Event Planning & Engagement Quick Guide

Foundations of Excellence for ALL Chairs and Officers:

- Hold a transition meeting with previous position holder
- Set SMART Goals for the semester
- Clarify budget with #4
- Have weekly meetings with stakeholders
- Come prepared to Alpha meetings to report
- Communicate appropriately. Older alumni volunteers prefer calls or email. Younger alumni may be fine texting.
- Meet with your Alpha Success Advisor

Addressing General Brotherhood Engagement Issues:

- **Meal plan or shared meals**
  - If your Alpha does not already have a meal plan, it may be difficult to start one. Find some way to share meals regularly, whether at the Lodge, dining halls, or restaurants.
  - Maybe once per week, Brothers go to a new restaurant to try foreign cuisines.
- **Wellness Club**
  - Ask an interested Brother or delegated position holder to lead weekly open-forum discussions where Brothers and New Members can discuss any struggles they're experiencing.
  - Schedule this around a time when people will already be at the Lodge and incentivize with food to encourage attendance at first.
  - Highs and lows or rose, bud, thorn are good formats to get conversation going.
- **0.5 Positions**
  - If the Brotherhood at large generally isn't engaged, introduce appointed 0.5 (assistant) positions which offer lower-commitment opportunities for engagement.
    - Ex: 0.5s for Social, Brotherhood, Philanthropy, Lodge Manager
  - By asking the New Member Class to take 0.5 positions, it sets a standard of involvement in the Brotherhood for the future which helps change a culture of low engagement.
- Have **weekly staple events** like a cookout, trivia, etc. Get creative, and don't just rely on Thursday night football.

Addressing Senior Engagement Issues:

- Ask the seniors what types of events they want to have and plan them.
- Get creative with new events that they haven't been doing annually for the last three years.
- Include seniors in Programs 4 Excellence (P4Es) that fit their interests during New Member Education sessions.
  - Ex: Changing a tire, investment advice, professional workshops, golf etiquette, dress for success, etc.

Event Planning:

- As an event-planning Chair position, determine how many events you are expected to plan, what your budget is, and then what you will budget for each event.
- Keep a running list of event ideas as well as materials needed for each one.
- Have any vendors resolved at least two weeks in advance. Plan internal logistics at least one week in advance. Procure any materials or decorations at least 5 days in advance.
- Engaging events have good gimmicks. Girlfriends and close friends of the Brotherhood can help curmudgeon Brothers get into a fun gimmick.
- Be intentional about having a variety of events not centered around alcohol.
  - Ex: Top Golf, paintball, go karting, scavenger hunt, Lodge jeopardy, game nights

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SMART Goals – Bring structure and accountability into your goals and objectives! Instead of vague resolutions, SMART goal setting creates verifiable trajectories towards a certain objective, with clear milestones and an estimation of the goal's attainability.

Write out one goal for your position using the SMART Goal framework and share it with your Alpha leaders.

SPECIFIC – What do you want to achieve? Be concrete and action-oriented.

MEASURABLE – How will you know when you have accomplished the goal?

ACHIEVABLE – The goal should require work but be reasonably attainable.

RELEVANT – Is this a worthwhile goal or is it the right time?

TIMELY – Set a time limit for accomplishing the goal.