



## How do I get involved with my local alumni chapter?

Alumni give back in a variety of ways:

- Planning a local Middlebury event
- Providing a venue for an event
- Serving as a chapter leader or volunteer

Get involved any way that works for you!

Every chapter is different, depending on the size of your region, the number of volunteers, and the characteristics of your local community. The following guidelines can be adapted to fit your chapter.

- Each chapter should have a leader, or leaders, who communicate with volunteers and serve as the primary liaison with the Alumni and Parent Programs office. Additional chapter volunteers are essential.
- A chapter should meet periodically to brainstorm event ideas and collect feedback on past events.
- When new events are suggested, leaders will identify point people to take ownership of ideas and maintain momentum.
- Chapter leaders will report back to the Alumni Office with a brief recap of each meeting and a summary of any new event ideas and the point people for those events.

### PLANNING AN EVENT

The Alumni and Parent Programs office is here to help you plan great events that will engage and connect Middlebury alumni in your area. Here are some guidelines to help you get started.

- **Brainstorm.** Begin by talking about event ideas with other local alumni, chapter leaders, and staff from the Alumni Office.
- **Plan.** Make a site visit. Call the venue you have in mind about dates, time, cost, and logistics.
- **Budget.** Events with an associated cost are self-funded via registration fees. Middlebury will help subsidize faculty lectures.
- **Register.** The Alumni Office can build an online registration form for your event.
- **Get the word out.** The Alumni Office will create a communications plan for your event, often including a series of emails, a Facebook event, and social media posts, all targeting the proper audience for your event.
- **Prepare.** Be in touch with your venue or host, as well as Alumni Office staff, in the run-up to your event. The Alumni Office typically will provide volunteers with sign-in sheets, name tags, and other materials.
- **Attend.** Volunteers arrive early to greet guests, assist with sign-in and name tags, take pictures, and be prepared to handle any issues that arise.
- **Wrap up.** Volunteers post event photos to the chapter's Facebook group, send the sign-in sheets to the Alumni Office, and provide staff members with feedback on the event.



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College

Middlebury, VT 05753  
[www.middlebury.edu](http://www.middlebury.edu)

## KEEP PROGRAMMING FRESH

Middlebury encourages chapters to offer a wide variety of events that will appeal to alumni with differing interests. Here are just a few examples.

### EVENT TYPES

**Academic:** A lecture, discussion, or lunch with someone—either Middlebury faculty or an alumnus/a—whose research, work, or life experience is compelling.

**Athletic:** Get together to cheer on a Middlebury team playing in your area or attend a professional sporting event.

**Community Service:** Volunteer with a local non-profit; pitch in at a community event; clean up a beach or trail.

**Cultural:** A tour of an art museum, gallery, or garden; a trip to a concert or performance; a workshop.

**Family-Friendly:** Events of many different types could attract families with young children or teens. Consider this audience when planning and communicating about events.

**Outdoor:** A nature walk, hike, or bike ride.

**Professional / Networking:** Networking events planned in concert with the Center for Careers and Internships.

**Social:** A happy hour, boat cruise, wine tasting, or simple get-together.

### FREQUENTLY ASKED QUESTIONS

**How do I get in touch with local alumni?** See if there is a Middlebury Facebook group for your area: [go.middlebury.edu/fbgroups](https://go.middlebury.edu/fbgroups). You can get in touch with chapter leaders there or by contacting the Alumni Office. Also, check for upcoming events near you by visiting [go.middlebury.edu/alumnievents](https://go.middlebury.edu/alumnievents).

**How far in advance do I need to plan?** Invitations should go out four to six weeks ahead of the event. Chapter volunteers need to provide all the details to the Alumni Office six weeks before the event. This allows time to plan and get your email invitation in the queue to be sent out. **When starting to plan a new event, you should be looking at least two months in the future.**

### How are events funded? What if I need a deposit?

Registration fees cover the cost, if any, of your event. The Alumni Office can create an online registration form to collect payment, and can cover any necessary deposits.

**What about a joint fundraising event?** Middlebury cannot plan events that fundraise for other nonprofits or are primarily about promoting a business. Feel free to share these events yourself in your chapter's Facebook group.

**How many events per year is appropriate?** It depends on the number and interest level of local alumni and volunteers. Typically, larger chapters—such as New York and Boston—will offer more events. Talk to the Alumni Office for guidance.

**How many people will receive an invitation? How many should I expect to attend?** Events can be open to all alumni, parents, and friends in a region or a subset of Middlebury community members. The Alumni Office will help you determine who should be invited and what geographical area should be included in the invitation.

**What if I have an idea for an event but there is no chapter in my area?** Reach out to the Alumni Office using the contact information below!

### SOCIAL MEDIA

Social media can help get the word out about events in your area and create a sense of community. You can take advantage of Midd Alum—Middlebury's alumni Facebook page—and official Facebook groups for chapters and Middlebury class years. Here's how to get started:

- Like Midd Alum at [facebook.com/middalum](https://facebook.com/middalum).
- Join your chapter's Facebook group at [go.middlebury.edu/fbgroups](https://go.middlebury.edu/fbgroups).
- Once there is a Facebook event for your event, mark yourself as "interested" or "going." Share the event to your own news feed and your chapter group.
- Post in your local Middlebury Facebook group; like, comment on, and share other members' posts there.
- Post photos from chapter events to your local Middlebury Facebook group.
- Post event photos to Instagram and tag @middalum.
- Create a hashtag for your chapter (e.g. #MiddinPeoria).

### CONTACTS

#### General Office

Alumni and Parent Programs  
alumni@middlebury.edu  
802-443-5183

#### Chapter Contact

Matt Daylor '06, Associate Director  
mdaylor@middlebury.edu  
802-443-5747