Social Module

Social events fulfill the essential mission of chapters to connect alumni to each other and to Emory. They’re a great way to build a sense of community in your local area and strengthen individual ties to Emory. They’re relatively easy to plan and can be formulated to achieve different goals. Consider how an individual’s needs for social interaction changes over time in planning a variety of events to attract different audiences. Social events also can be educational, enhance professional networks, and provide ways for alumni to explore their city.

Explore and leverage Emory connections in your city to lend a distinctive feel to events. Diversify locations and neighborhoods to broaden the total audience served.

Value to Emory and Group Mission

Chapter and interest group activities in the Social Module directly relate to Emory’s strategic theme of creating Community, Engaging Society. Emory is striving to create a community environment in which all members can realize their full potential. Chapter and interest group social programs build community, the groundwork of the theme, and give opportunities for personal, professional, and leadership development. Embracing diversity also is central to this theme. Chapters and interest groups support this through varied programs that reach alumni from different life stages, interest, schools/units, and backgrounds.

Examples

- Happy hour
- Wine/Scotch/Beer tasting
- Family-orientated activity (e.g., picinc and play, family dinner, visit to children’s museum)
- Holiday party
- Mixer with alumni groups from other universities
- Sporting events (e.g., professional baseball game, hockey game)
- City league sports (e.g., kickball, softball, basketball)
Happy Hours are easy to plan, inexpensive to execute, and an informal way of connecting alumni with each other. Happy hours tend to draw younger alumni, so consider hosting decade-themed events or selecting locations that appeal to different ages in order to diversify attendance over the year.

New or trendy restaurants can draw a crowd. They are often eager for new business and will work out drink or food specials for the event.

Or consider an Emory theme for your happy hour. A “Wonderful Wednesday” event resonates with older and new alumni alike.

**Timeline**
- Finalize location 4-6 weeks prior to the event. Confirm drink specials or appetizer discounts prior to the invitations
- Send invitation at 4 weeks and a reminder the week of.

**Things to Think About**
- Would a host committee that signals targeted age ranges and schools boost attendance?
- How will attendees find the group in the bar? Make sure a chapter volunteer acts as host to welcome guests, supervise sign in, and direct people.
- Are there upcoming events you could talk about or advertise at this one?

**Costs**
- Free to minimal. If you can afford to, consider sponsoring appetizers.
Mixers planned in partnership with other groups can broaden your base and appeal to alumni who might not typically attend an event. Partners could be other Emory groups in the area, other school alumni groups, or even other organizations.

Mixers can be informal social gatherings like happy hours or more formal speaker presentations.

Many alumni want to expand their professional and social networks. Partnering with other groups can double or triple the size of your available network.

Small groups with specific interests can benefit from partnership.

**Timeline**
- Casual event: Finalize location; send invitation 4-6 weeks prior to the event. Confirm drink specials or discounts.
- Formal event: Finalize location and program format at least 2 months prior to the event.

**Things to Think About**
- Clearly outline the program, giving all partners a chance to weigh in on speakers, how the event will flow, etc.
- Define planning and financial responsibilities before confirming the event.
- Work through communications plan that effectively leverages the audiences for each group.

**Costs**
- Casual: Free to minimal
- Formal: Moderate. Partnership should reduce costs by sharing the financial burden.
Family Activities
Social Module

Family activities can round out a group’s social activities and draw an audience very different from casual happy hours and mixers. Alumni with families often must balance careers and children and rarely find time for “outside” social activities. Providing family-orientated activities allows them to tap into the alumni network, while still being able to spend time with their family.

Family activities cover a wide range of activities. Play-days at a local park, visits to children’s museums, and family-style dinners are all easy to plan. Also consider hosting activities that include older children – rafting trips, local attractions, and museums.

Family activities strengthen a community feel, connect parents, and provide interesting things for families to do together.

Timeline
Select type of event and secure venue or group tickets 6-8 weeks prior to event. Send invitation at 4-6 weeks.

Things to Think About
- Where do families typically live in your area? Select a convenient location.
- When selecting activities, consider the average age ranges of alumni in the area.
- Think about weather: is July too hot for a park day? Visit a museum instead and save parks for spring and fall.
- Consider the children’s needs in time events: an 8:00 p.m. dinner is too late; a Saturday morning event is good.
- Provide water, snacks, and sunscreen when playing outside. Bring fun Emory items, if possible.

Costs
Minimal. Drinks and snacks are sufficient for park activities. Consider subsidizing the group rate for museum trips or tours if it fits the budget.
Sporting events can be fun social events that draw large alumni and family crowds. Major, minor, even local leagues can be appealing depending on your city.

Special access features like discounted rates, good seats, or a game-night package attract larger audiences. Most teams offer group discounts at a certain number of tickets purchased, or reduced-rate packages that include food and beverages. Call the ticket office and request a group sales representative to arrange the event.

Occasionally, Emory alumni work within the organization and can assist with special access features. Leverage these connections when possible. Ask if there are special giveaways for groups.

### Timeline
Contact group sales team 8 weeks before target date for schedule, ticket rates, and food and beverage options. Select game; decide on a ticket rate/package that fits for your local alumni. Send invitation 4-6 weeks out.

### Things to Think About
- How will the group find each other in the stadium? Do all of the tickets have to be picked up at once, or are they held for individuals at will call? How will you demarcate the Emory section?
- Communicate instructions to the individual ticket holders prior to the game.

### Costs
Emory usually pays up-front expense for tickets. Depending on budget, groups may subsidize ticket prices to enhance the “deal” or offer food and beverage discounts.
League sports offer ongoing connections among alumni. Joining an alumni team also provides an easy outlet for individual alumni to participate and forge early connections. As an added bonus, there’s the undeniable thrill of competition.

Some cities offer alumni-based leagues, so you might have the opportunity to compete against college rivals. In other cities, municipal leagues are the best choice.

Select a sport that appeals to you and other alumni in the area. Finding games that allow for multiple skill levels is often helpful. Forming an interested team is the basis of successful participation in an athletic league. Be sure to appoint or rotate a couple of people to be in charge – it’s good to have backup if someone has to miss a game.

Invite nonplaying alumni to watch. They can get involved even if they’re not on the field.

**Timeline**

Timelines vary depending on the sponsoring organization. Some leagues require a team application up to six weeks in advance of starting play. Gauge interest in the team early.

**Things to Think About**

- Who will organize the team and communicate the schedule, practices, etc.? Is there back-up?
- Do you need to buy team shirts? If so, we can help you obtain discounted t-shirts from Emory Athletics.
- How many alumni should be on the team? Pad the team since scheduling conflicts inevitably arise.
- Will you need to purchase equipment or other items?
- Are there co-ed requirements?

**Costs**

Emory can pay up-front for the expense. Subsequently, most teams divide registration fees ($50-$100), league fees ($400-$600), play-offs if you qualify ($100-$200), uniform, and equipment costs on a per-player basis and pay accordingly. Determining the number of players on the front end is important to accurately assess per-player fees. Please see attached budgeting spreadsheet as an example.
The Emory University Department of Athletics and Recreation cordially invites you to an

**Emory Men’s Soccer Alumni Game**

**Saturday, April 18** The Woodruff Physical Education Center Stadium
2:00pm – 2:45pm Alumni vs. Varsity
3:00pm – 3:45pm Alumni Only Scrimmage

**Cookout with Beverages to Follow the Matches**

$25 Minimum Donation
For more information contact:
Rich Porter, Sr. Associate Director of Development for Athletics
404-712-4682; rich.porter@emory.edu

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**Rays vs. Twins – May 30**
Join the chapter as we cheer on the Tampa Bay Rays versus the Minnesota Twins on May 30. The first pitch is 4:30 p.m., but make sure to stay for the free post-game concert after – artist to be announced. Tickets are limited, so please register early. Tickets are only $18—a 50% savings! Seats are in the Lower Box (section 128), just down the first base line.

**Pre-Game Happy Hour at Ferg’s Sports Bar & Grill! – May 30**
Whether or not you plan to join the chapter at the game consider joining fellow alumni at Ferg’s Sport Bar & Grill. We will begin to gather at 2:00 p.m. and then to head to the stadium early or stick around to watch the game on the big screen. Ferg’s, located on Central Avenue North, is often called downtown’s best sports bar and over the years has become a city institution. So grab your Rays gear and join the chapter early for some pre-game social fun.
Dallas Happy Hour Social
Wednesday, April 29 6:00-8:00 p.m.
Kenichi
2400 Victory Park Lane
Dallas, TX 75219
214.871.8883

Wind down your Wednesday with Emory alumni

Join fellow Dallas chapter members for a drink after work at one of our most popular bar scenes in town – Kenichi – located under South Tower of the W Hotel. Mix and mingle with Emory alumni as you see some old faces and meet some new ones. Appetizers will be on Emory and Happy Hour specials will be available until 7:00 p.m., so get there early to take advantage of this exciting Emory gathering. Register here so we can save you a seat at the bar. Your social-planning committee looks forward to seeing you there!

Amber Bandedali 03Ox 05B * Kat Hedrick 89B * Greg Miller 04B * Carlos Serres * Kim Shope 05PH

Grapes with Apes at the National Zoo: Come and enjoy wine tasting and live music all while hanging out with the new baby gorilla!

National Zoo is located at 3001 Connecticut Ave NW and is accessible by the Metro Red Line from the Woodley Park-Zoo/Adams Morgan or the Cleveland Park stops.

Please click here to learn more about what to expect and to purchase your tickets.

Please also register below so that we know you are planning to attend! We will be emailing all attendees closer to the event to arrange a meeting place for Emory Alumni. Plus...did I mention that you will be getting a commemorative wine glass?! So go buy your tickets now as this event will sell out!
“Georgia On My Mind”

**Wine and Art Event**

Connect with other Houston-area residents who share the Atlanta university experience for an evening of networking, art viewing, and wine tasting.

**Thursday, February 5**
6:30-8:30 p.m.
Hosted at Bering & James Art Gallery
805 Rhode Place #500
Houston, TX 77019

**$20 per person**
includes complimentary valet service, wine, hors-d’oeuvres, and private access

*Online registration closed. Walk-ins accepted.*

Brought to you by the Houston Chapter of Emory Alumni and the Houston Area Georgia Tech Club
Art supplies will be collected to benefit the art therapy program at DePelchin Children’s Hospital.

Each attendee is encouraged to bring a small donation such as paint, brushes, paper, canvas, crayons, or any other items to be utilized by the children of DCH.

*For additional information, contact Cheronda Bryan 04B ([cherondabryan@yahoo.com](mailto:cherondabryan@yahoo.com)) at 832.212.4845 or Tam’ra Osborned Powell 05B ([tamaraosborned@hotmail.com](mailto:tamaraosborned@hotmail.com)) at 281.489.3479.*
Women’s and Men’s Basketball: Emory vs. University of Chicago

Friday, January 16
6:00 p.m. – Women’s Tip-off
8:00 p.m. – Men’s Tip-off
University of Chicago Ratner Athletics Center
5530 S. Ellis Ave.
Chicago, IL 60637

Game tickets available at the Ratner Center for $4
Social afterwards at Seven Ten Lanes

Meet the Emory Basketball teams at the Ratner Center
Join Emory coaches, parents, and alumni on Friday, January 16 at the Ratner Center to cheer on the women’s and men’s teams as they battle Chicago, a University Athletic Association (UAA) rival. Women’s tip-off begins at 6:00 p.m. and men’s tip-off is at 8:00 p.m.

Wear your Emory gear and arrive early to chat with the team before game time.
Continue socializing with alumni and parents at the Seven Ten Lanes following the men’s game.
Enjoy a drink or a game of bowling with chapter leadership while you celebrate Emory’s inevitable win over Chicago.

Get to know your Emory’s basketball teams.
View rosters, schedules, and statistics prior to the game.
Join us for an evening with Robert A. Paul, Dean of Emory College of Arts & Sciences
Wednesday, November 5, 2008
6:00 p.m. – 8:00 p.m.

Spanierman Gallery
45 East 58th Street, New York, NY 10022

Hosted by Nancy and Benjamin Aryeh
Parents of Brandon Aryeh 11C

Wine and cheese will be served.
The art gallery specializes in 19th and 20th century American Art
and the art will be on display for the party.

Please RSVP by October 29th
1-866-MY-EMORY or artsandsciences@emory.edu

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Wonderful Wednesday Happy Hour
Wednesday, November 5
5:00-7:00 p.m.

Martini Park
151 W. Erie Street
Chicago, IL

Celebrate Emory tradition with Chicago style!
Relive the tradition of Wonderful Wednesdays right here in Chicago! Don’t miss live music, good food, and fun times with the Chicago chapter as we host a Wonderful Wednesday happy hour at Martini Park, known as “a playground for adults.” Indulge in one of the many cocktails on their menu, including martinis, of course. Enjoy drink specials and complimentary appetizers from a menu that takes an upscale approach to American classics. Our Wonderful Wednesday Happy Hours have been a great success and we hope you will participate with us in November!
CAN Football Post-Season Tournament Official Registration.

This is a single elimination tournament at Anacostia Park. The first weekend is December 6/7, then the second weekend is December 13/14. If it rains, it will be pushed back to the following weekend.

All Eagles who plan on playing need to let Tom know by **Sunday, November 9**, if they plan on playing and **must pay the appropriate amount no later than Monday, November 10th at Noon**. Payment includes participation in the tournament, a long-sleeved T-shirt (but only guaranteed if you had responded by November 3), and the end of the year party on January 9 (all the food and beer you can eat and drink). Anyone added to the roster after November 9 will have to pay the full $36 registration fee.

Certified Referees: $10  
All Other Players: $25  
Guests: $25 (Entry into the end of the year party only, anyone can register here)

If you have any questions contact Tom Lombardi or Stephanie Holland at emoryfootball@gmail.com

Champagne & Shopping at Fernbank

*Enjoy special discounts for Emory alumni*  
November 18, 2008  
6:00 p.m. – 8:00 p.m. ET  
Fernbank Museum of Natural History

Fernbank invites Emory alumni to enjoy a special evening of shopping at Champagne & Shopping, a special night for you to shop, save and sip champagne in a fun, festive environment. The Museum store offers a wide variety of holiday merchandize and unique gift selections for everyone on your list. Finish your holiday shopping before the season officially begins!

You and your friends are invited to stop by on November 18 and save 30% off all merchandise in the Fernbank Museum Store. If you are able to attend this exclusive event, please RSVP to museum.store@fernbank.edu by Monday, November 17.