



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 city or 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 Chapter 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 Chapter events.
 - Chapters are covered under the Texas Exes liability insurance. If you need proof of insurance for an event, please request it through the Association.
 - 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 Chapter 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 Chapters Department.
 - The Chapter is responsible for the cost.
 - A standard 4 x 2 banner runs approximately \$50.
 - Event decorations
 - Event decorations can be purchased at the Coop
- 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 Chapter should be prepared to cover their travel expenses.
 - Take advantage of faculty and personnel who may be traveling to your area for development purposes or to attend a conference.
 - 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 for your area.
- Find more information on [Key Priority](#) and [Social Alumni Engagement Events](#) here.

Raffle Policy

The following rules apply to Chapters within the state of Texas, as determined by Texas state law. Chapters outside of Texas will need to consult their state's rules governing raffles held by charitable organizations before proceeding with a raffle.

- A Chapter 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 Chapter can only sell tickets to one raffle at a time. If the Chapter is offering two raffles, then they cannot sell the two tickets during the same time period.
- The Chapter must set a date in advance on when the prize will awarded. If the Chapter 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 Chapter 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 Chapter cannot, through the use of paid advertising, promote a raffle through a medium of mass communication, including television, radio or newspaper.
 - The Chapter cannot promote or advertise a raffle statewide.
 - The Chapter 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 Chapter conducting the raffle
 - The address of the Chapter or of a named officer of the Chapter
 - 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 Chapter that has been in existence for at least 3 preceding years is considered a qualified organization for raffles in the state of Texas.