Chapter’s Role

• Submit the event-request form three to five business days before you would like to start marketing the event. It is a best practice to have your registration site live for six weeks.
• Be the point of contact for all event questions.
• Request an email to promote the event, and post to social-media networks.
• Send pre-event emails to registrants.
• Provide a list of walk-ins and attendees to their chapter representative.
• Cover the 3.5 percent credit-card processing fee.

WFAA’s Role

• Build registration sites within three to five business days after receiving all relevant information.
• Provide a report link, username, and password to the chapter.
• Send the invitation email (if requested) and the registration-confirmation emails.
• Send a postevent reconciliation two weeks after the event is closed if all payments and a list of walk-ins and attendees have been received.

Registration Tips

• Requesting an email at the same time when you request registration support will save you time.
• If your event includes meal options, there is a limit of three. Include one vegetarian option, and be in contact with your venue about attendees’ dietary restrictions.
• Donations can only be made to your chapter’s scholarship fund.
FAQs

How do we know whether our event qualifies for registration support?
If we receive your completed event request at least three to five business days before you wish to promote the event; the primary audience is UW–Madison alumni; you anticipate at least 15 alumni in attendance; and you are not using any other registration system, your event will likely qualify for registration support. That said, we do not offer this support for weekly game watches, recreational sport leagues, peer-to-peer fundraising events, community-service events, international events that are not hosted by WAA, and events with early-bird pricing. All services are dependent on whether WFAA tools and software capabilities are sufficient. If you have any additional questions about whether your event qualifies, contact your chapter representative to discuss them.

When will my registration site be ready?
We ask for three to five business days to build your registration site. If you have also requested an email, both will be completed at the same time. It is a best practice to have your registration site open for six weeks to achieve successful attendance numbers because planning ahead is always best.

How can I see how many/who is registered for my event?
Shortly after your registration site is live, the chapter leader who submitted the request will receive a link, username, and password to monitor how many/who has registered, provided that the chapter leader has a signed data agreement on file for the year.

When/how will we receive registration proceeds?
Postevent reconciliation will occur two weeks after event is closed if all payments have been received and the chapter has provided a list of walk-ins and attendees to their chapter representative. If your chapter is enrolled in direct deposit, proceeds will be deposited in your account. If not, we will send a check to your chapter treasurer.

When will my registration site open? When will it close?
Your registration site will open once final approval is received from the chapter leader and a WFAA registration-team member has let you know it is live. It will remain open until the day of your event unless otherwise noted on your event request. Changes to this request will be considered only during WFAA business hours by contacting your chapter representative.