

# Alumni Leader Best Practices

## Annual Calendar

WVU Alumni chapters help bring Mountaineers together as a local community for fellowship and fun. Having activities across the entire year, not just during football and basketball seasons, helps build friendships and strengthen your chapter.

### Survey Your Members

WVU Alumni Association staff can assist with creating a survey for you to determine what your members would be interested in doing. Examples include:

- Sporting Events
- Musical Events
- Volunteering
- Networking
- Game Watches
- Pepperoni Roll Contest
- Golf Tournament
- Cookouts/Picnics

### Review Results and Create a Calendar

1. Develop an Annual Plan
2. Find a Game Watch location to host events (local restaurant / brewery)
3. Develop a list of event hosts and assign to events throughout the year
4. Develop a schedule of activities for the year based off the survey results:
  - Kick-Off event (could be a basketball game watch party in January)
  - Day of Service with a local non-profit (e.g. local food pantry)
  - Social events (Beach Day, Pool Party, etc.)
  - Signature Event (BBQ Bash, Shrimp Boil, etc. as scholarship fundraiser)
  - Football, basketball, baseball game watch parties
  - Networking and career events
  - High school College Fair participation
  - Student Send Off Event before the start of school in August

# Communicate Calendar of Events

Below are examples of a postcard mailer and printed handout.

**EMERALD COAST**

**WVU ALUMNI**

PENSACOLA, FL

Greetings from the Emerald Coast Chapter of the WVU Alumni Association! Save the dates for our upcoming events and join in some WVU fun for you, your family and friends of West Virginia! **Bring this postcard to an event to receive free chapter swag when you become a member!**

Let's go, Mountaineers!

*Your next Chapter starts here*

Follow us  
@WVUEmeraldCoast

**SCHEDULE OF EVENTS**

*Let's Go!*

MARCH 8	<b>Shrimp Boil Shindig*</b> Scholarship Fundraiser/Karla Garvin's House
APRIL 22	<b>Bands on the Beach</b> Pensacola Beach
MAY 3	<b>Day of Service</b> OceanHour Litter Clean-Up / Maria Food Pantry
JUNE 7	<b>Blue Wahoos Game</b>
JULY 19	<b>Pool Party</b> Karla Garvin's House
AUG 19	<b>Bands on the Beach</b> Pensacola Beach

**Football Game Watch Location**

Most football game watches will be held at Bubba's 33  
7081 N. Davis Highway, Pensacola, FL

AUG 30	WVU vs. Robert Morris
SEPT 6	Ohio vs. WVU
SEPT 13	WVU vs. Pitt
SEPT 20	Kansas vs. WVU
SEPT 27	Utah vs. WVU
OCT 3	BYU vs. WVU
OCT 18	UCF vs. WVU
OCT 25	WVU vs. TCU
NOV 1	Houston vs. WVU
NOV 8	WVU vs. Colorado
NOV 15	Arizona State vs. WVU (*Pepperoni Roll Contest*)
NOV 29	WVU vs. TTU

Watch social media for event changes!

**Get in Touch**

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Follow us  
@WVUEmeraldCoast

**ALUMNI**

# Create Social Media and Email Communications for Events

WVU Alumni Association staff can create graphics and send emails for each chapter to promote their events. Events will be added to the WVU calendar as well (use [Event Form](#)).

**EMERALD COAST**  
**WVU ALUMNI**  
PENSACOLA, FL

*Hold the dates to join us!*

**SCHEDULE OF EVENTS**

*Let's Go!*

MARCH 28	Shrimp Boil Shindig* Scholarship Fundraiser/Karin Garvin's Home
APRIL 25	Day of Service OceanHour Litter Clean-Up / Manna Food Pantry
MAY 9	Blue Wahoos Game
JUNE 2	Bands on the Beach Pensacola Beach
JULY 18	Pool Party/Student Send-off Karin Garvin's Home
AUG 11	Bands on the Beach Pensacola Beach

**Football Game Watch Location**

Most football game watches will be held at Bubba's 33  
7001 N. Davis Highway, Pensacola, FL.

SEPT 5	WVU vs. Coastal Carolina
SEPT 12	WVU vs. UT Martin
SEPT 19	WVU vs. Virginia
SEPT 26	WVU vs. Oklahoma State
OCT 3	Iowa State vs. WVU
OCT 10	WVU vs. Arizona
OCT 17	WVU vs. Cincinnati
OCT 24	TCU vs. WVU
NOV 7	Texas Tech vs. WVU
NOV 14	WVU vs. Kansas
NOV 21	WVU vs. Houston
NOV 28	Utah vs. WVU

Watch social media for event changes!  
Phone: (850) 377-8143  
Email: emeraldcoastmountaineers@gmail.com

**Get in Touch**

Follow us

\*Premier event - Don't miss this one!

## Host Events and Have Fun!