SEND-OFF PARTY POCKET GUIDE

“Send-off Parties” bring the mission of the DAA-to engage, connect, and celebrate—to students, parents, and alumni as we begin each school year. They are held annually worldwide.

1) **Scheduling the Party:**
   a) The DAA office usually schedules all the parties between the last week of June through the first week of August;
   b) The day of week and time of day vary from region to region. The parties generally last about 2 hours;
   c) The DAA seeks out the party host if the area has at least 8 incoming students; and
   d) Work with the chair of AAAC to coordinate the logistics of the party, including the involvement of the local AAAC interviewers.

2) **Who’s Invited:**
   a) The incoming first year students and parents;
   b) Incoming undergraduate transfer students and parents;
   c) Current undergraduate students and parents;
   d) All alumni (in almost all areas), including AAAC interviewers and other volunteers (exceptions are cities where sheer numbers are prohibitive, e.g., Manhattan, Durham); and
   e) Not incoming graduate or professional students.

3) **Role of DAA:**
   a) Recruit hosts – hosts make the parties more personal and cost effective; whether held in homes or other venues, the hospitality provided by the host is key to a welcoming atmosphere;
   b) Handle all publicity;
   c) Set up online registration site;
   d) Keep host informed of registration numbers;
   e) Provide package of Duke supplies to host; and
   f) Send staff member to attend (in most cases).

4) **Role of the Host:**
   a) Provide venue;
   b) Provide refreshments– light snacks and sodas are sufficient; no alcohol;
   c) Approve invitation drafted by DAA;
   d) Take attendance when no staff is present; and
   e) Make welcoming remarks, to all, especially newest members of the Duke family.

5) **Role of the AAAC/Region:**
   a) Leadership should attend and encourage attendance among volunteers;
   b) AAAC volunteers should contact matriculating student as an added personal invitation;
   c) Include party information in regularly scheduled regional publicity;
   d) Registration will take place through regional website;
   e) Include on regional Facebook group (if applicable) - FB post should direct people to register on website, not through FB;
   f) Volunteers should promote volunteer opportunities at the event; and
   g) Volunteers should be prepared to answer questions about their volunteer role and about Duke in general.

6) **Publicity:**
   a) All parties are listed on the DAA website;
   b) Links on the Send-off website to all registration sites; registration is done primarily through Regional websites; and
   c) Regional Facebook groups; and
7) **Publicity for Invitations:**
   a) Incoming students and parents receive e-mail invitation; parents also receive a letter from a DAA student intern; and a reminder e-mail is sent to incoming students and parents;
   b) Current undergraduates receive e-mail invitation; a general e-mail is sent to the entire student body; and a reminder e-mail is sent; and
   c) Alumni and parents of current students receive an e-mail.

8) **At the Party:**
   a) DAA staff will try to attend most parties;
   b) Other campus staff may attend select parties;
   c) Host and staff to say a few words of welcome; and
   d) Incoming and current students introduce themselves.

**Timeline:**

- Hosts are selected and dates are set by early spring
- 5 weeks out– host is asked to provide details for invitation and approve invitation
- 4 weeks out– invitation sent
- 3 weeks out– box of supplies sent to host
- 2 weeks out– regional staff makes introduction (via e-mail) of host to attending staff
- 1 week out– regional staff update host and attending staff with RSVP list
- Day after– report attendance and provide feedback on host

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