

University of Oregon Alumni Association: Regional Chapters Watch Party Tips and Tricks

A Fun, Engaging Way to Build Communities of Ducks in Your Area

Watch parties supporting UO Ducks football and other athletics teams are key opportunities to gain support for your local UO community, build your chapter's brand, recruit new volunteers, and fundraise to support UO students.

Chapter Volunteer Expectations

UOAA Regional Chapter volunteers are the face of the UO to Ducks fans, alumni, and prospective students. To provide a welcoming atmosphere for fellow Ducks and maximize the impact of your watch parties, follow these helpful tips:

- Chapter representatives should be present at all UOAA watch parties, creating a place for Ducks to gather and celebrate.
 - Create a staffing schedule before the season begins. Rotate watch party coverage between your chapter volunteers to prevent burnout.
 - Station a chapter volunteer at the entrance of your watch party to welcome new guests. Ask unfamiliar attendees if they have ever attended a watch party before. If they are attending for the first time, welcome guests to your chapter by telling them about any prize drawings or promotions you are running that day, your chapter's activities throughout the year, and how to stay up to date on your chapter's activities by following on social media.
- Create a Nest: Host your watch parties at a consistent venue throughout the season. Consistency is key to building your chapter's brand as reliable and fun.
- Remember, you represent the University of Oregon.

What to Expect from the UOAA: UOAA-Provided Support and Tool Kits

What kind of support does the UOAA provide to its regional chapters each year? Green chapters receive \$250 in annual watch party financial support. Yellow chapters receive \$500 in annual events support, which may be used to cover the cost of watch parties and other official UOAA chapter events. Financial support may be provided to UOAA regional chapters either via direct deposit to a chapter's OCCU bank account or in Duck Store credit. In addition, the UOAA sends watch party tool kits to regional chapters each year which include the following items:

- Name tags for regional chapter volunteers
- Pompoms
- Tickets to be used for prize drawings
- UOAA-branded table tents
- UOAA-branded pens
- UOAA membership brochures
- UO-branded flag for newly formed chapters
- **New for 2021-22**: UOAA sign-in sheet with COVID risk acknowledgement and contract tracing
- Other items upon request: Check with your UOAA Program Manager

Watch Party Best Practices

UOAA regional chapters host excellent watch parties! Learn from peer chapter volunteers to maximize the impact of your chapter's watch parties!

Venue:

- Choose a consistent location for your watch parties. Ducks fans love a routine – build tradition with your fans and develop regular watch party guests by hosting watch parties in a steady locale.
- Duck the place out! Ask your watch party venue how you may decorate so there is Thunder Green and Lightning Yellow everywhere. Will your watch party venue hang up permanent UO artwork to promote your watch parties throughout the year?

- Use your watch party venue to generate revenue: Ask your venue if they will contribute a percentage of sales back to your chapter.
 - Deals for Ducks!: Ask your venue if they can offer discounted happy hour pricing to your group. Special pricing is a great benefit for your local alumni.

Promotions:

- Share the vitals of your event: When, where, full season schedule.
- Overshare: Share your events on your chapter's Facebook, Twitter, and Instagram accounts on at least a weekly basis.
 - Chapter volunteers should promote watch parties via word-of-mouth – personal invites have the highest RSVP rate!
 - Are Ducks replying to your social media posts? Interact with them to increase engagement. Answer questions, post polls, or simply reply with a "Go Ducks!"
- Tag your watch party venue in your social media promotions! They will love the extra Duck love.
- Interested in emailing an invitation to alumni in your region? Work with your UOAA Program Manager to create compelling stand-alone emails targeted to alumni in your area. Regional chapters have had great success speaking to alumni in their region through monthly chapter newsletters and pre-season watch party invitation emails.

Game-Day:

- Keep it fun! Ducks gather at watch parties to connect with fellow alumni and fans and support the UO. Find a balance between selling attendees about your chapter's activities while not overloading fans with sales pitches.
- At least one chapter representative should be present at all watch parties.
- Recruit new volunteers: Ducks who attend watch parties show their interest in continuing to engage with their alma mater. Use watch parties as an opportunity to speak about chances to get involved.
 - Not sure where to start? Tell them why you chose to get involved – a personal story is powerful!
 - Use a sign-in sheet. Follow-up with new attendees after the watch party.
- Offer your watch party venue the opportunity to speak to your attendees during the event.
- Activities at quarter and halftime breaks: Ducks fans want to watch the game. Use natural breaks for fun chapter activities.
- Win or lose, close with a big thank you for attending! When can Ducks next connect with your chapter?

Fundraising: Watch parties are an excellent way to raise funds to support your chapter and Ducks in your area.

- Prize Drawings:
 - How to Order: Work with your UOAA Program Manager to order items from The Duck Store
 - Purchase Opportunity at the Front Door: Offer newly arriving attendees the opportunity to purchase prize drawing tickets at the front door. Describe not just the prize that attendees can win, but what the funds support (student scholarships, chapter events, etc.)
 - Reminders: Chapter volunteers should proactively ask attendees if they would like to participate during each quarter break.
 - Pricing: Offer discounted pricing for bulk ticket purchases. For example, \$5/ticket or \$20/5 tickets
 - Timing: Draw your prize between the third and fourth quarters to maximize sales time.
- Venue Fundraising:
 - Venues are thrilled to host your chapter's business: Consider asking if they will contribute a portion of total sales to your chapter's scholarship fund. If your chapter does not operate a scholarship of their own, the venue may contribute to the UOAA Scholarship or Excellence funds.
 - If your chapter intends to donate a portion of sales to the UOAA, please work with your Program Manager to document these agreements no later than August 16 prior to each football season. Chapter volunteers may not sign any contracts on behalf of the UOAA.

Watch Party Sample Run of Show

For the best watch party experience possible, bring the atmosphere of Autzen Stadium to your venue! Welcome guests with a smile and information about how to participate in activities and prize drawings, incorporate Autzen traditions into your program, and most importantly, have fun! This sample run of show is a template which can be customized by your chapter. For more ideas of how to maximize your watch parties, speak with your UOAA Program Manager.

45 minutes prior to kickoff	UOAA chapter Board representatives arrive at venue to setup Setup Checklist: <ul style="list-style-type: none">○ Pompoms, table tents, sign-up sheet, chapter materials on tables. Additional décor set up as available.○ Welcome/Check-In table in place with sign-in sheet available, prize drawing tickets available for purchase with price and prize prominently displayed.○ A/V and microphone set up, coordinated with venue staff. Sound check completed.○ Signage in place outside venue, if available.
Half hour prior to kickoff	Chapter Board representative stationed at welcome/check-in table. Additional Board representatives present to have conversations with fans re: the chapter throughout game Sample Questions/Topics of Discussion: <ul style="list-style-type: none">○ What other chapter events have you been able to attend?<ul style="list-style-type: none">○ Use as an opportunity to discuss variety of events chapter executes○ What do you do for work or fun?<ul style="list-style-type: none">○ Use as opportunity to gauge their skills that can be used by the chapter○ Discuss the chapter role in the region<ul style="list-style-type: none">○ Providing a community of Ducks○ Fundraising to support student scholarships○ Giving back to the community through service/volunteering events○ When did you graduate from UO? What was your favorite part of being a student?○ Would you want to get involved with the chapter by volunteering or joining the Board?<ul style="list-style-type: none">○ People don't mind being asked directly to give back
Five min. prior to broadcast	Play intro video/The Pick YouTube video https://www.youtube.com/watch?v=M43abqKYUAW
2:00 in 2nd quarter	Setup A/V for halftime program, as needed
Halftime	Chapter Board representative speaks to attendees <ul style="list-style-type: none">○ Welcome and thank you for attending○ Discuss chapter role and upcoming events○ Reference sign-in sheet and option to check "interested in getting involved" for anyone who would like to volunteer/become engaged with the chapter○ Remind guests re: opportunity to purchase prize drawing tickets. Drawing will be held during the break between 3rd and 4th quarters○ Thank again for attending○ Play "Mighty Oregon" https://www.youtube.com/watch?v=zVw5no3veLg
2:00 in 3rd quarter	Setup A/V for "Shout", as needed
End of 3rd quarter	Pull prize drawing winner. Take photo of winner receiving their prize. Play "Shout" YouTube video https://www.youtube.com/watch?v=vtFw3tADh3c

End of Game

Chapter Board representative stationed at welcome/check-in table. Thank attendees for coming, mention next watch party date. Chapter Board representatives tear down décor. Store watch party supplies and décor either at your watch party venue or the home of a chapter volunteer.