



EVENT PLANNING: TIPS AND HINTS FOR EVENTS

- Tips for events
 - Host a variety of events that appeal to a wide range of members – offer alumni an experience they can't get elsewhere
 - Provide events that will offer fellowship, personal enrichment and new opportunities to utilize their UT connection
 - Take advantage of what is unique about your affinity community
 - Keep your event cost reasonable, especially if trying to reach younger alumni
 - Keep your program as brief as possible
 - An hour-long program with your guest speaker or other activities plus an hour for dinner is generally long enough. Don't try to accomplish everything in one event! Your attendees will become restless with a long, drawn out event.
 - Silent auctions generally work better than live auctions
 - If you do decide to have a live auction, then limit the number of items to 3 or 4.
 - You can never have enough help!
 - Make sure to have a committee of volunteers to help with the planning and promotion – and make sure to have enough volunteers on hand at the event.
 - Designate Network volunteers to serve as greeters at the event – this makes everyone attending feel welcomed
- Guidelines
 - Only use insured, licensed and bonded bartenders to serve alcohol during Network events.
 - Offer a discounted ticket price to Texas Exes members or some other benefit to members.
 - For tax deductibility reasons, the fair market value of the ticket must be stated on the invitation.
 - The fair market value is what the individual would normally pay for the food, goods, and/or services.
 - Example: If a restaurant would charge \$25 normally for the meal being served, then \$25 is the fair market value.
 - This amount does not necessarily have a direct relationship to the amount the Network is paying for the food, goods and/or services being provided.
- How we can help
 - Nametags
 - Texas Exes will send out nametags for groups to use at events.
 - Please contact Texas Exes to have nametags mailed to you.

- Banners
 - Groups can order banners through the Texas Exes.
 - A banner request should be sent to the Engagement Department.
 - The Network is responsible for the cost.
 - A standard 4 x 2 banner runs approximately \$50.
- Event decorations
 - Event decorations can be purchased at the University Co-op
- Auction Items
 - All autographed items must be purchased through Fanatics – the official team store or the University Coop
 - Items available through the Texas Exes:
 - Flag flown over the Texas Capitol - \$16
 - Other suggestions
 - Personal Wines – personalize the label for your event- visit TexasExes.org for more information.
 - Solicit local donors
 - Dinner at a local restaurant
 - Weekend stays at a resort
 - Services such as car wash, house cleaning, dental cleaning, etc.
- Speakers
 - If you have more than one event a year with a speaker, then secure a variety of speakers to meet everyone's interest.
 - Ask the speaker early and have a few dates in mind.
 - If the speaker has to travel, the Network should be prepared to cover their travel expenses.
 - All requests for coaches to speak must go through the Athletics Department.
 - http://www.texassports.com/sports/2013/7/22/compliance_0722134319.aspx
 - You will need to fill out the form and return to the Athletics Department.
 - In 2008, the Athletics Department instituted a new policy regarding football coaches. *Football coaches are no longer available as speakers for events.*
 - Contact the Texas Exes Staff to view the Texas Exes Speakers Bureau for speakers/topics that may be available.
- Types of Events
 - Think of these Categories:
 - **Social Alumni Engagement**
 - **Key Priority Events**
 - Community Service
 - Student Development
 - Serious Minded Content
 - Community Service Events- *Key Priority Event*
 - Participate in Texas Exes Care about The Project in February
 - www.texasexes.org/care
 - Participate in a Red Cross Blood Drive

- Work with Habitat for Humanity
 - Some areas have competitions that pit schools against each other – this would be a great way to interact with other alumni in the Big 12 Conference.
 - Participate in a community clean-up day
 - Example: Get a group together to clean up the Guadalupe River – it is a good cause, and you are tubing!
 - Participate in a local walk or run to support charity
 - Get a group together to run/walk and raise money for a good cause.
- Serious Minded/ Cultural Events- *Key Priority Event*
- Host a monthly book club for your members
 - Example: Read books written by UT alumni – a new listing appears in each issue of the *The Alcalde*.
 - If a UT author is in your area, then try to host a book signing party with him/her.
 - Tour local museums
 - Meet after the tour at a local restaurant to discuss the exhibit
 - Example: Organize a trip to the Houston Museum of Fine Arts for a current exhibit
 - Attend a local theater production
 - Meet before or after the production for dinner or drinks
 - Have an educational speaker at your events
- Social Events- *Social Alumni Engagement Event*
- Family-oriented Events
 - Have a family picnic at a local park
 - Host a family bowling night or skate night
 - Check your local library to see if they do regular summer readings/puppet or magic shows for kids and designate a Texas Exes day at the library.
 - Happy Hours with the alumni Network of an upcoming sports opponent.
 - Schedule it the week of the game
 - Tailgate event to kick off the football season
 - Hispanic Alumni Network has tailgates before most home football games.
 - Bring in “football experts” to talk to the crowd
 - Have a band end the event
 - If there is a professional team in your area, then buy a block of tickets and host Texas Exes night at the game.
 - Most non-major sports are happy to work with groups on getting tickets
 - Example: Minor league baseball, arena league football, major league soccer.

- Meet before or after the game at a local bar or restaurant
- Create a softball team or other athletic team made up of Network members
- Plan a bus trip to a game
- If a Texas team is playing in your city, then put together an event around the game.
 - Out-of-state/town Networks – host a tailgate or small reception, depending on the sport, before or after the game
 - Do this with less marquee sports as well as the big name sports – able to get a block of tickets and support a UT sport that doesn't get much recognition on the road
 - Example: If the Women's Soccer team is playing in your area, then arrange for a block of tickets and get your group together to attend the game.
- Host a pub crawl
 - Come up with a theme
 - Example: Beers around the world – visit local pubs
 - Arrange for bars to offer drink specials for your group
 - San Antonio Chapter does the “12 Bars of Christmas” – they sell wristbands for a nominal fee and in turn bars offer participants drink specials
- Happy Hours
 - If you are in a large city, then try to alter the location so everyone has a chance to attend.
 - Example: Host it one month in the north section of town, the next month in a central location, etc.
 - Do themed happy hours
 - Example: Martini night – go to a bar that has a large menu of martinis
- Host a wine tasting or a winery tour
 - Can be done in someone's home or at a winery or restaurant
 - Can also be a brewery tour

**Be sure to promote drinking responsibly at these events.*

Raffle Policy

The following rules apply to Networks within the state of Texas, as determined by Texas state law.

- A Network may not have more than two raffles in any given calendar year. The calendar year begins January 1st and ends December 31st, as defined by the State of Texas.
- A Network can only sell tickets to one raffle at a time. If the Network is offering two raffles, then they cannot sell the two tickets during the same time period.

- The Network must set a date in advance on when the prize will awarded. If the Network becomes unable to award the prize on that date, then they must set another date to award the prize within 30 days of the original date. If the Network fails to do so, then they must refund or offer to refund the amount paid by each person who purchased a raffle ticket.
- All proceeds from the sale of tickets for a raffle must be used for the charitable purposes of the organization.
- The following restrictions are in place for the promotion of the raffle and ticket sales:
 - The Network cannot, through the use of paid advertising, promote a raffle through a medium of mass communication, including television, radio or newspaper.
 - The Network cannot promote or advertise a raffle statewide.
 - The Network cannot sell or offer to sell raffle tickets statewide.
- The following information must be printed on each raffle ticket sold or offered for sale (this applies to raffle tickets sold in advance of an event):
 - The name of the Network conducting the raffle
 - The address of the Network or of a named officer of the Network
 - The ticket price
 - A general description of each prize having a value of more than \$100 to be awarded in the raffle
 - The date on which the raffle prize or prizes will be awarded
- A raffle prize may not be money.

This is only a snapshot of the rules governing raffles conducted by charitable organizations within the state of Texas. If you have specific questions, please contact the Texas Exes Staff.

Click here for the Texas Raffle Rules and Guidelines:

<https://www.oag.state.tx.us/consumer/raffle.shtml>

*Any Network that has been in existence for at least 3 preceding years is considered a qualified organization for raffles in the state of Texas.