



## Alpha Xi Delta Founders' Day Planning Tips and Tricks

Is your chapter or association hosting an Alpha Xi Delta Founders' Day event? The following guide covers some essential planning steps to ensure your organization hosts a successful event!

Founders' Day is an opportunity for women to experience pride in Alpha Xi Delta in their own personal way. We also want to encourage them to be involved with the Fraternity and Foundation, whether that is attending their local alumnae association events, paying annual dues, volunteering with a collegiate chapter, or supporting the Foundation. We want to give them a great experience and facilitate personal connections. Attending a Founders' Day event is a way to reengage Sisters.

As with any event, be sure you're prepared! Use the resources provided in Exclusively Xi to keep your event branded and polished. Make sure your event is professional, welcoming, and time conscious.

### Determining Date – April

- Consider campus and community activities in your area

### Booking a venue

- The location is the #1 draw – it gives women a reason to want to go to an event.
- Make sure the space is big enough to accommodate the event, but not so huge that the room will seem empty. A bit crowded is OK as long as people can still walk around and mingle.
- The venue should be a bit exclusive – somewhere women would love to go but wouldn't on a daily basis.

o Examples: private dining space in a cool new restaurant; new, hip hotel; country club; private space in a beautiful building downtown.

o Budget conscious—it needs to be financially manageable when factoring in food and beverage costs, decorations, and how that will affect the price of tickets per member

o Many groups charge alumnae a nominal \$10-\$15 dollar fee to attend to cover the cost of food and beverage.

## Consider Event Timing

- Know your audience – what will work best for the most in your city? Saturday brunch? Lunch? Late afternoon hors d'oeuvres?

## Inviting Guests

- Request a geographical listing from Fraternity Headquarters
  - Think about how far women will travel for this event. How far (in terms of miles/towns/etc.) do you need to go to extend invites to this event?
  - People attend events to see Sisters. Women who want to attend will not always RSVP.
  - - o Convince them this is an event worth their time, just once a year.
    - o Assemble 45 women (ideally one woman per decade: someone in their 20s, 30s, etc.) to serve on an outreach committee.
- Set goals: For example, each committee member responsible for bringing a minimum of 5 women to the event.
  - Ideas for sorting:
    - Graduation year
    - Zip Code/Neighborhood • Chapter

Have the committee then look at the list and “assign” themselves potential guests – women they know, are on boards and committees with, are from the same chapter/era, etc.

Pick up the phone, use all social media outlets and send personal emails (Dear Susan, rather than Dear Sister).

Share a document of To-Dos – with assignments – on a share site like Google Docs. Update it weekly as you receive RSVPs and update the group with their results. Keep motivating them to make their calls, emails, FB posts.

## Registration

- Create a check-in table or area, this makes guests feel comfortable and provides an opportunity to greet each woman.
- Have a greeter or two at the registration area right when guests enter – staffed by several women to help with registration. Consider local collegiate chapter officers to do this.
- Printed nametags are highly recommended.
- Go over the guest list during the weeks prior – who needs to be connected/introduced to each other? Who is coming alone who'll need to be made feel welcome?

## **Décor**

Make it lovely, space-appropriate and sophisticated

## **Seating**

Sisters may spend a good portion of their time together at this event seated. Women may hesitate to attend if they are unsure they'll know anyone else in attendance. Consider seating strategically and creatively:

- By zip code/neighborhood
- By profession
- By chapter and/or era
- Draw your table out of a glass bowl upon check-in

## **Work backward from the date of your event to set up a project timeline.**

On this timeline, indicate what tasks need to be accomplished by what dates. Some things to include on your timeline are:

- Secure location
- Set date and time.
- Prepare and send the event invitation
- Request Shop Box from Xi Boutique
- Prepare event materials – program, agenda, etc.
- Recruit any needed volunteers
- Select caterer/menu in conjunction with the venue
- Select a florist or order bulk flowers and prepare centerpieces the evening before the event.
- Determine audiovisual needs
- Select, schedule and confirm speakers, if appropriate
- Finalize agenda/program
- Confirm attendees
- Have the date posted on the Alpha Xi Delta and association website
- Contact the photographer
- Prepare name badges
- Prepare any necessary signs
- Purchase thank-you cards for use after the event

## **Don't forget the details.**

Who will clean up after the event? Did you invite all the chapter alumnae and alumnae in the geographic area? Do you have thank you cards ready for mailing to sponsors and other individuals who helped? Will someone take pictures and write a synopsis of the event for submission to *The Quill* and the local/campus newspaper? Does everyone know who the event contact person is in case something needs attention?



**Sample Founders' Day Agenda**  
**Chapter/Association Name Event Location**  
**Event Date**

**12:00 PM** Sisters on planning committee arrive for set up.

**1:30 P.M.** Guests begin to arrive. Sisters are greeted by welcoming committee.

**2:00 P.M.** Event begins. Sisters mingle and greet new and familiar faces.

**2:15 P.M.** Event Chair welcomes guests. She introduces key Sisters in attendance. Following opening remarks, event chair invites pre-determined Sister to lead Alpha Xi Delta Grace. Sisters invited to visit buffet.

**2:40 P.M.** Founders' Day Ceremony and Program begin. (You do not have to wait for everyone to be completely finished eating).

**3:00 P.M.** Closing/Thank you from Event Chair or committee member. If there is a raffle or prize, announce the winner at this time.