

Chapter Chat: The Big Event & Student Send-offs

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CHAPTER PROGRAM UPDATES

- Alumni Spaces
- Scholarships
- Giving Day
- Run for Remembrance
- Black Alumni Reunion
- Reunion Weekend
- New Chapter Officer Training
- Save the Date: Chapter Officers Forum



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The Big Event



The Big Event

- What is it?
- Deadlines:
 - March 1st – t-shirt order submitted through link in email or at [survey](#)
 - March 1st – Project submitted to Kmarquis@vt.edu
- Registration

Charlotte Chapter



Overview & Best Practices

- **Overview**

- Multiple projects across Charlotte metro area
- Morning timeframe
- Volunteer social after event

- **Best Practices**

- Project variety
- Assign project site leader & share contact information with all registrants
- Distribute shirts to site leaders prior to project
- Encourage participants to take pictures, share across their social media platforms, and tag us



Central Florida Chapter

「Questions?



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Student Send-offs



Planning

- **Begin planning as soon as possible!**
 - Important university dates:
 - May 1, 2020 – Deadline to accept admission
 - June 29 – July 30, 2020 – Orientation
 - August 15, 2020 – Corps of Cadet move-in
 - August 19 – 23, 2020 – Move-in
 - August 24, 2020 – First day of class
- Important chapter deadlines
 - Complete registration form by April 1, 2020 for June events:
<https://docs.google.com/forms/d/e/1FAIpQLSf3IILbVqprWCilnT2RUEJtAxwgiQ7rQzfHo7FI-5Aon7dt0A/viewform>
 - Date TBD for August events
- Event registrations
 - Post-event report for paid chapter events:
https://docs.google.com/forms/d/1-x4EAw2tcN0czKYKtYfa0eHpEjgVL4Ydwr_o7sYMgPA/edit?usp=sharing

2020 Student Send-Offs



Virginia Tech Alumni Association chapters in more than 40 locations will host Student Send-offs to welcome the Class of 2024.

The parties, held throughout the summer, connect new students and their parents with area alumni. Find a party in your area and welcome the newest members of Hokie Nation. The chapters listed below are holding send-offs.

Marketing and Giveaways

- Postcard & Emails
 - Updates
 - More details to come!
- Website
 - https://www.alumni.vt.edu/chapters/student-sendoffs/student_sendoffs_20.html
- Giveaways



Fredericksburg Chapter



Welcome Freshmen Crabfest/Picnic ***Sunday, August 4, 2019 -- 4PM to 6PM***

Knights of Pythias Pavilion, 330 Wallace Lane, Fredericksburg, VA 22408

Come and welcome the Fredericksburg area VT Class of 2023!
The picnic menu includes crabs, hamburgers, hot dogs, drinks and all the fixin's!

- \$40 for crab eaters, \$15 for non-crab eaters
- VT Class of 2018 and current VT students are half-price
- Children (12 and under) and incoming VT freshmen are FREE!

Please RSVP by Monday, July 29, even if you have free admission, by using the form below.
Mail your check, made payable to "FAC-VTAA" to Jamie Marshall, 5205 Cedar Ridge Drive,
Fredericksburg, VA 22407. Please remember to specify how many will be attending and at what
level, **including those who are attending for free**, so we can ensure we will have enough crabs
for everyone.

If you have any questions, or if you have any special dietary needs, please contact Jamie
Marshall at 540/903-4480 or by email at vtjmp78@gmail.com.

VTAA Fredericksburg Area Chapter – Welcome Freshmen Crabfest/Picnic – August 4, 2019

Name: _____
Address: _____
City/State/Zip: _____
Phone: _____ Email: _____

____ # Crab Eaters @ \$40/person
____ # Non-Crab Eaters @ \$15/person
____ # VT Class of 2019 or current VT student Crab Eaters @ \$20/person
____ # VT Class of 2019 or current VT student Non-Crab Eaters @ \$7.50/person
____ # VT Class of 2023 (incoming freshmen) @ FREE!! Do you plan to eat crabs? Y / N
____ # Children (12 and under) @ FREE!! Do you plan to eat crabs? Y / N

My check, payable to FAC-VTAA is enclosed for → \$ _____

Crab Fest

- Location
 - Outdoor Pavilion
- Date
 - First Sunday of August
- Menu
 - Crabs
 - Hot dogs
 - Burgers
 - Sides
 - Cupcakes
 - Drinks
 - Ask about diet needs
- Pricing
 - Crab eaters vs. non-crab eaters
 - Free admission for kids 12 and under
 - Current VT students and recent grads ½ price
 - Free admission for incoming students



Crab Fest

- Sponsorships
 - Offer packages to keep admission cost down
 - Minimize risk of losing money on event
 - \$250 package:
 - Signage at the event
 - Recognized during program
 - Links on chapter website
 - 2 complimentary crab-eater admissions
 - Average 4 sponsors a year
- Advertising
 - Facebook
 - Twitter
 - Website
 - Local email
 - VTAA postcard and email
- Auction
 - Buy VTAA autographed football and basketball
 - Obtain donations
 - Tickets for a 50/50 drawing
- Finances

「Questions?



Chapter Program Contacts:

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