

ALPHA PHI OMEGA NATIONAL SERVICE FRATERNITY

CHAPTER ANNIVERSARY KIT

2017





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INTRODUCTION



Congratulations! It is your chapter's anniversary! This toolkit is designed to assist you in planning your celebration. There are a number of reasons for celebrating a chapter anniversary. Many of these reasons can be beneficial to the chapter in the long run.



SELECTING A DATE



When selecting a date, the chapter should keep the actual date of the chartering or rechartering in mind; this date does carry significance for many actives and alumni.

Carefully consider possible problems that could arise, such as weather or holiday travel periods. Also consider possible conflicts with the university, such as sporting events, open houses, parent weekends or other activities which might limit resources or brother availability.

THIS IS IMPORTANT

- PICK A DATE (AND STICK TO IT)
- CHECK CALENDAR FOR HOLIDAYS AND OBSERVANCES
- CHECK SCHOOL CALENDAR
- CHECK APO CALENDAR
- CHECK LOCAL SPORTING EVENTS
- CHECK FOR OTHER LARGE-SCALE COMMUNITY EVENTS
- KNOW YOUR WEATHER!
- SET DATE AS EARLY AS POSSIBLE

If the surrounding community often hosts large events, be sure to check these schedules too. Any community event could significantly affect the pricing and availability of venues and hotels.

Remember those guests who must make travel plans appreciate as much notice as possible. The sooner you can schedule a date, the better.

After the date has been selected, the members of the committee can begin the process of preparing the scheduled events for your celebration.

CREATING YOUR GUEST LIST



Once you have decided on the type of event, the list will probably vary depending on how formal and how much “recognizing” will happen. If it is very chapter-focused (i.e. most guests won’t understand the “inside jokes” throughout the night) you might want to keep the list shorter. If you are having an event that recognizes the work your chapter and brothers have done and the ties they hold with the campus and community, you might want more guests around so more people can see what your chapter is all about.

Your current brothers, pledges, advisors and chapter alumni should be at the top of your guest list. Other notables tend to include past chapter advisors, sectional chair, regional director and nearby chapters, especially your Big Brother chapter.

Many chapters seek to include the university president, dean of student activities, and the people in other campus offices with whom your chapter works.

If you have close ties to organizations on campus, inviting their leadership to your celebration might be appropriate as well.

INVITE THE PRESS?

If your chapter is having a huge anniversary and/or hosting a huge public event, you might want to increase press coverage with stories that show what your chapter is up to, and what you’ve been doing to support your local community. Contact your local paper or news station and find out if your event is something they are interested in covering.

Additionally, be sure to post about the event on Facebook and other social media vehicles. Although it is not the only tool, word-of-mouth is a very effective medium to build enthusiasm and support for your event.

NATIONAL OFFICE

You can contact the National Office for a list of alumni from your chapter by logging into the Members Page at www.apo.org, then submitting the Alumni List Request form at www.apo.org/memberinfo/alumni/stayconnected/alumnolistrequest.

The alumni list request form is used to request an alumni listing annually by chapter officers and/or to assist alumni members to start an alumni association. The National Office documents yearly free listing requests upon receipt of form and verification of membership as well as officer status. This is done to protect the privacy of APO members. If more than one list is requested by a chapter within a one-year period, you may be required to pay a \$5.00 fee. If this is the case, you will be notified.

When requesting an alumni list, please keep the following in mind:

- The addresses on this list may not be as up-to-date as your university's alumni office, but it should be a more comprehensive list of names.
- After your event, send your new list back to the National Office so the membership database can be updated – an opportunity to serve the Fraternity!

Additionally, your chapter can use www.apo.org to find an updated list of the members of the Alpha Phi Omega Board of Directors, as well as contact information.

Work with your sectional chair to determine how many members of the Board should be invited.

CAMPUS ALUMNI OFFICE

You should contact the Campus Alumni Office for assistance in locating alumni.

- More alumni keep up with their college/university than the Fraternity, so this information is probably more accurate.
- After you receive your APO alumni list from the National Office, share it with your campus alumni office – an opportunity to serve your campus!
- The alumni office can help you determine who on campus is appropriate to invite to your event.

LIMITED TIME?

THE SHORT INVITE LIST

1. CURRENT BROTHERS, PLEDGES AND CHAPTER ADVISORS
2. CHAPTER ALUMNI
3. SECTIONAL CHAIR(S)
4. REGIONAL DIRECTOR(S)
5. UNIVERSITY PRESIDENT
6. STUDENT ACTIVITIES
7. SUPERVISOR/DEAN
8. COMMUNITY SERVICE DEAN
9. ANY LOCAL MEMBERS OF THE APO BOARD OF DIRECTORS
10. FORMER CHAPTER ADVISORS
11. KEYNOTE SPEAKER(S)

BUDGET

Creating and sticking to the budget is one of the key factors in planning a successful celebration.

RESEARCH FIRST

After researching venues and vendors, the committee will have a better understanding of the average cost of booking the desired venue and vendors. Knowing the cost and how much money the chapter currently has in the account(s) will allow the planning committee to successfully determine what percentage should be allocated to each portion of the event.

SEPARATE ACCOUNTS

To make hosting and attending larger events easier, it is suggested that the chapter set up a separate account that would be used only for banquets, conferences and anniversaries.

A percentage of chapter dues and money fundraised during each semester/year should be added to the account. Having these extra funds will provide the chapter with a starting budget for events.

If the chapter does not have a separate account for larger events, the committee will need to work with the rest of the chapter to determine how much can be spent without causing a strain.

UNIVERSITY SUPPORT

The chapter should also check with the university to see if there are funds available for student organizations. Other resources to consider are local businesses. Some of these businesses may be willing to make donations to the chapter in exchange for service projects.

FUNDRAISING

Begin to plan fundraising activities for the chapter. Check APO IMPACT for fresh ideas. Also consider holding a fundraiser at the event, such as selling APO merchandise or a 50/50 raffle. Be careful not to make the entire event about fundraising. Remember, people paid to be there and want to have a good time.

HOW MUCH SHOULD WE CHARGE?

It would be great to think we should fundraise enough money to have a free event; however, this isn't always possible. Guests, including chapter brothers, typically will pay some fee to help cover event costs. The per-person fee needs to cover more than just the per-plate cost. The amount you charge attendees should cover most of your costs, including: meals, printing, postage, decor, awards and all other incidental costs. Before announcing your fee, take the time to add up the cost of invitations, postage, decorations, awards, certificates, food, cake, DJ/entertainment, etc. Figure out what the per-person cost is for each of those items and then make your decision.

THIS IS IMPORTANT

1. KNOW THE CHAPTER'S CURRENT ACCOUNT BALANCE
2. DETERMINE THE REGISTRATION DATES AND FEES AS EARLY AS POSSIBLE
3. SET UP MULTIPLE FUNDRAISERS
4. ALWAYS ROUND UP IN COST ESTIMATIONS
5. STICK TO THE BUDGET!!

CORPORATE SPONSORSHIPS

Corporate sponsorships can help your anniversary celebration out and help businesses gain notoriety in the community. Ask a local sandwich shop to support your service project by donating lunch for participants. Write to the manager of a chain store to see if they give away lower-cost or free goodies to nonprofit organizations. Create a T-shirt and sell advertising for brothers to wear while doing service at the anniversary event and for years to come.

Local businesses are often willing to support nonprofit groups, and you can help them by providing an opportunity for a tax write-off.

WHAT IF WE EARN A PROFIT?

Hey, it could happen... If your chapter earns enough money to show a profit after the event, consider the following options:

1. Cover the hotel room(s) for actives attending the next National Convention or regional conference.
2. Make a donation to your service project charity.
3. Start an account for special occasions like conferences, banquets and anniversaries.

Whatever you choose to do with the profit, make sure you let your attendees know where their extra dollars went.

SELECTING VENUES AND VENDORS



VENUES

Begin researching possible venues to hold the event. Check if hotels have price breaks if you block a certain number of sleeping rooms for the event. However, be careful with this option, you don't want to be stuck paying for unused rooms or have fees assessed after all your budgeting is complete.

Venue research and selection is a good time to use your alumni contacts, when possible. The life changes alumni experience, from getting married to finding jobs, may mean they already have research regarding venues and vendors or have knowledge of how to get special local or nonprofit rates. Alumni might also have the time to go with you, help review contracts and develop questions, if you are unsure what to ask and when.

Consider cost when making your decision but don't allow money to be the deciding factor. Consider the type of event and the overall feeling you want to establish.

LIMITED TIME?

A QUICK FORMULA

IF YOU NEED TO COME UP WITH A FEE QUICKLY AND YOU DON'T HAVE TIME TO GATHER ALL DATA ON THE COST OF ALL OF YOUR VENDORS, CONSIDER THE FOLLOWING FORMULA:

**(COST PER PLATE) X (1.55) =
FEE ROUNDED UP TO THE NEAREST WHOLE \$\$**

**FOR EXAMPLE: \$25 PER PLATE X 1.55 =
\$38.75 SO YOU WOULD WANT TO CHARGE
A MINIMUM OF \$40 PER PERSON TO MAKE
SURE YOU COVER YOUR EXPENSES.**

THIS IS IMPORTANT

BEFORE YOU SIGN

BEFORE SIGNING WITH THE FIRST HOTEL YOU CHECK OUT, TALK TO YOUR CAMPUS AND SEE WHAT VENUES THEY HAVE. ASK IF THEY HAVE SPECIAL RATES IF YOU DO ALL THE SET UP AND BREAK DOWN YOURSELVES. FINALLY, IF CAMPUS IS NOT AN OPTION, TALK TO YOUR ALUMNI OFFICE AND SEE IF THEY HAVE ANY RECOMMENDATIONS TO HELP YOU NARROW YOUR SEARCH.

have researched. Look for higher and lower price ranges. If your venue is in a hotel, you still may want to find options in the area for alumni to consider.

Other things to consider with hotel selection could include:

1. Distance to the campus
2. Distance to the venue
3. Distance to the service project
4. Amenities (pool?)
5. Family-friendly options

Hotel information should be decided soon after the date for the event is confirmed, ideally 6-8 months out, and well before invitations have been mailed to guests. When reserving hotel room blocks, it is important to ask the following questions:

1. How long is the block available for reservation?
2. Over what range of dates does our group rate apply?
3. Are we required to fill all the reserved rooms in order to get the discounted rate?
4. Are we liable for our group members?
5. What is the policy for cancelled reservations in our block?

Don't forget: have advisors or volunteer staff check all contracts before they are signed.

VENDORS TO CONSIDER

Book all specialty vendor services as early as possible. Refer to the Vendor Selection Chart in the Appendix for help in selecting vendors.

Always check multiple options, even if you think you know where you want to have your event. Research might save you costs in the long run, especially if you are able to negotiate with your venue. Don't be shy about asking vendors for bids and letting them know what the competition has offered. Let the vendors compete for your business!

Be clear when deposits and payments are due and organize a pay schedule. Reference the Vendor Selection Chart in the Appendix to help choose the correct venue for your anniversary.

HOTELS

Once you have selected your date, revisit the hotels you

LIMITED TIME?

IS A HOTEL BLOCK WORTH THE TIME?

IF YOU ARE LIMITED ON TIME, IT WILL BE DIFFICULT TO FIND A HOTEL THAT WILL BLOCK ROOMS FOR YOU.

IF THIS IS THE CASE, LIST MULTIPLE HOTELS IN VARIOUS PRICE RANGES ON YOUR WEBSITE AND ON AN INFORMATION CARD TO PLACE IN THE EVENT INVITATION.

BE PREPARED TO PROVIDE INFORMATION, LIKE PROXIMITY OF HOTELS TO THE VENUE, CAMPUS, SERVICE PROJECT, ETC., TO MAKE LAST MINUTE PLANNING EASIER ON OUT-OF-TOWN GUESTS.

CATERING

Begin researching possible caterers for food options. Even if your venue includes in-house catering, there will be many options for you to mull over. Consider cost per person, but also look carefully for what is included. Some caterers include tea, water and coffee in their prices; others don't. Some include salad, entrée and dessert; others offer a la carte, which means you need to pick (and pay for) each menu item. Carefully check with each caterer so you know what to expect. Most venues will offer a special children's meal option - usually at a reduced price. If you are planning on including children in the event this is a great option to consider.

Many people have dietary restrictions and allergies, including vegetarian, vegan, Kosher and gluten free. Find out what options each caterer provides for these or other allergy circumstances. While you cannot accommodate every allergen, you should have options for common ones.

While buffets are often a good option for larger groups and when dealing with multiple eating conditions, remember buffets will often have a higher per-person cost.

Caterers should be selected soon after the venue contract is signed, but menu specifics can wait until 1-2 months before the event. Reference the Vendor Selection Chart to help choose the correct caterer for the event.

ENTERTAINMENT

Consider the crowd... Is your chapter one that likes to shake it on the dance floor? Is your chapter into all the latest technology or do they love to put on a homemade show? Are your brothers all about the live productions and drama? Entertaining guests does not have to mean hiring a DJ and dancing the night away. Although, many APO events traditionally include dancing at a celebration, take this time to find out what your chapter wants to see happen.

Put your money where it's important. If you don't have to have the latest and best sounding music, consider a well-thought playlist on an MP3 player and spend money on something that will get your whole chapter excited.

If your chapter isn't interested in having a post-celebration dance, maybe consider having an emcee or an open mic where actives and alumni can talk about why they have joined and stuck with the chapter. This is a great opportunity to find out what talents already exist in your chapter. Get recommendations from alumni and advisors, as well as actives; really think outside the box. This is the time to make the anniversary event a truly memorable occasion.

If you are considering live entertainment such as a band, professional emcee, or DJ, know that these vendors tend to book quickly, especially if your celebration happens during wedding season (spring, summer and early fall).

Questions to ask possible entertainers:

1. Do they know the rules for your venue, and are they willing to stick to them?
2. Will entertainment occur over dinner, or is it limited to after dinner.
3. If they provide their own equipment: will set-up occur before the event starts and tear down after the event is over?

THIS IS IMPORTANT

VENDOR SELECTION IS AN IMPORTANT PART OF YOUR ANNIVERSARY PLANNING. THE BULK OF THE MONEY WILL MOST LIKELY BE SPENT ON VENDORS WHOSE JOB IT IS TO MAKE YOUR EVENT MEMORABLE.

CHECK OUT THE BACK OF THE ANNIVERSARY GUIDE FOR CHARTS TO HELP YOU COMPARE WHAT EACH VENDOR HAS TO OFFER AND HOW MUCH THEY WILL CHARGE FOR THEIR SERVICES.

4. Will their entertainment style suit the tastes of a potentially large generation gap?
5. If music is included, will they allow the chapter to review the playlist prior to the event?
6. Will musical entertainment take requests, and do they play “radio” appropriate music?
7. Do they require a deposit (if yes, when and how much?), and when is final payment due?

PHOTOGRAPHY AND VIDEOGRAPHY

Some chapters may choose to hire a professional photographer or have a photo booth set up. Consider whether your chapter tends to have many cameras at events, or if someone specific should be present to take pictures.

Be certain to let everyone know where they can go to view, download and/or order images after the event. Find one location online that does not require paid membership (or any membership, if possible) to view photos. Make sure all guests know to visit this site after the event to see photos or upload images of their own.

CAKE

Some caterers will provide dessert as part of their menu; others might not. Regardless, this is a celebration and a cake might be in order. Talk to your alumni about ideas they might have and check out local vendors. Costco, SAMS Club, BJ’s and other wholesale or grocery stores are good options for cake purchases rather than gourmet bakeries. Large sheet cakes can be ordered for far less money and can usually be customized for an event.

BABY SITTING

Be aware that many of your alumni might have children that they would like to bring with them to the celebration weekend. If you do not want children included in the celebration event, you must decide as a group how to answer the question, “What about my children?” from an alumnus. You have the option of saying, “We do not have space for children at this event,” and leave it at that. This might seem like the easiest approach, but you also risk alienating your alumni.

Provide the names of babysitters in the area from a reputable source. Tell alumni that these are options recommended to you, but that the chapter does not endorse anyone specific.

The chapter can book a licensed and insured babysitter(s) who will be available during service projects and/or the celebration event. Babysitters might be provided a room with games and toys supplied by the alumni where the children can stay during the events.

A room for children could be provided for parents to take a break with their children.

DO NOT offer to have brothers or pledges babysit children. There is a significant amount of risk involved and is not a liability in which your chapter should be involved.

Get the word out about the upcoming event as soon as possible!

COMMUNICATION

LIMITED TIME?

NO TIME FOR SNAIL MAIL?

IF PLANNING TIME IS SO LIMITED THAT IT DOESN'T ALLOW FOR MAILED SAVE-THE-DATES OR INVITATIONS, YOU STILL NEED TO TRY TO DO YOUR BEST TO CONTACT AS MANY ALUMNI AS POSSIBLE.

THIS IS THE TIME TO USE YOUR ONLINE RESOURCES, SUCH AS ELECTRONIC INVITATIONS - BETTER TO INVITE THE ALUMNI AND GUESTS YOU CAN REACH IN A SHORT PERIOD OF TIME THAN INVITE NO ONE AT ALL!

ALSO, ASK THE ALUMNI YOU HAVE CONTACT WITH FOR HELP - WORD-OF-MOUTH IS A GREAT WAY TO GET ADDITIONAL ALUMNI BACK IN TOUCH WITH THE CHAPTER (AND ATTENDING AN AWESOME EVENT)!

ONLINE COMMUNICATION

If you already have a chapter website, create a web page dedicated to the upcoming anniversary event. The page will keep many interested parties up-to-date on the details of the event as they become available. Do you have the ability to create registration online? Consider this as an option for guests to register and submit payment for the event.

If you only have a chapter Facebook page or other social media communication tool, create an event and use this as an additional form of advertising to guests. Don't rely on a Facebook event or other social media announcements as a substitute for registration. You need accurate numbers for your venue and money from attendees.

While social media can keep guests informed and get them talking, it should not be a replacement for invitations. Not only will you reach guests who might feel flooded with digital information, but paper invitations and electronic registration allows you to collect more information than a simple RSVP via social media.

ANNOUNCEMENTS

e-mail AND mail out informal announcements of the upcoming event. This alerts guests that the event is being planned and puts them on the lookout for information. If you send postcards, you can check addresses of guests and make sure they are good before mailing a more expensive invitation.

SAVE THE DATES

Once interest is garnered and the venue and dates are secured, save-the-dates can be sent ideally about 6-8 months before your event. The chapter should mail and e-mail save-the-dates to alumni and other guests. Sending those reminders out early will give plenty of time for those traveling to plan for the event.

Celebration plans do not need to be finalized in order to send your save-the-date; however, contracts must be signed! Don't get stuck with a saved date and no venue to host your event.

COMMUNICATING WITH DONORS

Guests who might not be able to participate in the event may still want to contribute. Collecting donations should be as easy as possible. Don't forget to acknowledge all donations with a letter of thanks, including the amount donated. It makes the donor feel valued and helps them out at tax time!

FORMAL INVITATIONS

Formal invitations should be mailed approximately 8 weeks before your event. Most professional printers will require 4-6 weeks for printing and delivery. Some schools may have a print shop on site. Check your available resources. The school print shop may be less expensive than an outside vendor and should eliminate delivery fees. Make sure to include:

- Hotel information and deadlines for booking reservations
- Directions from the airport to hotels and campus
- Contact information for chapter
- Schedule of events

THIS IS IMPORTANT

SET THE WHERE BEFORE TELLING THEM WHEN.

ALWAYS MAKE SURE THE CONTRACT IS SIGNED BEFORE YOU ANNOUNCE THE EVENT. WITH TIME ALREADY TIGHT, YOU DON'T WANT TO WASTE IT ON RECALLING INFORMATION ALREADY DISTRIBUTED!

Remember, adding inserts, oversized or non-standard envelopes and heavier paper might increase the amount of postage needed to mail. Check with the post office before purchasing all your stamps.

REGISTRATION

After sending your save-the-dates, create an online registration and set up a virtual method for collecting donations and fees.

When selecting the RSVP date, consider several factors:

- When does your venue/caterer need final numbers (i.e. how many people they will charge you for no matter who shows up)?
- How much time do you need to print programs or other materials?
- Do you need to let your service project location(s) know how many people to expect?
- Is someone sponsoring lunch and needs a head count?
- If you are hiring a babysitter, do you need to know the number of children expected?

When would you need to hire another babysitter if there are more children than anticipated? All of these questions should play a role in choosing the date. Generally speaking, about three weeks before your event should be the RSVP date, but plan on making follow-up phone calls and sending e-mails at least one week prior to the RSVP deadline.

COMMUNICATING WITH THE NATIONAL OFFICE

Remember to let the National Office know if you are planning a special event. Make sure you include the date, location and contact information in case any alumni contact them trying to reconnect with the chapter. Also, send updates which can be printed in *Torch & Trefoil*, the Fraternity's quarterly magazine.

Event submissions: www.apo.org/Member/SubmitEvent

Article submissions: www.apo.org/memberinfo/communication/submitastory

COMMUNICATING WITH PAYEES

For most guests, paying ahead of time, especially online, is preferred. If your event registration is online, then being able to pay online and immediately is important. Receiving funds at the time of registration will also make planning easier on the chapter. You will know your numbers earlier rather than later, and you will have money up front to pay your vendors. However, have a process for guests who still prefer paying by check or money order - do NOT accept cash by mail.

Talk to your sectional chair or advisor if you have never accepted online payments before.

ECO-SENSITIVE

If you have guests who request that information be sent electronically, try your best to honor this request. It will save you time and money, but you are doing something environmentally responsible in a task that can require a significant amount of paper. If you plan to offer a “green” or “eco-option”, be sure to mention on your webpage or save-the-date cards so that guests can request it.

THANK YOU NOTES

Written thank you notes are not required for everyone who attended the event - although you should thank all guests for attending every event.

Handwritten thank you notes should be sent to anyone who donated money, made a special contribution of time or resources, or did anything outstanding to support the chapter as the planning occurred. Having one person in charge of writing thank you notes is a good way to delegate a task which will not take a significant amount of time.

EVENT PLANNING



Create a committee to handle planning the event and coordinating all of the necessary steps to make the celebration a success. The committee should consist of brothers who will be able to devote a lot of time to planning and execution. Look to brothers who might not already hold an executive office or other major commitment to the chapter.

Consider involving chapter advisors, the sectional chair and active alumni as members of the committee. Alumni and advisors are excellent resources for chapter history, and for ideas on how to involve the rest of the campus and local community.

Encourage all members of the Brotherhood to participate, even if they are not able to be a part of the event committee.

Remember to keep the National Office apprised of the plans, but every detail is not necessary. Make sure they have the contact information for the committee chair if they require additional information.

Create subcommittees to handle any history displays, scrapbooks, and uploading photos and videos after the event.

EVENT FAVORS AND TRINKETS

Decide if you want to include a commemorative item as a thank you for attending. Do you want the item to be a useful, every day piece or just for display? If the favors are being customized with dates or words, confirm correct dates and spellings prior to submitting the request. Most orders will take 4-6 weeks, so plan carefully, especially if your RSVPs are not due in time for your order.

THIS IS IMPORTANT

DECOR DOESN'T HAVE TO BE BORING OR COST SO MUCH! YOUR EVENT DECORATIONS DON'T HAVE TO BE LIMITED TO CREPE PAPER AND BALLOONS.

CONSIDER DISPLAYING OLD SCRAPBOOKS, OR POSTER BOARDS OF LONG-TERM PROJECTS. DISPLAYS OF CHAPTER OR CONFERENCE T-SHIRTS OR GLASSWARE AND SLIDE SHOWS CAN ALSO HELP CONNECT THE VARIOUS GENERATIONS OF ALUMNI.

ASK ALUMNI TO SEND PHOTOGRAPHS OR BRING CONTRIBUTIONS FOR THE DISPLAY. BE SURE TO HAVE THEM PUT THEIR INITIALS ON THE ITEMS THEY BRING.

RISK MANAGEMENT



BABYSITTING

Although this was covered under the vendors section, it should be mentioned again that the chapter should NOT provide babysitting as a service. If provided, it must be through a licensed and insured professional babysitter.

ALCOHOL

Each chapter should decide its own policy for allowing alcohol at an event. Review your chapter rules, the National Risk Management Policy and your university policies. Also, consider the following:

- Are you at an event where most people are driving afterward? Is the chapter able to provide safe transportation if most guests will be leaving by car?
- Is the venue able to provide licensed personnel to distribute alcohol and follow all state laws regarding alcohol consumption? Brothers SHOULD NOT be responsible for checking ID.
- Did you advertise that there would be a cash bar - remember no chapter funds can be spent on the purchase of alcohol.
- Will your chapter have pledges/new members at the time of the anniversary celebration?
- Does your school have special rules about alcohol at organization functions? (Will you be required to purchase extra insurance, etc.?)

While the decision to have alcohol at the event is up to the members of the active chapter, there are many considerations and risk management issues to take into account. For more support in answering this question, speak with your chapter advisors, sectional chair or regional director.

THIS IS IMPORTANT

RISK MANAGEMENT

THE ALCOHOL QUESTION SHOULD BE DECIDED BY THE CHAPTER AND ADHERED TO BY ALL MEMBERS OF THE CHAPTER, PAST AND PRESENT, AND THEIR GUESTS. CHOOSING AN EVENT WITH NO ALCOHOL DO NOT MEAN GUESTS SHOULD DRINK AHEAD OF TIME OR SNEAK ALCOHOL INTO THE EVENT.

POST THE NATIONAL RISK MANAGEMENT POLICY ON THE EVENT WEBSITE AND REVIEW IT WITH YOUR BROTHERS PRIOR TO THE EVENT

AT THE EVENT



SPEAKERS

Besides food, hanging out with brothers from myriad generations and generally having a good time, most people expect someone will get up and give a speech. The chapter can decide if they will honor a single keynote speaker - maybe the most famous alumni of the chapter - or honor multiple people to speak about what Alpha Phi Omega and the chapter have done for their lives. Chapter advisors and your sectional chair are great resources to help you decide how to honor keynote speakers.

Do you need to find a few ways to recognize alumni without asking each one to give a speech? Consider an invocation given

by an alumnus prior to the meal; ask one to emcee the evening; or ask for volunteers to help with different award recognitions throughout the evening — the possibilities for support are endless. Remember that anyone who contributes should receive a thank you note.

AWARDS

Often, chapters will forgo their annual banquet or formal event when hosting their chapter anniversary celebration. Because of this, sometimes annual awards and senior awards are given at this event. While chapters are free to celebrate how they please, do remember that too many “inside jokes” during these presentations can make your alumni and guests uncomfortable and feel like they are really not part of the chapter at all.

RECOGNITIONS

Aside from awards, will the chapter recognize significant brothers from the chapter’s past? Consider introducing founding members (actives and advisors) of the chapter.

One way to acknowledge attendees is to ask each pledge class by decade, year or semester to stand up and have their picture taken or tell a story about what was memorable about their active time in APO. Make note of any alumni who may hold important fraternity or community positions. You may ask them to talk about how being a member of your chapter helped them reach the position they currently hold.

SERVICE PROJECT AND OTHER SPECIAL EVENTS

If service events have been planned, contact locations and book the dates.

Are the planned service events child-friendly, or will babysitting services be provided for alumni with children?

INVOLVING ALUMNI



Alumni should be involved throughout the planning process and should be considered, but they should not drive the occurrence of the event or how the event happens.

EARLY PLANNING WITH ALUMNI

Involving alumni in various stages of planning can be advantageous to the chapter. Alumni can be helpful in planning, providing volunteer hours and financial contributions. They may also be able to assist in locating "lost brothers." Plus, they can use word of mouth to let their peers know they should come to the event.

Alumni can also be helpful in researching and narrowing vendors, and using their personal networks to help the chapter get good deals as they plan.

LIMITED TIME?

THERE’S JUST NOT TIME FOR A FORMAL GATHERING... IF YOU DON’T HAVE THE ABILITY TO PLAN A GIGANTIC EVENT, CONSIDER PLANNING A SMALL CELEBRATION AROUND AN ALREADY-PLANNED SERVICE PROJECT. INVITE ALUMNI TO JOIN YOU IN SERVING OTHERS AND HOST A PICNIC AFTERWARD. RECOGNIZING THE GREAT THINGS YOUR CHAPTER HAS DONE DOESN’T REQUIRE FORMAL WEAR.

ALUMNI-CENTERED EVENT

Are your alumni too involved in planning your event? You can ask them to plan a special event for the weekend, such as the picnic after a service project, the service project or maybe a brunch before everyone goes home. They could also host a networking happy hour for young alumni and graduating seniors. This will help your alumni feel useful and add to the fun-filled celebration already in the works.

START AN ALUMNI ASSOCIATION

Encourage active alumni to consider starting an alumni association for your chapter. There are many resources available online that you can print and have at your celebration. You have just done so much work to contact and gather your alumni - don't let them fade away after the formal celebration has happened!

FINAL STEPS



EVALUATION, DOCUMENTATION, AUDIT RECEIPTS

Congratulations! You've celebrated your anniversary! Now, it's time to help your future brothers plan the next chapter anniversary. Documenting what you did for this anniversary, including notes on the choices your committee made, and how the events went, will supplement this guide when planning the next anniversary.

Included in this kit are three evaluations:

1. For the attendees: Determine to what extent their goals for the event were met and include data for the next planning committee or your committee.
2. For the chapter: This evaluation should include everything - the cost of the celebration, cost for participants, total funds raised and types of decorations. Include every detail.

This part of the evaluation should also have a copy of the proposed and final budgets, a summary of the attendee evaluations and the vendor charts. Being able to review the decision-making process that your committee went through will be invaluable to the next committee.

Along with the copy of the final budget, all receipts related to the event should be matched against the budget and checkbook, and a copy should be included with the final evaluation.

Consider including notes of brainstorming discussions in your evaluation kit or in your chapter history, so ideas are not forgotten.

For the National Office: We also request that you complete the form included for evaluating this kit and send it back to the National Office. This helps us to determine how helpful the kit is to chapters and what improvements need to be made.



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POST EVENT REPORT

This report evaluation is from the current planning committee to the next planning committee. It can be used for any event planning, but is meant for the future membership of your chapter to help them know what you knew as you were planning the current anniversary.

Anniversary #: _____ Date: _____

1. Who was on the committee? Would you be interested in being contacted to be an alumni member of a future committee?

Name/Position	Yes/No/Maybe	Best Known Contact Information

2. Anniversary Snapshot

Type of Event	# of People	# of Children	Event Successful? Why?

3. Were children invited to any events? Why or why not?

7. What type of advertising was considered? What was used?

8. Could advertising have been improved? If so, how?

9. What campus resources were the most and least helpful?

10. What community resources were the most and least helpful?

11. What fraternity resources were the most and least helpful?

12. What parts of the event implementation went well?

QUICK REFERENCE CHECKLIST

8- 12 MONTHS

- Receive anniversary letter from National Office
- Download most recent copy of Chapter Anniversary Planning Kit
- Contact campus alumni office
- Discuss with chapter and decide if you want to have an event
- Inform sectional chair, alumni association and college about event interest
- Find out what resources are available
- Review budget for chapter, and begin brainstorming event budget
- Begin anniversary-specific fundraising/plans
- Recruit and assign an event committee
- Informally notify alumni of the upcoming anniversary
- Research venues and caterers
- Review university calendars before signing contacts
- Review local event calendars for major events
- Announce intended date on www.apo.org

6-8 MONTHS

- Book venue(s)
- Reserve hotel room blocks (make sure that the chapter does NOT have to pay difference if all rooms are not booked; review contracts carefully)
- Book DJ/band/entertainment
- Mail and email save-the-dates

6 MONTHS

- Final decision on celebration plan
- For service events, contact locations and book dates
- Consider and contact potential keynote speakers
- Reserve any required rental equipment for banquet. (If not provided by the caterer or venue i.e. chairs, tables, linens, dishes, flatware, tents.)
- Book photographer or any other specialty vendor services, as needed
- Set up virtual method for collecting donation and fees

4 MONTHS

- Order formal invitations and thank you notes
- Mail formal invitations - 6-8 weeks prior

2- 4 MONTHS

- Begin collecting registrations and money
- Finalize menu selection
- Choose award recipients and presenters
- Order awards/certificates of recognition
- Order favors
- Order cake
- Confirm service project locations
- Book licensed and insured babysitter(s)
- Formally invite speaker(s)

MONTH OF EVENT (IT'S FINALLY HERE!)

- Contact vendors (caterer, bakery, venue, entertainment to confirm orders and times)
- Confirm speaker(s)

WEEK BEFORE THE EVENT

- Provide schedule of events to speakers and award presenters
- Confirm head count with caterer
- Put together welcome packets with schedule of events, if needed
- Write/finalize any speeches to be given
- Hold special meeting with chapter to confirm details and assign support roles for the day of the event
- Get everyone excited!!

DAY OF EVENT

- Meet with chapter early and confirm roles
- Post clear signs, directions for guests
- Be enthusiastic

UP TO ONE MONTH AFTER EVENT

- Upload any videos and photos to designated photo sharing website
- Mail out final thank you notes to speakers, advisors and other alumni who donated or assisted in planning of the event
- Review attendee evaluations
- Complete chapter evaluation/notes
- Complete and mail anniversary kit evaluation to National Office

VENDOR SELECTION: VENUE

Prior to selecting the venue(s) the committee should create a list of “must haves” in order to help determine which location would work best for the event. The chart below will allow for a side-by-side comparison.

Here are a few things to take into consideration when choosing the venue(s):

1. What is the amount the committee budgeted toward the venue, and what is the ACTUAL price of the venue?
2. What is the capacity of the venue?
3. Does the venue include options for catering?
4. Does the venue include equipment i.e. chairs, tables, linens, flatware, etc.?
5. What additional fees might be applied for outside vendors (i.e. cake cutting fee)?
6. What is the deposit and when is the full amount due?
7. What is the distance between the venue and the campus, airport and hotels?

Taking pictures of each of the venues will help the committee remember specifics.

Venue Name	Budget Amount	Actual Cost	Capacity	Catering Included?	Equipment Included?	Deposit/ Due Date	Distance from Airport/Campus/Hotel

VENDOR SELECTION: HOTEL

Here are a few things to take into consideration when choosing a hotel:

1. How far is the hotel from the airport, campus and venue(s)?
2. Can a block of rooms be reserved?
3. How far in advance will the hotel allow the blocks to be reserved?
4. If there is a contract required to hold the rooms, will the committee be responsible to pay if the entire block is not filled?
5. Can additional blocks be added later if necessary?
6. Are shuttles available from the airport to the hotel?

MAKE SURE TO INCLUDE THE BLOCK RESERVATION DEADLINE IN THE CONTRACT

Hotel Name	Distance from Airport/Campus/Community	Shuttle Available	Room Price/Discount	Blocks Available	Contract Required	Fee for Unreserved Rooms	Reservation Deadline

VENDOR SELECTION: ENTERTAINMENT VENDOR

Venues often have a list of preferred vendors. This list can be helpful in choosing an entertainer who has a good reputation and is familiar with the venue. Things to consider when choosing the entertainment or other specialty vendor such as cake, photographer or videographer:

1. Do they know the rules for your venue, and are they willing to stick to them?
2. Clarify timeline of services on the day of the event.
3. Do they provide their own equipment (i.e. AV equipment)?
4. Will set-up occur before the event starts?
5. Will tear down take place after the event is over?
6. Do they require a deposit?
7. How much is the deposit and when is it due?
8. When is final payment due?
9. Will their entertainment style suit the tastes of a potentially large generation gap? If music is included, will they allow the chapter to review the playlist prior to the event?
10. Will musical entertainment take requests and do they play “radio” appropriate music?
11. Does the company have multiple entertainers to choose from?
12. What is the policy on providing a replacement if the entertainment in the contract is a no show/has an emergency?

Vendor Type	Budget	Cost	Deposit Amount	Provision for Placement?	List of items that need to be supplied by committee

VENDOR SELECTION: SPECIALTY VENDOR

Venues often have a list of preferred vendors. This list can be helpful in choosing a vendor who has a good reputation and is familiar with the venue. Things to consider when choosing a specialty vendor such as cake, photographer or videographer:

1. Do they know the rules for your venue and are they willing to stick to them?
2. Clarify timeline of services on the day of the event.
3. Do they provide their own equipment?
4. Will set-up occur before the event starts?
5. Will tear down take place after the event is over?
6. Do they require a deposit?
7. How much is the deposit and when is it due?
8. When is final payment due?

Vendor Type	Budget	Cost	Deposit Amount	Provision for Placement?	List of items that need to be supplied by committee

ANNIVERSARY EVALUATION FORM

ANNIVERSARY EVALUATION

Name: _____ Pledge Class: _____

Address: _____

Phone: _____ Email: _____

How did you hear about this event? _____

How would you have liked to hear about this event? _____

Number of events (please circle) Too Many Just Right Too Few

Please rate the following aspects of the event on a scale from 1 (poor) to 10 (excellent).

Advertising _____ Value for Cost _____ Family-friendliness _____

Organization _____ Service Project _____ Banquet _____

Other(_____) _____ Other(_____) _____ Other(_____) _____

Would you be interested in joining a [chapter name] alumni association? Yes No

ANNIVERSARY EVALUATION

Name: _____ Pledge Class: _____

Address: _____

Phone: _____ Email: _____

How did you hear about this event? _____

How would you have liked to hear about this event? _____

Number of events (please circle) Too Many Just Right Too Few

Please rate the following aspects of the event on a scale from 1 (poor) to 10 (excellent).

Advertising _____ Value for Cost _____ Family-friendliness _____

Organization _____ Service Project _____ Banquet _____

Other(_____) _____ Other(_____) _____ Other(_____) _____

Would you be interested in joining a [chapter name] alumni association? Yes No

CHAPTER ANNIVERSARY KIT EVALUATION

Anniversary number: _____ Number of attendees: _____

Did you receive the kit (circle): digitally hard copy APO IMPACT

How long before the event did you start planning? _____

What types of events were held as part of the anniversary celebration?

Which events (if any) were children invited to?

What was the most important thing you learned/used from the toolkit?

What was the most important thing you learned that was not in the toolkit?

What else would have been helpful to have or know ahead of time?

Would you recommend this toolkit to other chapters or to your future chapter members as they plan the next anniversary celebration? Why/Why not?

Further comments (please continue on back/separate sheet of paper if needed):

SPECIAL THANKS

We would like to offer a special thanks to the following brothers for their help with this kit.

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