



**ABOUT:** Duke Alums Engage, a service opportunity that is generally held during a two week period in the spring. The Office of Alumni Engagement and Development (AED) designates the time span, the events are planned by local groups and occur throughout the country/world during this period. Duke alumni, friends and families volunteer together in their communities.

## COMMUNICATION

**Communicate with the AED Regional Staff and your Duke Regional local leadership.** These resources will provide assistance in the logistics of holding a successful Duke Alums Engage event in your community. They will also help you identify dates that do not conflict with other programming in your region.

## LOCAL ALUMNI

**Identify local alumni** who will help you plan and implement a Duke Alums Engage Event. If this is your first event, it is important to keep it simple. A successful DAE event does not have to be complex, expensive or time-consuming. Many cities start with a simple project and then develop their program over time.

## PARTNER ORGANIZATION

**Identify a partner organization** that will allow synergies to develop, benefiting the community, partner and volunteers. Finding the right partner is critical. If you decide to interview multiple potential partners, please make sure that each one understands that you are not committing to a project, but simply gathering information so that a choice can be made once the research has been completed. As you hone in on a partner, you will need to understand how many volunteers will be needed. It is also important to know if there are any age restrictions. Many DAE events include children and if you would like to create a family event, please communicate that desire to the potential partner. It is also a good idea to ask about any physical restrictions (lifting, working outdoors, etc). As a rule, we avoid events that promote any type of advocacy (political, religious, etc) as we do not want to exclude any alumni.

## PUBLICITY

**Event write-up;** once all the logistical details for the event are set; you'll need to share with the Regional local leadership and to the AED Regional Staff and submit the regional event form. You should also ask participants to wear Duke gear and designate someone to serve as a photographer for the event.

## FUNDRAISING

**Fundraising;** while most DAE events are produced for little or no cost, some events have grown into larger projects that require funding. Each city develops its own strategy for covering these costs, but most regional boards either fund basic expenses such as water and lunch or have identified alumni who are willing to sponsor the DAE event.

## AFTER THE EVENT

**After the event,** send photos and attendance lists to the AED Regional Staff and Duke Regional local leadership.

## MORE DETAILS

For more details about how to plan and implement a DAE event, past projects, FAQ's, training tools, a timeline and more contact the AED Regional Staff and Duke Regional local leadership.