtors |
| • Holiday gatherings  
  • Chinese New Year banquet  
  • Participate in local MLK Day "Day of Service" events  
  • Valentine's dinner and chocolate tasting  
  • All-Ivy Mardi Gras gathering  
  • Get in Touch with your Inner Cupid: Introductory Archery Lessons  
  • "Bee" Mine: Rooftop Beekeeping and Honey Demonstration  
  • Pumpkin carving contest  
  • Holiday hike along mistletoe trail  
  • Santa Claus Need a Helping (Dartmouth) Hand- answering letters from Santa- a collaboration with U.S. Postal Service  
  • Ice Skating holiday gathering  
  • Green & Red Holiday Party (Dartmouth-Cornell joint party) |**The above examples of current and past regional Dartmouth Alumni Club activities. Please consult Suzanne Wiley Young '77 P'10, Senior Associate Director or Derikka Mobley '10, Assistant Director, Affiliated & Shared Interest Groups, Office of Alumni Relations, and Tina Feeney, Insurance and Loss Control Manager, Office of Risk and Internal Controls Services, regarding your club or group's events, outdoor activities, alcohol policy and serving alcohol at events; insurance coverage, accident, incident, and injury reporting; compliance, etc.**