



EVENT
PLANNING AND
MARKETING
TOOLKIT

ΑΣΑ Night Out

EVENT PLANNING AND MARKETING TOOLKIT

ASA NIGHT OUT 2019

The idea is simple – grab a few sisters and go do something fun! The possibilities are endless: grab a drink, go to a sporting event, try a new restaurant, host a game night, have a kid playdate or even just catch-up over Skype with a far-away sister. The best part of ASA Night Out is that the event can be whatever members want it to be. It is a night for Alpha Sigma Alpha sisters everywhere.

EVENT PLANNING

GETTING STARTED

When planning an AΣA Night Out event, please consider taking the following first steps:

- ◆ Determine if this event can be planned without help. If help is needed, find sisters to assist.
- ◆ Decide what type of event to have. It could be a dinner night out, a quiet DIY spa night at home, or something completely different. Think of something sisters would enjoy doing together, and refer to the Alpha Sigma Alpha blog post “30 Things to do on AΣA Night Out” list for ideas.
- ◆ Book a venue or make reservations if needed. Complete this step as soon as possible so that event planning can begin once a location is confirmed.

PLANNING THE EVENT

Once the time comes to start planning the details of the event, please consider taking the following steps:

- ◆ Submit the form at <https://www.alphasigmaalpha.org/asanightout-2/>. Informing Alpha Sigma Alpha staff about the event allows for headquarters staff to promote it on official channels and support. After the event is registered with headquarters staff, the host will receive a digital toolkit to use to help promote the event, including: social media images tailored to the specific event, an email template to invite sisters, and more.
- ◆ Request a contact list for all alumnae in the event area and invite them. The form to request this information can be found at: <https://www.alphasigmaalpha.org/alumnae/chapters-associations/chapter-resources/forms-and-guidelines/area-alumnae-list-request/>
- ◆ If applicable, make a list of all items needed for the event. Delegate the bringing of items to other attendees if needed. For example if it is a game night, which games will be played and who will be bringing each one.
- ◆ Market the event and invite attendees (see further instruction for event promotion in the market planning guide listed on page 2).
- ◆ Iron out the details as soon as possible so that tasks aren't being completed last minute.

MARKETING PLAN

Properly marketing and promoting the event will help to ensure its success. Below are some resources and ideas from the national headquarters office to assist in the promotions. Make sure to use the event hashtag #ASANightOut in all social media posts and pictures.

DIGITAL TOOLKIT:

Once the AΣA Night Out registration has been completed through the form listed at <https://www.alphasigmaalpha.org/asanightout-2/> the director of alumnae engagement will send the event host a digital toolkit comprised of:

- ◆ Branded Facebook cover photo with the location name
- ◆ Branded square social media image with all of the event information
- ◆ Email contact list with alumnae in the event area
- ◆ Sample email of what to send to alumnae promoting the event
- ◆ Individual snapchat filters will automatically be placed in the event area during ASA Night Out (**this will not be sent as a part of the Digital Toolkit)

ADDITIONAL MATERIALS:

For alumnae chapters, the following items will also be sent via mail:

- ◆ Welcome table top sign
- ◆ Branded nametags
- ◆ "How to get Involved" postcards
- ◆ Postcards sent to alumnae in the area promoting the specific event (**national headquarters staff will send these out if given notice of event details at least 4 weeks prior to ASA Night Out)

FACEBOOK

It is encouraged that the event host create a Facebook event page to invite alumnae. The national organization can help promote the event via Facebook, however the following must be in place for us to do so:

- ◆ Make sure to use the branded Facebook cover photo on the page
- ◆ Make the event public, otherwise staff will be unable to share or promote it

ADDITIONAL IDEAS

- ◆ Individually reach out and send personal invitations to sisters who either aren't involved or who are looking to get reengaged with Alpha Sigma Alpha
- ◆ For sisters who may not be in the area, promote the event list with all ASA Night Out events happening across the country (can be found at: <https://www.alphasigmaalpha.org/asanightout-2/>)

FOLLOWING THE EVENT

After the event is over, please consider taking these final steps:

- ◆ Make sure that photos taken are posted to social media using the hashtag #ASANightOut .
- ◆ Follow up with the alumnae engagement liaison to let her know how the event went.
- ◆ Start thinking about ideas and get excited for next year!