EVENT LOGISTICS

HOW WILL I KNOW WHO IS ATTENDING?

The Alumni Association will track all registrations for your service project and will update you on a regular basis to let you know who has registered. The Alumni Association will send out confirmations and any necessary waivers to registrants.

DO I NEED TO SEND ANYTHING TO PARTICIPANTS?

We encourage you to send an email to participants to introduce yourself (we have a template for you to customize). The Alumni Association will send an official confirmation to include:

- Project schedule
- Directions to the site and parking instructions
- Recommended clothing and footwear
- Policies and information on requirements for volunteers under 18
- Waivers – if needed

WHAT SUPPLIES WILL I NEED?

The Alumni Association will send all registration supplies to the site leader the week of the event including:

- T-shirts
- List of volunteers
- Nametags
- Event day banner for group photo
- Discussion questions
PLANNING THE MEAL

You should anticipate planning one meal for the event. Meals can be informal and costs should be kept to a minimum (we recommend $12-15 per person). A breakfast might include fruit, bagels, pastries, and drinks. Lunch could be boxed lunches or pizza.

We will look to you for suggestions of restaurants or caterers that can deliver food or would be conveniently located for you to pick up in advance of the event.

The university will cover the costs of these meals. The Alumni Association can work with you on placing orders and paying for the meals.

Additional things to consider:

- Ensure there is a place to eat at your organization
- Think about dietary concerns including vegetarian and gluten-free
- Make sure you include drinks
- Invite agency staff or the constituents the agency serves who are involved in the program to join you for the meal if appropriate – be aware of power differences and access to food if the group is eating in front of others.
SOCIAL MEDIA TIPS

Social media is very important to the success of WashU Engage. As a volunteer, we encourage you to use social media to make alumni aware of WashU Engage, get members of your team excited about your project, and share the results that you accomplish together.

Social media posts should be made in your local WU Club Facebook group. Visit alumni.wustl.edu/connect to find your local WU Club on Facebook. Please consider inviting your WashU friends to the WU Club Facebook group. The Alumni Association and Gephardt Institute for Civic and Community Engagement staff will be responsible for social media posts to the Washington University Alumni Association and Gephardt Institute for Civic and Community Engagement Facebook pages.

SHARE THE EVENT ON FACEBOOK
When you register for WashU Engage online there is a button that says 'share on Facebook'. Please click share on Facebook to let your friends know about WashU Engage.

USE THE HASTAG #washuengage
Hashtags allow you to search content and track discussion topics on social media based on those keywords. Share your photos and social media posts with the WashU community by using the hashtag #washuengage. This hashtag can be used on Facebook, Twitter, and Instagram. When using your personal Twitter or Instagram to post about WashU Engage tag @washualumni and use the hashtag #washuengage. When making a post on your personal Facebook page, consider changing the audience of the post to public so alumni can find your post when they search #washuengage.

QUESTIONS/CONCERNS
If you are not comfortable using social media, please contact Justine Pope, Alumni Association Marketing Coordinator, at justine.pope@wustl.edu or (314) 935-3137. Justine can post your photos to the WU Club Facebook group for you, as well as answer any questions you have.
IDEAS ON WHAT TO POST

BEFORE THE EVENT

TEASER PHOTO
If you do a site visit, take a photo of what awaits alumni on the day of their service project. If you have materials that you plan to bring to the event, take a photo of that. Post the photo on the wall of your WU Club Facebook group with a brief description. These posts will build excitement for your WashU Engage project.

ARTICLES AND INFORMATION ABOUT THE SERVICE PROJECT
Prior to the event, if you find any interesting articles or information about the organization that your group is serving, share a link in the Facebook group. These articles will help alumni to understand the value of the service project and encourage them to get involved.

DURING THE EVENT

GROUP PHOTO OF VOLUNTEERS WITH THE WASHU ENGAGE SIGN
Take a photo of the entire group of alumni volunteers! Try to include the organization leaders in the photo as well.

ACTION PHOTOS
Take a few candid photos of alumni at work.

DON’T WORRY ABOUT POSTING PHOTOS IMMEDIATELY
We know you’ll be busy. You can upload your photos right away or wait until you have time to relax, think about what you want to post, and select your best photos.
AFTER THE EVENT

POST GROUP PHOTO OF VOLUNTEERS
Post the photo that you took with the volunteers and project leaders. Write a message thanking alumni who participated giving their time to serve their community. Thank the project leaders for their help, knowledge, and leadership. Post something to give alumni a sense of all the work the volunteers did that day (e.g., how many meals were served).

UPLOAD PHOTO ALBUM
If you took multiple photos upload an album. Include a brief description of the event.