



The American
University
of Paris

How To:

Plan Your Own Alumni Event

FOUNDING WEEK

MARCH 27 - APRIL 2



Thank you for volunteering to host a Founding Week event! Here is your five-step guide to making your event a success. If you have any questions, contact us at alumni@aup.edu.

Step 1: Sign an AUP Volunteer Confidentiality Agreement

For us to be able to share alumni contact information and other confidential data with you, you'll first need to sign our basic confidentiality agreement, designed to protect both you and us.

Step 2: Activate or re-activate your AUP email account

We'll send a list of contact information to your AUP email address so you can reach out to alumni in your area.

Step 3: Confirm your event by February 28, 2023

Find a venue and book it. Consider the following:

- *Accessibility*...is it near public transportation or parking, and can it be accessed by people with mobility challenges?
- *Affordability*...these are typically cash bar events, so be mindful of prices.
- *Flexibility*...these gatherings are casual with people coming and going at different times; make sure the venue knows what to expect.

Share event details with AUP Alumni Affairs staff. We will create an event registration page for your event. We'll need to know:

- the venue name and address;
- any important information about the location (e.g., closest metro stop, nearby parking);
- your contact info to share with registered guests; and
- details about any necessary payments (e.g., "cash bar," "\$15 per person museum entry" or "Pierre '99 will buy a round of appetizers").



Step 4: Promote your event

AUP Alumni Affairs will include your event in our Founding Week email communications, and we will send out a direct invitation to alumni living in your area.

You can also help make the event even better by doing some grassroots outreach! Here's what we suggest:

- Personally email the alumni living in your area. We'll send you a list of contact information to your AUP email address. Please be sure to add alumni email addresses to the "BCC" field only to maintain individuals' confidentiality.
- Reach out to fellow alumni on LinkedIn. Ask them to share the event link with their AUP connections.
- Post about the event in the [AUP Alumni Official Facebook Group](#).
- Share the event link in your Instagram stories.
- Get creative with how you reach out to people. Use your network and share your promotional ideas with the team.



Best practices for reaching out to fellow alumni:

- Don't be afraid to reach out. An invitation from a fellow alumna/alumnus can make someone's day and be a huge motivator to participate.
- Take advantage of your connections on social media. Reach out to them and encourage them to do the same with their AUP contacts.
- If you get a response that an alumna/alumnus no longer lives in the area or is asking to not be contacted, please forward the message to alumni@aup.edu. We'll take it from there!
- Do not share contact information with other alumni (per the volunteer confidentiality agreement). Encourage them to exchange information at the event, or by searching on Facebook or LinkedIn. European data protection laws are comprehensive, and we want to respect people's privacy.

Step 5: Host your Founding Week event

- About a week before the event, you will receive an AUP party pack in the mail. Make sure to arrive at the venue a few minutes early to set out the decorations.
- Keep track of who attends. We will ask you for this information after the event.
- Take lots of photos! Post a few on Instagram with #AUPalumni and tag @AUPalumni so we can repost all the fun!