

# UOAA Annual Planning for Chapters and Networks



# Annual Planning

*It's new!*

- Starting in January 2026, all chapters and networks planning to do events outside of football watch parties must submit an annual plan to their UOAA staff liaison for approval by the end of January each year for the following fiscal year. For example, plans submitted in January 2026 are for July 1, 2026-June 30, 2027.

*It's better!*

- More accurate budgeting
- Staff can plan to provide enough support
- Board members know what they've "signed up for" and that what they're working on has already been done successfully
- Volunteers know what support they're getting for each event
- Helps UOAA achieve goal to increase the number of alumni groups supported in the coming years as directed by our five-year strategic plan

# Timeline of Annual Planning



**Dec-1  
Jan 30**

Volunteer boards do annual planning  
Annual plans due by January 31



**Feb 1-15**  
Volunteers meet with staff liaison to discuss annual plan



**Feb 15 –  
Mar 15**

Engagement team reviews annual plans and prepares budget



**Mar 15 –  
Apr 1**

Preliminary annual plan approvals sent to chapters and networks



Final annual plan approvals sent to chapters after UOAA  
Board approves budget



## Instructions for Annual Planning

- Set a time for your full board to meet before the end of January. Consider inviting your staff liaison!
- Send annual planning materials (this slide deck) to the board to review
- As a board, select between 1 and 5 events (outside football watch parties) **from the list of events in this resource** to plan and host **for the rest of the fiscal year (January 2026-June 2026) through next fiscal year (July 2026 -June 2027)**.
  - The number of events the UOAA will support depends on the size of the alumni community you serve along with the demonstrated reliability of your board to execute events. Focus on fewer, more thoughtfully planned events for a successful year of programming!
  - Some events are dependent on the schedule of others at UO, including traveling faculty and UO sports teams. Note your interest in hosting one of these events if the opportunity arises, so we can adequately budget and do our best to help you host.
  - Co-hosted watch parties are a partnership between a regional chapter and a professional or cultural and identity network. Please let your staff liaison know if you need contact information for another group to coordinate with for your annual plan.
- Fill in and send your staff liaison the annual planning spreadsheet by January 30. You are not required to have all details for your events during annual planning aside from event type and month, but you're encouraged to use the time to brainstorm about event themes and goals.
- Set a time for the president or small group of board representatives to meet with your staff liaison by February 15 to go over the annual plan.



## Timing and Other Considerations

- Unless you have a longstanding tradition of hosting events in December and January, turnout at events in these months is low.
- Summer months also generally have a lower turnout, except for co-hosted professional sports events.
- Events that include students are typically most successful in the evenings when school is in session (avoiding mid-terms and finals).
- Professional networks should include their program liaison in annual planning or ask their program liaison to review the annual plan to align goals and avoid any scheduling conflicts.
- Cultural and Identity Networks as well as Affinity Networks should work with their UOAA staff liaison or campus partners to coordinate on-campus events.
- UOAA staff will help coordinate networks hosting alumni weekends or in-person board meetings in the fall to ensure we can spread out events for adequate staff support. Homecoming is determined in May each year, but we can fairly accurately predict when it will be after the football schedule is released.
- May 2, 2026 is a Portland UO marquee event at the UO Portland campus. UOAA will not support other Portland-based events in May.
- May 14, 2026 is #DucksGive annual day of giving. Events hosted right before or after this event will not be guaranteed as much marketing support.
- June 7, 2026 is a Bay Area UO marquee event. UOAA will not support other California events in June.
- June 14, 2026 is UO Commencement – all UOAA staff will be supporting our incoming alumni!
- October 2026 is UO's sesquicentennial – groups should generally avoid events in Eugene and Portland this month, except for football watch parties.
- May 2027 will likely be another Portland marquee event.
- May 13, 2027 will likely be #DucksGive. Events hosted right before or after this event will not be guaranteed as much marketing support.

# Events for Regional Chapters



- Football Watch Party
- Basketball Watch Party
- No-Host Social
- Hosted Social
- Alumni/Alumni Networking Event
- Community Volunteering Event
- Faculty Talk
- Event with a Traveling UO Department or Student Group
- Fundraising Event with Silent or Live Auction
- Migration (Partnership with UO Admissions)
- Regular Season Oregon Team Game on the Road
- UO Night at the [Professional Team] with Co-Branded Merchandise



# Events for Cultural and Identity Networks

- Student/Alumni Networking Event (Social or Professional)
- Alumni/Alumni Networking Event
- Co-hosted Watch Party
- Community Volunteering Event
- Hosted Social
- No-Host Social
- Campus Partnership Event (Festivals and Grad Events)
- Faculty Talk
- Migration (Partnership with UO Admissions)
- Home Tailgate
- Alumni Weekend
- Fundraising Event with Silent or Live Auction

A large group of people, mostly wearing green shirts with "OREGON ALUMNI BAND" printed on them, are sitting in the bleachers of a stadium. Many individuals are making heart shapes with their hands. The background shows more bleachers and a person holding a yellow flag with the Oregon "O" logo and the word "ALUMNI".

# Events for Affinity Networks

- Alumni/Alumni Networking Event
- Student/Alumni Networking Event (Social or Professional)
- No-Host Social
- Hosted Social
- Community Volunteering Event
- Fundraising Event with Silent or Live Auction
- Campus Partnership Event (Festivals and Grad Events)

# Events for Professional Networks



- Alumni/Alumni Networking Event
- Student/Alumni Networking Event (Social or Professional)
- Community Volunteering Event
- Hosted Social
- No-Host Social
- Faculty Talk
- Co-hosted Watch Party
- In-Person Board Meeting
- Continuing Education Event
- Campus Partnership Event (Festivals and Grad Events)

## UOAA Menu of Events for Chapters and Networks

Event Type	Regional	Affinity	Cultural/Identity	Professional
Alumni Weekend			X (plus OAB)	
Alumni/Alumni Networking Event	X	X	X	X
Basketball Watch Party	X			
Campus Partnership Event (Festivals and Grad Events)		X	X	X
Co-hosted Watch Party			X	X
Community Volunteering Event	X	X	X	X
Continuing Education Event				X
Event with a Traveling UO Department or Student Group	X			
Faculty Talk	X		X	X
Football Watch Party	X			
Fundraising Event with Silent or Live Auction	X	X	X	
Home Tailgate			X	
Hosted Social	X	X	X	X
In-Person Board Meeting			X	X
Migration (Partnership with UO Admissions)	X		X	
No-Host Social	X	X	X	X
Regular Season Oregon Team Game on the Road	X			
Student/Alumni Networking Event (Social or Professional)		X	X	X
UO Night at the [Professional Team] with Co-Branded Merch	X			

# Event Descriptions

## **Alumni Weekend**

These events bring together our alumni networks for a full weekend of events. They can be reunion events, in-person board meetings with events attached, or weekends that include more than one event. They foster meaningful connections between UO alumni who share a cultural, identity-based, or affinity group connection. Events are often focused on fundraising for specific scholarships and initiatives, as well as community building, networking, and social experiences.

## **Alumni/Alumni Networking Event**

These events are focused on professional development or career networking for attendees. These events are typically more elevated than a general social event and can include a speaker/panel or a structured networking activity. Students may be invited to these events but are not the primary audience.

## **Basketball Watch Party**

These are informal gatherings of alumni, friends, and fans to watch UO basketball games together at a designated venue. These events are designed to build community spirit, strengthen alumni connections, and foster engagement in a relaxed, social atmosphere.

## **Campus Partnership Event (Including Festivals and Graduation Events)**

Campus partnership events are events that are planned and executed by a program or department on campus that the group and/or volunteers have been invited to be a part of. UOAA and group involvement may include aspects like marketing to alumni, hosting event registration, volunteering at the event, having one or more volunteers speak at the event, or providing financial sponsorship.

## **Co-hosted Watch Party**

Football watch parties are informal events held by regional alumni chapters at local bars or restaurants across the country. Attendees include alumni, fans, and friends of UO. The purpose of football watch parties is to foster community with fellow Ducks, strengthen affinity with the UO, and have fun cheering on the Ducks!

# Event Descriptions

## **Community Volunteering Event**

These are service-oriented activities that bring alumni, families, and friends together to give back to their local communities. These events strengthen connections among alumni while demonstrating UOAA's commitment to community engagement and public service.

## **Continuing Education Event**

These events are focused on professional development related to a UO program. This type of event would feature a UO or guest faculty speaker and may offer free or paid continuing education credit. These events may include light refreshments and/or social networking as part of the full event run-of-show.

## **Event with a Traveling UO Department or Student Group**

These events occur when a UO department or student group travels to a chapter region, they may ask alumni chapters to help plan and promote alumni events for their dean, faculty, or students to attend. It is likely that chapters will not know about traveling UO Department or Student Group events in time to include in an annual plan, therefore this event may be added to a chapter calendar of activities outside of annual event planning.

## **Faculty Talk**

This event features a faculty member from the UO delivering a 45-minute to one hour presentation of their research with slides and/or videos and is followed by an audience Q&A. The talk is sandwiched between time for attendees to talk with each other and enjoy heavy appetizers and drinks. Groups may express interest in this event, and the UOAA will attempt to connect with faculty traveling to their region, but it is not guaranteed.

## **Football Watch Parties**

Football watch parties are informal events held by regional alumni chapters at local bars or restaurants across the country. Attendees include alumni, fans and friends of the UO. The purpose of football watch parties is to foster community with fellow Ducks, strengthen affinity with the UO, and have fun cheering the Ducks!

# Event Descriptions

## **Fundraising Event with Silent or Live Auction**

These are more formal events focused on fundraising for specific scholarships and initiatives, as well as community building, networking, and social experiences. These events are most successful when they happen annually around the same time to build a base of attendees.

## **Home Tailgates**

Pre-game gatherings at home football games where alumni, families, and friends connect over food, drinks, and Duck spirit. These events provide a festive atmosphere for networking, celebrating UO traditions, and energizing fans before kickoff. They are usually hosted in Tailgate Alley at Autzen.

## **Hosted Social**

A social event could be a typical happy hour or any other casual social gathering, usually held in the late afternoon or early evening at a bar or restaurant, where people come together to socialize or network. When the social is “hosted,” the chapter pays for attendees' food, drinks, or both. This event is meant to be a simple event to plan and a low lift for both staff and volunteers.

## **Migration**

Migrations are casual gatherings hosted and planned by UO Admissions designed to spark excitement among new incoming Ducks from different regions throughout the United States. They serve as a platform for new students to mingle, connect with UO staff, alumni, parent and family groups, peers, and to be celebrated as they embark on their university journey. No alumni are invited to these events outside of chapter volunteers.

## **No-Host Social**

A social event could be a typical happy hour or any other casual social gathering, usually held in the late afternoon or early evening at a bar or restaurant, where people come together to socialize or network. When the social is not “hosted,” attendees pay for their own food and drinks. This event is meant to be a simple event to plan and a low lift for both staff and volunteers.

# Event Descriptions

## **Regular Season Oregon Team Game on the Road**

These events encourage fans to support Oregon teams when they are on the road through pre- or post-game events and/or purchasing ticket blocks. Your UOAA liaison can help the chapter connect with Athletics to get ticket links or request a coach as a speaker, dependent upon coach availability.

## **Student/Alumni Networking Event (Social or Professional)**

Events that foster meaningful connections between students and alumni who share a cultural, identity-based, or affinity group connection. These gatherings typically include structured networking components, such as roundtable discussions or speed networking, along with opportunities for informal conversation. They are designed to build community, offer mentorship, and support career development in an inclusive environment.

## **UO Night at the [Professional Team] with Co-Branded Merchandise**

A high-visibility, community-building event that brings UO alumni together for a night at a professional sporting event. This experience includes co-branded Ducks/professional team merchandise and integrates a fundraising component (e.g., portion of ticket sales supporting a regional scholarship fund). This event is ideal for engaging alumni in metropolitan areas, increasing brand awareness, and supporting UOAA regional and scholarship goals.

Event Type	Total Event Cost	Cost Per Person	Event Income	UOAA Support
Alumni Weekend	\$15,000-\$60,000	\$120-\$320	\$2,500-\$10,000	*Budget-dependent
Alumni/Alumni Networking Event	\$2,000-\$4,000	\$40-\$80	\$1,000	\$1,000
Basketball Watch Party	\$0			\$0
Campus Partnership Event (Festivals and Grad Events)	\$1,000-2,000			\$500-\$1,000
Co-hosted Watch Party	\$50-\$200			\$0
Community Volunteering Event	\$0-\$500			\$250
Continuing Education Event	\$2,500-\$6,000	\$25-\$100	\$1,500-\$3,000	\$1,000
Event with a Traveling UO Department or Student Group	\$250-\$2,000	\$15-\$40	\$500	\$0
Faculty Talk	\$3,000-\$8,000	\$45-\$115	\$1,500	\$3,000-\$6,000
Football Watch Party	\$0			\$250-\$500
Fundraising Event with Silent or Live Auction	\$6,000-\$12,000	\$65-\$150	\$5,000-\$7,500	\$2,000-\$5,000
Home Tailgates	\$6,000-\$10,000	\$100-\$170	\$1,200-\$3,000	\$1,500
Hosted Social	\$2,000-\$4,000	\$40-\$80	\$0-\$1,000	\$1,000
Migration (Partnership with UO Admissions)	\$0			*UOAA sponsorship
No-Host Social	\$0-\$500	\$0-\$10		\$0
Regular Season Oregon Team Game on the Road	\$2,000-\$4,000	\$40-\$80	\$600-\$800	\$500
Student/Alumni Networking Event (Social or Professional)	\$2,000-\$4,000	\$40-\$80	\$0-\$1,000	\$1,000
UO Night at the [Professional Team] with Co-Branded Merch	\$0-\$1,000	\$10-\$15		\$500

# Planning Guide

## Planning Lead Time

- STANDARD: Details must be confirmed 60 calendar days in advance.
- EVENTS WITH SPEAKERS AND EXTERNAL PARTNERSHIPS: Planning should start at least six months in advance. Details must be confirmed 75-90 days in advance.
- ALUMNI WEEKEND OR FUNDRAISERS: Planning should start at least a year in advance. Details must be confirmed 75-90 days in advance.

## Contract and Financial Expectations

- STANDARD: Contracts are likely required for various aspects of this event, including catering, venue, and sponsorships. All contracts must be submitted by your staff liaison.
- WATCH PARTIES, NO-HOST SOCIALS: A contract is not required for this event, unless the venue is donating a portion of sales to the chapter.

## Marketing Support

- STANDARD: Templated graphics, registration hosted through UOAA, two emails
- ALUMNI WEEKEND, EVENTS WITH A SPEAKER, FUNDRAISING EVENT: Custom graphics, registration hosted through UOAA, three emails at minimum, social media promotion

## Information Needed for [Event Request Form](#)

- Proposed Event Name
- Event Date
- Event Time
- Location name, address, and website
- Event description, purpose, and attendance goal
- Dress code
- Parking/transit details
- Vendor/s invoices, contracts, and W9s
- Member, nonmember, student, and/or recent grad pricing
- Speaker name, bio, and headshot
- RSVP Deadline
- Registration limit
- What is included in registration (ex- heavy appetizers and two drink tickets)
- Third-party registration link

# Planning Guide

## Role of Volunteers

- Work with staff to select venue/catering and secure invoice or agreement
- Share all event details with the UOAA
- Promote event on social media and through personal outreach
- Staff event (set up, be welcoming, check people in as they arrive, clean up)
- Provide UOAA with attendee information

## Role of Staff

- Provide input on event planning based on best practices
- Manage and sign contract
- Provide marketing support
- Collect registrations and send list of registrants to volunteers
- Prepare and deliver nametags and event supplies
- Ensure event is adequately staffed

## Event Planning Steps

- Get your planning team together. Consider inviting your staff liaison to help brainstorm
  - Confirm event details including goals, program of event, budget, location, date and time, pricing, speaker, etc.
- Submit event request form.
- Review and approve marketing materials created by UOAA
- Assist promotion of events
  - Post on social media
  - Encourage all board members to register
  - Do personal outreach
- Work with staff liaison to provide information to the venue and caterer
  - Headcount, accessibility, setup, and timing
- Day-of Coordination
  - Arrive at least 45 minutes early
  - Set up name table, nametags, signage, and decorations
  - Greet guests and/or speakers as they arrive
  - Tear down and clean up
- Follow-up
  - Share photos and thank guests on chapter social media
  - Share event summary with UOAA
    - Photos
    - Summary of event
    - List of attendees
- Debrief with staff liaison