**Event Modules**

The event modules are designed as a guide to help your chapter or affinity group develop a broad range of successful programming to engage a diverse group of alumni. Many events will incorporate elements of more than one module.

**Social**

Social events serve as the foundation for the local Emory community. These events fulfill the essential mission of the association by fostering a lifelong connection for alumni—both with each other and with Emory.

On average, social events are relatively easy logistically to plan and readily draw attendance. Consider a variety of social events that may appeal to diverse alumni.

Examples include:

- Happy Hour or Mixer (tip: use the event title strategically to affect your age demographic: happy hours tend to draw a younger crowd than mixers)
  - Wonderful Wednesday
  - Homecoming Mixer (coinciding with Homecoming on Emory campus)
- Welcome to [city]!
- Brewery / Winery / Distillery Tour & Tasting
- Picnic
- Multi-School Mixer
- Sporting Events
- Kayaking
- Rec Sports League
- Sip & Shop
- Beach Bonfire
- Trivia Night

**Service**

Emory’s longstanding commitment of service continues with alumni. Emory Cares International Service Day, the second Saturday in November, is our most visible demonstration of community service, but service projects can be incorporated any time of the year.

Examples include:

- Food Bank
- Soup Kitchen
- Park or Beach Cleanup
- Community Farm or Garden
Educational

Educational programming satisfies alumni’s intellectual capacity. These events can leverage local resources and expertise, further developing connections within the local community.

Examples include:

- Local Alumni Speakers
- Book Clubs
- Museum Tours
- Cultural Events: theater event, symphony performance, film screening

Professional

Professional events provide opportunities to grow your professional network, develop your skills, and share professional insights, whether you’re established in your career or just starting out. They are also a great way to give back through mentoring or advising.

Examples include:

- Networking Events
- Distinguished Alumni Panels
- Industry-focused Dine with Nines

Student

Students are our next generation of alumni, so it only makes sense for alumni chapters and affinity groups to maintain a connection with them while they’re still in school and before they come to Emory. Student events and initiatives can focus on the prospective student: being involved in recruitment and other admission programs; or current students: being involved with students who are traveling, home for breaks, in town for an internship, etc. These activities help Emory continue to recruit the best and brightest, increase Emory’s visibility in your area, and provide an avenue for you to stay in touch with what’s happening on campus by being a local ambassador.

Examples include:

- Choose Emory (admitted student parties)
- Destination Emory (incoming freshmen welcome parties)
- Network Nights hosted over student breaks
- April Yield admitted student contact campaign

Philanthropy

Emory would not be here today without generous gifts, and the need for philanthropic support is ongoing. Local chapters and affinity groups are in a unique position to raise awareness about upcoming opportunities for giving that truly will make an impact, and events can provide a great platform for beginning that conversation.