



**ABOUT:** Game Watches are fun events to gather local alumni together to watch football or basketball games. They are a great way to socialize and bring different ages and schools together.

## LOCAL LEADERSHIP

**Communicate with the DAA Regional Staff and your Duke Regional local leadership.** These resources will provide assistance in the logistics of holding a successful Game Watch. The basketball schedule is available at [www.goduke.com](http://www.goduke.com) usually by mid-August. Schedule the event as soon after schedule is known and set up the schedule for the entire season as early as possible. The football schedule is available in late January. Please note that most football kick-off times are not set until 10 days before the game.

## ORGANIZATION AND PROMOTION

**Identify local alumni leaders that will help organize and promote the Game Watch.** Encourage introductory face to face meeting and/or e-mail exchange among alumni leaders to define how/who leads the planning of the event. Seek “co-hosts” from varying class years, professional schools and affinity groups in order to encourage broad attendance. The hosts are responsible for coordinating with the DAA on the financial aspects of the venue, for providing expected numbers of attendees to the venue and coordinating communications with the DAA.

## VENUE

**Identify the best locations for event.** Suggestions include a reserved section/private room of a bar or restaurant, a room at a private club, or hotel space. University policy prohibits the use of any facility that discriminates due to race, gender, sexual orientation or religion.

- A central location is important as is having a consistent location. After attendees have come once, they know how to park and easily find the location and are more likely to come again. The work of organizing each Game Watch is also made easier by having a regular location because the venue gets to know the normal set-up and flow of events. Setting one location that commits to showing all chosen games for the season is important. Look for a bar/location that already likes to show Duke games, have a Duke affiliation, or is a sports viewing oriented bar/location. Having a bar/location that will prioritize Duke games over other teams is valuable. Select a location that allows for easy watching (large televisions) and a designated area that is not too large.
- Paying for parking has been shown to be a deterrent to attendance.
- Make the area or table at the bar easy to spot with Duke logos, banners and colors.

## EVENT WRITE-UP

Once all the logistical details for the event are set; you'll need to do an event write up to send to the Regional local leadership and to the DAA Regional Staff for inclusion in the monthly newsletter and on the website. Be sure to include the following information: date, start time, location with address, parking information and contact person for questions.

## ADVERTISING

**Establish advertising for the event.** Use social media such as Facebook, Linked-In and Instagram to publicize. Please visit <http://dukealumni.com/alumni-communities/regional-programming/volunteer-guide>. Particularly helpful in this regard at this website are the links to "Publicity & Communications Methods and Policies" and "Game Watch E-Blast Policy".

## COST

**Establish pricing for the event.** Most bars are happy for your business and will not likely charge you anything over and above drinks and food. Nonetheless confirm there is no hidden charge and be aware of food/beverage minimums. If applicable, remember to factor in 3% to cover credit card fees.

## RSVP

**Create an easy way to RSVP, but also make it clear that you don't have to RSVP to show-up.**

## FOLLOW UP

**If possible, after the program send follow-up e-mail thanking people for coming.**

## TIMELINE

