

**Northwestern University
NAA
Best Practices Form
Prepared September 10, 2006**

EVENT INFORMATION	
Event name	NU Club of the North Carolina Triangle Annual Sendoff Picnic for freshmen and their families (particularly parents)
Category	Students
Location	Ferrington Swim and Croquet Club, Ferrington Village, about 6-7 miles south of Chapel Hill on Routes 15/501
Start date	August 20, 2006
End date	August 20, 2006
Short description	An annual picnic for the incoming freshmen students from the Triangle and Triad areas and their parents (and other family members if they choose to attend). This was the third such picnic, and was held again at the Ferrington Swim and Croquet Club facilities.
Full description	The purposes of this event are (1) to enable the new freshmen to get to know each other before they go to Evanston to start their college years at NU; (2) to enable the parents to meet each other and all the students; (3) to enable our younger alums to pass on their knowledge and experience to the new students; (4) to create an awareness of the Club to the students and their parents, so they will know that there is a local Northwestern presence ready to serve whatever needs they may have and to encourage them to attend our alumni events.
Event program	The program is entirely social, all oriented toward having the new freshmen get to know each other, for the parents to get to know each other, and for the club members to get to know the students and their parents. We have refreshments as the students and their parents arrive at the picnic area, introduce everyone at the picnic to each other, and then enjoy the companionship while enjoying a good picnic. There are usually six to eight people at each table. After the meal, photos are taken and the people attending the picnic circulate among themselves. A few brief comments are made by our president, who welcomes them and tells them that our club is always accessible for whatever help we can provide them.
How was the event publicized	The event was publicized by personal contacts to the students and their families. Letters were sent to each student, and that was followed up by e-mails and personal phone calls. For our members, we sent out a "blast" announcing the picnic and encouraging them to attend to support the new freshmen and their families. Further, all the upper class NU students in the Triangle area were contacted personally and invited to attend. We wanted the upper classmen to attend to provide information and encouragement to the new students.
Will you repeat this event?	Yes, absolutely
Was the event a success?	6 Excellent
Did it meet attendance goals?	6 Excellent
How would the audience rate the quality of the presentation or topic?	6 Excellent
How would the audience rate the physical arrangements and	6 Excellent (outstanding)

facilities?	
How likely will your group be to repeat this event?	Likely (very!)
Reason for even success/failure (50 words or less)	This event, the third annual, was very successful because (1) we contacted each new freshman personally by letter, e-mail and phone, urging them to attend; (2) about eight of our members undertook the various the responsibilities with a fervor; (3) we had excellent picnic facilities – outdoors – and excellent support; and (4) our members love to work on this event and greet all our guests.
Number of invitations	We invited eight new freshmen personally, and succeeded in getting them all to the picnic, with parents and other family members (some prospective NU students!). We contacted about 15-20 upperclassmen personally. For our members, we sent an electronic blast message inviting them to attend.
Total attendance	40 (including eight freshmen and their families, one sophomore and her mother, and one alum Class of 2006) – total of 23!!
Club member attendance	17
Event income	\$240
Expenses	\$428.70
Net gain/lost	\$188.70 lost (invested)
Did the event meet financial expectations?	Yes. We have made the decision to invest in the future of Northwestern by providing this picnic at no cost to the freshmen and their parents.
DETAILED FINANCIAL INFORMATION	
Price for club members	\$15
Price for non-members	\$20
Other pricing information	\$10 for returning students and their parents; free for freshmen and their parents
Price notes	Pricing seems to be just right for a picnic
INCOME	
Member income	\$240
Non-member income	0
Other income	0
EXPENSES	
Room rental	\$140 – rental plus gratuities for those who set up the facilities, took them down at the end of the picnic and cleaned the grounds
Room rental information	We were able to get a good rental price for that wonderful picnic area because Bob Glass, a co-founder of the Club and a Board Member, is a member of the Swim and Croquet Club at Ferrington Village
Audio Visual	None
Explanation	Not applicable
Speaker	Not applicable
Details	Not applicable
Entertainment	Not applicable
Details	Not applicable
Catering/Food/Beverage	\$288.70
Printing	0
Photocopying	0
Phone/fax	0
Transportation	0

Insurance	0
Other	0
Your name	Myron Miller and Bob Glass
Your e-mail	myron.miller@mindspring.com and bobglass@hotmail.com