



Event Timeline and FAQs

(*Applies specifically to Participation Model clubs)

How do I plan an event?

BEFORE THE EVENT

In order to provide you with the best service and ensure that events are successful, the timeframe below includes the minimum amount of notice required.

Regular communication is critical; please connect with your Alumni Affairs Regional Staff Contact early in the planning process.

EIGHT WEEKS: SET EVENT DATE AND CHOOSE VENUE

- Select date based on speaker, host, or venue availability
- Note venue event manager and/or caterer name(s) and contact information
- Determine venue and/or caterer's payment policy (i.e. preferred method of payment and timeframe) *
- Confirm payment arrangements and enter the details on the Event Detail Form
- Confirm verbally that venue has liability insurance of \$1 million or more (this is standard process and every reputable venue should have it) *

SEVEN WEEKS: SUBMIT EVENT DETAIL FORM AND BEGIN MARKETING EVENT

- Submit completed Event Detail Form
- Submit a copy of your contract and indicate if a deposit is required *
 - Your staff liaison will forward to University Business Service Center (UBSC) and UBSC will contact the venue and pay the deposit directly *
- Send save the date email – notify your Alumni Affairs Regional Staff Contact if you need assistance in sending any marketing materials

SIX WEEKS: POST EVENT INFORMATION ON YOUR WEBSITE

- Your Alumni Affairs Regional Staff Contact will set up registration via CornellConnect and forward you "See Who's Coming" and "Register Here" links *
- Post the event details to your club website if it is not hosted by CornellConnect

FOUR WEEKS, TWO WEEKS, FOUR BUSINESS DAYS: MARKET YOUR EVENT

- Email marketing to any mailing lists you use
- Check the "See Who's Coming" page to determine need for more marketing
- To increase responses, consider emphasizing a different selling point in follow-up emails
- If you only have a few seats left, send one more email a few days before and state, "Limited seats remaining" to add a sense of urgency



AT THE EVENT

- Check off attendees as they arrive and record any no-shows
- Collect checks, made payable to Cornell University * from walk-ins and record their names; note if they are guests or alumni
- If payment is not required at the end of the evening; immediately submit the final invoice to your Alumni Affairs Regional Staff Contact for payment *

AFTER THE EVENT

- Send all receipts, checks, walk-in information, and no-show information to your Alumni Affairs Regional Staff Contact within three days following the event *
- For any reimbursements, please make sure to include the reimbursement form with your name, club name, and date of event. Once received, reimbursements typically take 15 business days to process *

How will we fund events?

Participation Model Clubs

Ultimately the financial goal is to break even and be good stewards of Cornell's resources. The key to this process is early planning and timely communication with your staff contact.

Develop an annual events plan and estimate costs based on past experiences and any additional information available. Once this is submitted, your Alumni Affairs Regional Staff Contact can discuss your requested funding. *

Non-Participation Model Clubs

Events will be funded by membership fees collected by the club.

What if our event makes a profit?

The goal is to break even, not to make a profit. Although profits cannot be returned to the club, it might be possible to apply excess funds to future events. * All profit and loss outcomes will only impact Cornell. If sufficient funds are not collected in advance, clubs are protected from the loss, but at the same time, clubs will also not realize any gains.

How do we secure funds to pay for events? Will a volunteer need to front money?

The Alumni Affairs team works with the University Business Service Center (UBSC) to arrange for payments. Invoices are always required and additional paperwork may be required depending on the type of purchase and methods of payment. Please work with your Alumni Affairs Regional Staff Contact to find out the necessary steps. Occasionally volunteers do pay for small items upfront and the University can reimburse these expenses as long as they are agreed upon in advance. Reimbursements are typically processed within 15 business days. *



Cornell University Alumni Affairs and Development

Do Cornell Alumni Association Grants still exist?

No. Instead the CAA will focus on providing more need-based scholarships to cover registration fees for the [Cornell Alumni Leadership Conference](#).

What is the [Participation Model](#)?

The Participation Model is a model in which clubs have agreed to terminate the collection of membership dues, redirecting their efforts to the overarching goal of increasing alumni participation.

What is [CAAAN](#)?

The Cornell Alumni Admissions Ambassador Network is a group of over 8,000 alumni volunteers who assist the Cornell admissions community in recruiting superior undergraduate applicants. CAAAN members are involved in a variety of activities, the biggest of which is contacting local candidates who have submitted their application, to answer questions, provide a positive perspective on the University, and accumulate additional information about the applicant.

What is CornellConnect?

CornellConnect is an online community for alumni that provides a way for Cornellians to connect to the university and with each other. The four main components are the alumni directory, event registration capability, websites for various Cornell organizations, and an email communication tool. Please note that not all functionality is available at this time.

How do I activate my NetID?

An [active NetID](#) is required to receive lists of local alumni with their contact information, to participate in the CornellConnect community (this includes accessing the directory), and to use Cornell's [email forwarding service](#) that redirects all messages sent to your Cornell email address to an email address of your choice. As a volunteer leader you should activate your NetID now if you have not already done so. To do this, visit <https://cornellconnect.cornell.edu/>.

Who is my staff liaison at Cornell?

The Alumni Affairs Regional Programs team is comprised of several staff members, each responsible for different geographic regions throughout the world. These regions are further comprised of Cornell Clubs and each club has a staff person who is their primary point person at the university. Among their responsibilities are to represent the clubs to the university and to facilitate access to university resources.