Big Isn’t Better
Tips & Tricks for Small Events and Smaller Alumni Bases
Goal = True Blue

- Student Engagement
- Alumni Engagement
- Replenishment Grant Funding
- Enlarge the Influence of the Y
Student Engagement

- Freshmen/ Student Send-off Party
- Mentoring Event for BYU Students
- On-Campus Student Gatherings
- College Fair or pre-BYU student workshop
- Be Smart Event

- BBQ, Potluck, summer months work best, swim party, hike…
- Easy to set up, plan a few interactive games, prizes
- Arrange with BeSmart folks to come through your area once/year to every 3 years.
Chapter Leader Training

- Chapter Operations
- Chapter Start-up
- Communication & Marketing
- Event Planning
- Volunteer Recruitment
- Alumni Chapter Leadership Conference 2016
- Alumni Chapter Leadership Conference 2017
- Quarterly Training for Chapter Leaders

Chapter Activities

Student Engagement

- Fun facts about BYU
- Fun facts answer sheet
- Student connection ideas
- BYU hope mentor - Southeast Florida example
- BYU mentorship - Ventura Santa Barbara example
- Final mentoring doc
- How to - Dallas
- Kerns student invite example
- Las Vegas sample schedule
- Sample letter - Dallas
- SW Florida College Fair (PowerPoint)

Alumni Engagement

Replenishment Grant

Enlarge the Influence of the Y
 Alumni Engagement

- Networking event that supports career/employment development
- Mentoring for Young Alumni
- Organize a BYU Performance group show
- Coordinate a BYU Athletic team/performance group outreach to community
- Coordinate a BYU Athletic team/performance group fireside
- Speakers Bureau event
- Host a community based activity, picnic, cultural event, professional athletic event, alumni seminar
- Game Watch Party
- Organize a tailgate (Football or other BYU athletics gathering)
Welcome to ChapterPedia, an online resource to support all BYU Alumni Chapters (regional, professional, college) in becoming True Blue.

Please contact Roy Brinkerhoff with any suggestions for ChapterPedia. Thank you for being involved as a BYU Alumni Chapter and being Connected for Good.

Chapter Handbook
The following documents will help you as you manage your chapters.

1. True Blue Chapters
2. Online Annual Reports
3. Financial Policies
4. Reimbursements
5. Chapter Finances

Campus Resources for Chapters
Use the links below to access other helpful resources for your chapter.

1. Athletic Schedules
2. Performing Arts
3. Speakers Bureau
4. Speeches
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| TBA                     | Iowa State Classic     | Tue, 09/11/2018 - 20:47  |
|                        | Women's Track & Field  | BYU FACES MARQUETTE AND   |
|                        |                        | LONG BEACH STATE          |
| Feb 8 - 9              | Friday - Saturday      |                           |
|                        | Ames, Iowa             |                           |
|                        | Lied Recreation Athletic Center |        |
| Feb 8 - 9              | Iowa State Classic     | Tue, 09/11/2018 - 10:57   |
|                        | Men's Track & Field    | WCC ANNOUNCES 2018-19 ESPN |
|                        |                        | NETWORKS MEN'S            |
|                        |                        | BASKETBALL                |
Alumni Engagement

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Salisbury House
Chapter Activities

Student Engagement

Alumni Engagement

Dinner with 12 strangers
Fireside conducting script
Football weekend planning guide
Tailgate ideas for success
Tailgate sample planning worksheet
Date night - Dallas chapter
Indianapolis firesides (PowerPoint)
Omaha BYU retreat flyer
Speakers Bureau NY Cumorah flyer

Replenishment Grant

Enlarge the Influence of the Y
Replenishment Grant Funding

- Raise funds for a Chapter replenishment grant- goal ½ tuition
  - Event- Golf, 5K, dinner, cottage meeting, ask campaign, pickleball
  - Conduct a Fundraising Campaign (face to face, social media, t-shirt)

- Gift wrapping, Donuts/cupcakes, restaurant, Easter Egg hunt, pet photography, Trivia night, Go without campaign, dinner w/talent show or speaker,

- Keys for success- Market your target audience, Thank You’s
Replenishment Grant

- Replenishment Grant Process
- Six steps to successful fundraising
- Legal donation considerations
- Holding a fundraising dinner
- Fundraising committee training example - Cleveland (PowerPoint)
- Golf Tournaments

Enlarge the Influence of the Y

- Why RISE
- Enter a RISE story instructions
- Community service award
- University Award Nominations
- Community service award
- Faculty travel plan
- Omaha 2015 Golden Apple principal letter example
- Omaha 2015 Golden Apple teacher letter example
- Pro sports BYU alumni rapids night
- Pro sports Omaha family night
Enlarge the Spirit of the Y

- Nominate an alumnus for a national University Award
- Recognize & award an alum with a BYU Alumni Community Service Award
- Teacher appreciation award to local educator
- New & Innovative events that increase alumni connections & enhance the BYU brand
- Serve a BYU Organization/College/Department in their effort to enhance educational opportunities
- Set up a campus tour or visit to an attraction for Alumni or friends visiting Provo.
- Small Group events (i.e. Education week, Women’s conference, a social gathering with alumni and/or parents of new BYU students,
You can do it!

- 4 activities/year
- Keep it simple - things will grow as your base grows
- Consistently have good entertaining activities.
- & friends