POST-EVENT FOLLOW-UP COMMUNICATION

It is important to thank and recognize alumni for participating in programs and events that are hosted. By doing so, it shows to others that you care and appreciate their involvement. Additionally, post-event communication also provides an opportunity to collect feedback and solicit for volunteers to help advance the work of your group.

Volunteers are encouraged to partner with the Office of Alumni Relations to send post-event communications. It is suggested that a post-event message is sent within three days of the event. Otherwise, the message loses its effectiveness and if you want to capture feedback, people may not be able to provide specific feedback as they may have forgotten elements of their experience that they otherwise would have shared.

If a post-event message is sent to those that attended, it is important to include a call to action – ranging from attending another event to soliciting for volunteers. If you learn of someone's interest, be sure to circle back with them to show you listened and heard them.

Below is a sample message that could be sent to those who attend your event by a volunteer:

Event Follow-Up Template

Subject: EVENT NAME: Thank you for Joining Us!

Hello,

Thank you so much for attending EVENT NAME. It was a pleasure to have the opportunity to meet many of you in person and I hope that you enjoyed the event as much as I did.

(If applicable): I've posted some photos from the event on GROUP NAME Facebook page (include a link). Please feel free to check them out or to add your own – and to "Like" the group if you have not already.

Please feel free to let me know if you ever have questions about anything group related or have ideas about other events you might like to see in the coming months. We're always looking for new ideas and volunteers so let me know if you would like to help with GROUP NAME.

Thanks again for joining us – and for your support of GROUP NAME. I hope to see you at one of our upcoming events!

Sincerely,

VOLUNTEER NAME
TITLE

RICE ALUMNI