

## Cal Lutheran Alumni Events: Tips and Sample Events

Thank you for your interest in hosting a Cal Lutheran Alumni event in your area. This is a great way to build a sense of community among local Cal Lutheran alumni while strengthening ties to your alma mater.

Alumni events are relatively easy to plan, and can be social in nature, networking orientated, or even educational. Be sure to explore and leverage Cal Lutheran connections in your city to lend a distinctive feel to your event.

Here are some examples to get started:

- Happy Hour
- Wine/Scotch/Beer Tasting
- Family-Orientated Activity (e.g., picnic and play, family dinner, visit to children's museum)
- Holiday Party
- Sporting Events (e.g., professional baseball game, hockey game)
- Kingsmen Viewing Parties

### *Happy Hour*

A Happy Hour is easy to plan, inexpensive to execute, and a fun and informal way of connecting alumni with each other. Happy hours tend to draw younger alumni, so consider selecting locations that appeal to different ages to increase attendance. New or trendy restaurants can draw a crowd. They are often eager for new business, and may offer drink or food specials for your event.

### **Timeline**

Finalize the location 4-6 weeks prior to the event. Confirm drink specials or appetizer discounts prior to sending out the invitations. Send the invitation four weeks before the event, and then a reminder the week of the event.

### **Things to Think About**

- Would a host committee that reflects your audience and their interests boost attendance?

- How will attendees find your group in the bar?
- Make sure a volunteer acts as host to welcome guests, supervise sign-in, and direct people.
- Are there upcoming events you could talk about or advertise at this one?

### **Costs**

Try to keep them free to minimal.

### ***Family Activities***

Alumni with families often must balance careers and children, and rarely find time for “outside” social activities. Providing family-orientated activities is a great way to connect with fellow alumni who may want to re-connect, but who also want to spend time with their families. Family activities can include play dates at a local park, visits to children’s museums, and family-style dinners. Also consider hosting activities that include older children — rafting trips, local attractions, and museums.

### **Timeline**

Select the type of event you’d like to host and secure a venue and group tickets 6-8 weeks prior to your event. Send invitations 4-6 weeks prior to your event.

### **Things to Think About**

- Where do families typically live in your area?
- What is the age range of alumni in the area?
- How will weather impact your event? For example, is July too hot for a park day?
- What are children’s needs in terms of scheduling the time of your event? For example, an 8:00 p.m. dinner may be too late, but a Saturday morning event may work well.
- What items should be provided for families? Water, snacks, and sunscreen are good to have on hand when playing outside. Bring fun Cal Lutheran items from the Spirit Box.

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### **Costs**

Minimal. Drinks and snacks are sufficient for park activities. Consider subsidizing the group rate for museum trips or tours if it fits the budget.

### ***Specific Alumni Event Samples***

#### **Dallas Happy Hour Social**

*Wind Down Your Wednesday with Cal Lutheran Alumni*

Join fellow Dallas alumni for a drink after work at one of our most popular bar scenes in town – Kenichi – located under South Tower of the W Hotel. Mix and mingle with Cal Lutheran alumni as you see some old faces and meet some new ones. Appetizers and Happy Hour specials will be available until 7:00 p.m., so get there early to take advantage of this exciting Cal Lutheran Alumni gathering. Register now so we can save you a seat at the bar. Your social-planning committee looks forward to seeing you there!

#### **Grapes with Apes**

Come and enjoy wine tasting and live music — all while hanging out with the new baby gorilla at Washington, D.C.'s National Zoo! It is easily accessible by the Metro Red Line from the Woodley Park-Zoo/Adams Morgan or Cleveland Park stops. Visit the website to learn more about what to expect and to purchase your tickets.

Please also email us so that we know you are planning to attend! We will be emailing all attendees closer to the event to arrange a meeting place for Cal Lutheran Alumni. Plus, did we mention that you will be getting a commemorative wine glass?! So go buy your tickets now, as this event will sell out!

#### **“California Dreaming”**

Connect with other Houston-area Cal Lutheran Alumni for an evening of networking, art viewing, and wine tasting.

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\$20 Per Person. Includes complimentary valet service, wine, hors-d'oeuvres, and private access.

Art supplies will be collected to benefit the art therapy program at the Children's Hospital.

Each attendee is encouraged to bring a small donation such as paint, brushes, paper, canvas, crayons, or any other items.

### **Champagne & Shopping at Fernbank**

Fernbank invites Cal Lutheran alumni to enjoy a special evening to shop, save, and sip champagne in a fun, festive environment. The Museum Store offers a wide variety of merchandise and unique gift selections. Finish your holiday shopping before the season officially begins!

You and your friends are invited to stop by and save 30% off all merchandise in the Fernbank Museum Store. If you are able to attend this exclusive event, please RSVP.

### ***Sample Host Remarks***

It is my great pleasure to host this Cal Lutheran gathering today. I did not realize when I offered to host the party how many alumni we have in this area, and it makes me very happy to meet so many of you. I look forward to getting to know each of you.

I'd be interested in a show of hands as to who is from what decade:  
Alumni of the 60s? Alumni of the 70s? Alumni of the 80s? [etc.]  
Let's give a hand for everyone!

Also, I encourage each of you to renew old acquaintances and make new friends this evening. At the end of the party, please feel free to take a Cal Lutheran item, such as a pompom or megaphone, home with you, courtesy of Cal Lutheran Alumni.

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Most of you, I hope, are still receiving the alumni magazine or email newsletter, so you probably know about:

- ✓ The new Ullman Commons, which has transformed student life and created a great setting for a cafeteria, as well as other campus developments (like the Psy.D. program, now in its third year, and the Graduate School of Education programs that extend up to Santa Maria and down to Woodland Hills).
- ✓ But it might interest you to know that once again, Cal Lutheran has been ranked among the top 20 regional universities by U.S. News & World Report.
- ✓ The emphasis on campus, now more than ever, is on learning by doing — providing students with hands-on opportunities both in and outside the classroom.
- ✓ And all alumni can be very proud of the Study Abroad Endowment that your donations have made possible, encouraging students to become global citizens as they spend some of their time in college in far-away places.

Again, it is a pleasure for me to be here as your host. I hope that this will be the start of many such gatherings, big and small, that bring together local alumni from our great school.