



# **Welcome Chapter Leaders**

## **July 22**

# Today's Agenda

- Yard Signs
- Virtual Student Welcome Celebration
- Digital Communication Brainstorm



# Yard Signs



- Signs will be 18”highx24”wide, double-sided, comes with frames
- Producing the signs this week, WFAA mailing next week, week of July 27
- Max 50 signs/box, wire frames will be mailed separately
- Get approval before putting signs in a student’s yard
- Could offer a pick up time/date/place
- Use texting feature



**Questions?**



# Virtual Student Welcome Celebration

- Sunday, August 16, 6pm **CT**
- Fun, spirited and celebratory!
- Inviting the 29 chapters that have opted into this event and their incoming students
- Platform: StreamYard - anyone with the link can join and no login of any kind is required
- Sharing a full list of chapters that are participating



# Virtual Student Welcome Celebration Program

- Play “If you Wanna be a Badger” on loop as people enter the event
- Welcome 3 min (chapter hosted)
- Virtual Bingo 20 min (chapter hosted)
- Chapter drawings 5-7 min (chapter hosted) – Planning to have chapters choose and announce their own drawing winners; chapters cannot exceed \$100
  - UW Bookstore, Red card gift card, Chapter swag items
  - Registration link provided to choose student drawing winners
- Varsity video 2 min
  - (Chat Box – chapter hosted)
  - WAA will provide ice cream coupons to every student that registers and a swag bag to the Bingo winner



# What does this mean for me and my chapter?

- Be as involved as you want to be – chapter drawing/chapter host is NOT required
- Sending a survey to chapters that have opted-in to gauge interest in your involvement
  - 1) Participation in your local chapter drawing
  - 2) Need 5-7 chapter volunteers for chapter hosts
    - need to be available to rehearse the event
    - will need to wear red or local chapter shirt



# Virtual Student Welcome Celebration - Marketing

- Email copy geared towards the students
- 1st email – 8/3 - to chapter leaders and incoming students
- Reminder email – 8/12 - to chapter leaders and incoming students who have not registered yet
- Day of email, half hour before event - only to those that have registered
- Post-event thank you email





**Questions?**





# Digital Communications Brainstorm

**Thank you!**

Next call:

Wednesday, August 26  
3pm CT

Topic: Chapter webpages redesign update

