



SOCIAL ALUMNI ENGAGEMENT EVENTS

Social Alumni Engagement Events: an event in which the primary purpose is to gather alumni in an informal setting to socialize

- **Family Oriented Events**
 - Have a family picnic at a local park
 - For out of state Chapters, serve Texas BBQ or have a Texas-themed meal.
 - Host a family bowling night or skate night
 - Check your local library to see if they do regular summer readings/puppet or magic shows for kids and designate a Texas Exes day at the library.
- **Young Alumni Events**
 - Host a pub crawl
 - Come up with a theme
 - Example: Beers around the world – visit local pubs
 - Arrange for bars to offer drink specials for your group
 - San Antonio Chapter does the “12 Bars of Christmas” – they sell wristbands for a nominal fee and in turn bars offer participants drink specials
- **Happy Hour**
 - Partner with a restaurant or bar for special deals for the Texas Exes chapter
 - Happy Hours are a great chance to promote membership and attract volunteers
 - Host a joint happy hour with the alumni chapter of an upcoming sports opponent and schedule it the week of the game.
 - If you are in a large city, then try to alter the location so everyone has a chance to attend.
 - Example: Host it one month in the north section of town, the next month in a central location, etc.
 - Do themed happy hours
 - Example: Martini night – go to a bar that has a large menu of martinis
 - Host a wine tasting or a winery tour
 - Can be done in someone’s home or at a winery or restaurant
 - Great success amongst several Chapters
 - Can also be a brewery tour

○ **Local Sporting Events**

- If there is a professional team in your area, then buy a block of tickets and host a Texas Exes night at the game
 - Most non-major sports are happy to work with groups on getting tickets
 - Example: Minor league baseball, arena league football, major league soccer.
- Create a softball team or other athletic team made up of Chapter members
- Plan a bus trip to a game → especially fun for out of state Chapters if the football, basketball or baseball team is playing nearby
- Tailgate event to kick off the football season
 - San Antonio Chapter does this annually to raise money for their scholarship fund.
 - Bring in “football experts” to talk to the crowd
 - Have a band end the event
- Meet before or after the game at a local bar or restaurant
- If a Texas team is playing in your city, then put together an event around the game.
 - Out-of-state Chapters – host a tailgate or small reception, depending on the sport, before or after the game
 - Do this with less marquee sports as well as the big name sports – able to get a block of tickets and support a UT sport that doesn’t get much recognition on the road
 - Example: If the Women’s Soccer team is playing in your area, then arrange for a block of tickets and get your group together to attend the game.

○ **Intramural Leagues**

- Create a sports team (softball, kickball, etc.) with alumni in your area.

○ **UT Game Watching**

- Partner with a local bar or restaurant to host UT Football Game Watches for your chapter.
 - Work with the bar/restaurant for special drink/food deals
 - Negotiate with the venue for scholarship opportunities (Example: some bars give a percentage of profits to the chapter’s scholarship fund)

**Be sure to promote drinking responsibly at these events.*