

### Alumni Network Event Charging

Moving forward, the FIU Alumni Association is asking that our alumni Networks charge for their events when applicable. Whether it's a nominal charge or a charge to cover the full cost of the event, it is recommended to do so. Some events, however may not warrant a charge (happy hours, meet-ups, game watches, community service events, etc). See some examples and policies and procedures below.

#### **Event Charging Guidelines:**

1. **Follow the policies and procedures for the Vendor Payment process** (the vendor needs to be selected and a quote must be received at least 6 weeks prior to the event date)
2. **Determine how much you want to charge for the event**
  - a. A flat fee is recommended. If you want to offer special benefits, consider offering those to donors. The FIU Alumni Association can help provide that information.
3. **Create your email request via the toolkit at least 6 weeks prior to the event**
  - a. At least 6 weeks out, submit your email request and the FIU Alumni Association will work with you to create your RSVP portal and send out your email.
4. **4 weeks out from the event, the FIU AA will send your email**
  - a. A second email will be sent closer to the date of the event.
5. **Cut off registration 3 – 5 days prior to the event** so the network can give an accurate head count to the business and a check can be cut to the business. If you anticipate walk-ups at events, you will need to have someone designated to collect the cash and use that towards the event or send it back to the FIU AA to deposit - that amount will then go back towards your year budget or can be allocated to an existing fund. Speak to your FIU Alumni Association liaison to learn more about this process.
6. **The FIU AA will collect the payment.** The funds collected will be used to replace the amount paid for from the network's fiscal year budget. The FIU AA team will provide you with a budget summary after the event.
  - a. If you have extra funding from the event due to a flux in registrants, the network can choose to have those factor into their remaining year budget OR create a foundation account to begin collecting funds for future programming use or to donate those funds to an existing fund within the foundation. *\*The FIU AA team can help consult you on this matter.*

## Examples of event charging:

### 1. Charge at-cost per person

#### a. *Example 1: Alumni Dinner*

- i. Work with the venue to secure a group rate at \$40 per person (or any amount)
  1. Family-style dinner (including salad/app, main dish, dessert, and a glass of wine, sangria, beer, etc)
- ii. Work out payment with the venue
  1. Have each guest pay at the end on their own. If the order more than the \$40 rate (extra drinks, etc), each guest has their own bill so the server would just add to that person's bill.
- iii. Advertise that \$40 per person rate and what they receive in the event promotion
- iv. \*Maybe advertise a special host dinner guest as well? Perhaps even add their dinner cost into the group rate so they eat for free.

#### b. *Example 2: Art Gallery Special Cocktail Night* – an existing event that the gallery created.

- i. Make sure you know the estimated attendance capacity. Look for an event that has a lot of capacity. If it's a small event, you may want to reconsider.
- ii. Reach out to the gallery to ask them if you can send an invite to alumni in your area to attend the event
  1. They may even provide you with something extra special since you would be helping them promote the event
- iii. Submit the email request and copy form to the FIU AA at least 6 weeks prior the event (per usual)
  1. The FIU AA will send the email out to the area inviting FIU Alumni to attend the event – advertising everything (cost, etc)
  2. The RSVP link in that email will start with an online form via FIU AA
    - a. Alumni provide name and email
  3. After they complete our quick form they will be re-directed to the gallery's RSVP portal/payment site.
  4. This way the chapter see's who has rsvp'd with the gallery
    - a. \*OR you can ask the gallery to allow FIU Alumni to indicate that status on their RSVP page and then ask them to send you the list of RSVP's from FIU

### 2. Charge a fee for guests

#### a. Example 1: Networker

- i. Work with the business on the vendor and payment process

1. Choose a cost for the event and move forward with those policies and procedures
  2. OR choose a cost for the event and proceed with the chapter leader reimbursement process
- ii. Decide on a price per person -\$10 - \$25 is standard depending the level of networker
  - iii. Submit your email request to the FIU AA at least 6 weeks prior to the event.
  - iv. The FIU AA team will build the charging portal and send the email invite out 4 weeks prior to the event and another closer to the event
  - v. The charging portal will need to close 3 – 5 days prior to the event in order to close the system and provide RSVP's to the chapter
  - vi. If you have extra funding from the event due to a flux in registrants, the chapter can choose to have those factor into their remaining year budget OR create a foundation account to begin collecting funds for future use or to donate them to an existing fund within the foundation. *\*The FIU AA team can help consult you on this matter.*

### **3. Ask for a cash donation at registration for more informal events**

- a. Example: Summer BBQ
  - i. Use your funds to buy the main supplies (plates, napkins, forks, etc)
  - ii. You can also use your funds to purchase sub platters or meat for grilling (if someone wants to man the grille)
  - iii. AND/OR chapter leaders can volunteer to bring some food items or buy some food items to share
  - iv. Chapter leaders ask for guests to bring their favorite sides or main dishes
    1. Have this be a part of the RSVP form and the chapter can monitor throughout what is needed
      - a. You can make updates on what is no longer needed/needed on your social media outlets too
  - v. At the event (and on the invitation) ask participants for a \$5 or \$10 cash donation to help pay for some of the staple items for the BBQ
    1. The chapter can disperse those funds to the leaders that purchased items and/OR send those funds back to FIU to deposit towards their year budget, or give to an account in the foundation.