

Events provide an opportunity for University of Rochester alumni, students, families, and friends to come together to build community and show their Meliora spirit. If you're a member of our Rochester community interested in hosting an event in a city near you, we're here to help. Contact alumni@rochester.edu for more information and assistance, and we'll get you connected with [your staff partner](#) in the Office of Alumni Relations and Constituent Engagement.

What types of events could I host for the UR community?

There are several annual "signature events" that can be planned across the globe, such as:

- **Global Days of Service:** This annual event is an opportunity for alumni, family, and friends to make a difference in their local communities while connecting with fellow Yellowjackets to make an impact in the month of September.
- **Holiday or New Year Celebration:** This annual signature celebratory event with fellow alumni, family, and friends toasts the holiday season leading up to the holidays or rings in the New Year (December – January).

Other possibilities include:

- **Social events:** Happy hours, city or region specific experiences,
- **'How To's' or tutorials:** Do you have a special skill? Share tips, tricks, and instructions in a virtual event, or interview an expert! Consider kicking things up a notch with a full-on class. For instance, yoga instructors and chefs can share exercise and cooking classes online.
- **Interviews or performances:** TED-style talks, intimate interviews, stand-up comedy shows, and musical performances all make for great virtual events.
- **Behind the scenes access:** Provide alumni and friends with a behind-the-scenes look at places like museums, galleries, theatres, parks, and more. Show viewers what it's like to visit or work somewhere.

Have something else in mind? Contact [an Alumni Relations staff](#) partner with your ideas!

Are there certain event criteria I should keep in mind?

Events should further connections between alumni, students, families, and friends to each other as well as to the University. Ideally, all programs and events should do one or more of the following:

- Promote networking and inclusivity.
- Be uniquely tailored to the needs of the local University community.
- Connect alumni, students, families, and friends with the University.

Keep in mind that constituents in your community are diverse - consider different geographical locations and interests based on age, backgrounds, and university affiliation.

Please note: Events cannot be used to fundraise for other organizations or institutions (including other non-profits), nor can they be used to promote or advance the business or profit of one constituent. However, events such as an alumni book reading where book sales occur, or other events led by alumni industry leaders or trainers/consultants, are allowed on a case-by-case basis. If you are unsure about whether your event falls in line with the policy on these matters, please contact the Office of Alumni Relations.

Where should I host my event?

Take into consideration event purpose and type. Consider a venue in a popular or convenient area of your city, close to highways and/or accessible by public transportation. A venue that can section off an area, has a private/semi-private space, and doesn't require a room rental fee, is ideal. Bonus points (and maybe discounts!) if your venue is owned by a University of Rochester alumna/us, family member, or friend – and don't forget to ask about office space, common areas of apartment buildings, or other multipurpose use spaces, etc.

When should I host my event?

Consider the day of the week, time, and audience, as well as what else is taking place locally during the same time. Avoid major holidays and other potential conflicts. Avoid major holidays and keep in mind that as the volunteer event host, you need to be available to staff and manage your event. Your Alumni Relations staff partner can also suggest potential dates to avoid conflicts with existing University events.

Who will be invited to my event?

Think about who you are hoping to connect with! Is the event for alumni and families in your regional network? Are you looking to connect across geography, identity, industry, or interest? Alumni Relations staff will work with you to help develop a custom invitation list depending on the type of event you are hosting.

What should happen at the event?

Think creatively about activities to make your event special and fulfill the specific event purpose or objective. Volunteer hosts are strongly encouraged to provide brief remarks to welcome guests, introducing yourself and any other volunteer hosts, providing information about the event, mention any upcoming events, and reference opportunities to get involved.

How much should my event cost?

Alumni Relations may provide limited funds to help with costs not covered by registration fees; please consult with your staff partner to learn more. Please be mindful that keeping costs to a minimum or net-zero by charging appropriate ticket or registration fees should always be a priority.

How can I publicize and promote my event?

Alumni Relations can assist with promoting your event through a variety of outlets, *if* provided with all final details 8+ weeks in advance of your event. We will also ensure that all communications are in alignment with the University's graphic standards and identity guidelines.

Event hosts are ALWAYS encouraged to publicize and promote their events by:

- Sending peer-to-peer email communications using customizable email templates and contact lists provided by Alumni Relations.
- Utilizing and posting on social media platforms. For example, creating and sharing a Facebook event, posting in your UR alumni network Facebook group and your respective class Facebook group (if applicable), and to your personal Facebook, Instagram, and X accounts.

How can attendees register for my event?

Alumni Relations can create an event page to assist with collecting online registrations *if* provided with final details 4 or more weeks in advance of your event.

Can I get supplies and materials for my event?

Alumni Relations can send a box of event materials and supplies such as your registration list, nametags, industry networking ribbons, and UR signage. When appropriate it may also include small giveaways to add a little Meliora spirit to your event. Materials are typically sent directly to the event host 1-2 days prior to the event date via FedEx.

Who will staff and manage my event?

While Alumni Relations staff members are a resource to you throughout the event planning process, volunteer event hosts are expected to staff and manage their events on site. Volunteer event hosts should always connect with their staff partner in advance for specific on-site, day-of-event instructions. You are also strongly encouraged to connect with other University of Rochester community members to ask for additional volunteer help day of event.

What are the expectations and responsibilities of a volunteer event host?

As a volunteer event host, you are expected to:

- Serve as primary point of contact throughout the planning process and be online as event manager for the duration of your event.
- Promote and publicize your event in a variety of ways.
- Serve as an ambassador of the University.
- Maintain open and consistent communication with fellow volunteers and your Alumni Relations partner.
- Provide post-event feedback, including (but not limited to) what went well, number of attendees, and notable takeaways.

As a volunteer event host, what can I expect from my Alumni Relations staff liaison?

- Assistance with programmatic, promotional, and logistical details.
- Open and consistent communication.
- Advice on best practices, feedback, and collaboration.

Thank you for your interest in planning an event for your University of Rochester community. Contact us at alumni@rochester.edu to get started!