

## Instructions for filling-out DAA regional event forms

Thank you for planning an event to engage Duke alumni in your region. Please submit all event forms to DAA 45-60 days in advance of your event. This will ensure your event receives the full suite of support services offered by the DAA including email marketing, a registration page, supplies, and payment processing. **Links to all event forms can be found at the end of this document.**

- If you submit your event form at least 45 days in advance, please expect the first email communication to be sent to alumni 30 days before the event date.
- If you submit your event form less than 45 days in advance, you may be asked to reschedule your event or you may receive limited marketing.

Please Note: It is recommended that you gather the information below before beginning the event form. Content on the event form will only be saved if you allow for cookies usage, return to the survey on the same internet browser, and on the same computer within 1 month of starting the survey.

**Please obtain the following information BEFORE completing the event form\*:**

**Approval of your DAA regional director.** Each alumni region is supported by a DAA regional director. The details of your event, including the date, must be approved by the regional director before you complete the form to ensure that it fits within the regional calendar and that there resources available to support the event. In larger regions, we recommend reaching out 5 or more months in advance of your proposed event date.

**Event title:** The title of your event will appear on all marketing pieces and social media. Think of it as the headline of a news item; be interesting but not sensational.

**Location details:** Please gather the full address where your event will be held including zip code. Additional details like parking or information about how to get there will also be helpful to your attendees.

**Capacity** What is the **maximum** number of people you are prepared to engage, seats/spaces to occupy, tickets to sell? Please consider your space limitations when developing this number. Once your event reaches capacity, the registration will close. Invitees will then have the opportunity to add themselves to a waitlist.

**Volunteer contact information.** Please provide the following information for the lead event volunteer(s) who will also serve as the contact person for registrant questions.

- Duke degree/year
- Email Address
- Mailing address, telephone number and email address will be required for the volunteer who will accept delivery of event supplies, if needed.

**Textual content.** DAA will collect information on your event for the email invitation and for the event website. We encourage you to provide different content for each page. DAA reserves the right to edit your content.

- For the email invitation – The text should be **brief** but interesting. Specific details should be reserved for the event homepage.
- For the event homepage – The text should be thorough and answer all questions that interested parties may have (ex: links to organizations, books, and people).

**Speaker bios and headshots:** The system limits content to 2,500 characters including spaces, per speaker. Clear headshots are required and final once submitted. It is best to place all content and images in one Word document. You will be given an opportunity to upload this on the form. DAA reserves the right to edit.

**Images:** Images that represent your event may be uploaded. Only include images that you have the right to distribute. [Pixabay](#) is a good resource for royalty-free stock photos. DAA reserves the right to include/exclude/edit these photos.

**For events that require attendees to pay a fee to attend:**

**Registration fees\*\*:** How much will you charge per person? Please note if you would like to charge different fees for registration types (example: recent alumni, alumni, non-alumni).

**Event costs:** Event costs should include catering, space rental, tickets and other expenses.

- Please upload copies of vendor contracts and/or invoices. Make sure to include vendor contact information.
- If your vendor is new to Duke, a completed W-9 form must be uploaded. Duke's Finance office will not release any check payment without this. The form can be found here: <https://www.irs.gov/pub/irs-pdf/fw9.pdf>
- Please note: A worksheet regarding the financial side of planning your event is on the Volunteer Resources page: <https://alumni.duke.edu/volunteer/volunteer-resources>

**For event announcements only:** Please provide the **URL** of your event registration if any, how to RSVP, where to go to for more information.

**Links to event forms:**

- **Free events:** [https://duke.qualtrics.com/jfe/form/SV\\_9pKhdNtnX2xfALb](https://duke.qualtrics.com/jfe/form/SV_9pKhdNtnX2xfALb)
- **Paid events (Events with a fee):**  
[https://duke.qualtrics.com/jfe/form/SV\\_eQYiVygZHLn2AWp](https://duke.qualtrics.com/jfe/form/SV_eQYiVygZHLn2AWp)
- **Women's Forum Conversations/Coffee series (Submit for 2 or more events):** [https://duke.qualtrics.com/jfe/form/SV\\_0j3RP54aBDjUeY5](https://duke.qualtrics.com/jfe/form/SV_0j3RP54aBDjUeY5)
- **Event announcement only (no registration or registration on a 3rd party site)**  
[https://duke.qualtrics.com/jfe/form/SV\\_cN1I41QudTFxjyB](https://duke.qualtrics.com/jfe/form/SV_cN1I41QudTFxjyB)
- **Request to post on the network only**  
[https://duke.qualtrics.com/jfe/form/SV\\_5u5PA718cSHSVaI](https://duke.qualtrics.com/jfe/form/SV_5u5PA718cSHSVaI)

\*To simplify the form, several questions on the form have been pre-populated with popular, default answers. Please review these answers and make edits as needed.

\*\* Your estimated revenue must cover the estimated expenses you will incur in holding the event.