

# WILLIAM & MARY

## WEEKEND

### William & Mary Weekend Key Components and William & Mary Alumni Association (WMAA) Roles and Responsibilities

#### ***Key Components of a High Quality Weekend***

- Provide alumni, parents, family and friends exclusive access to iconic venues, activities and people (well-known successful alumni, faculty and administration)
- Encompass an entire weekend, not just an evening
- Feature a nationally known personality as an attendance draw
- Showcase the best of W&M, including its alumni, leaders, faculty, students and highlights from across campus
- Incorporate university priorities into alumni leader featured panels and presentations where possible
- Fundraising efforts will be for the entire Weekend, which is not to preclude sponsorships of individual events and activities
- Provide opportunities for affinity, school (i.e. law or business or VIMS) and special interest groups to hold events

#### ***WMAA Roles and Responsibilities (through WMAA board, WMAA board committee and/or local volunteer committee)***

- Organization
  - Appoint local steering committee chair
  - Work with staff to identify steering committee members
  - Work with staff to identify honorary weekend chair(s) and define the role
- Programming
  - Provide ideas for Weekend programming
  - Respond to staff programming thoughts and provide input as to both speakers and event/tour ideas that meet the above criteria during planning stages
  - Provide input as to scheduling issues related to the demographics of the area during planning stages
  - Utilize relationships to identify and/or ask speakers agreed upon in advance with staff
  - Provide input as to ticket pricing and its impact on attendance
- Young Guard
  - Contribute to a collective sponsorship of \$2,500 to be acknowledged as a Legacy Sponsor for the Weekend
  - Provide ideas for young alumni Weekend programming
- Sponsorships/Development
  - Make contributions at the level that board members and steering committee members are able
  - Identify potential donors/sponsors and work with OUA to determine level of ask, who should ask and make introductions
  - Review in advance the general sponsorship materials and benefits to be offered
- Marketing/Communications
  - Review marketing plan
- Finance and Investment
  - Review detail budget prepared by staff
  - Monitor revenues and expenses as more information is available
- Participation/Attendance
  - Work with local chapter board to determine best approach to encourage alumni, parents, family and friends to attend the Weekend
  - Promote the Weekend individually and encourage friends and family to attend
  - Attend the Weekend